Media Portrayal of Terrorism: A Comparative Analysis of CNN and Geo News from 2011-2019

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Abstract

World has evolved to demolish the geographical boundaries and the technological boom has very well complemented this trend. Information has taken many forms other than just text and visual data has resulted in imposing desired maps and mindsets of viewers. Media has played a vital role in this area where its different forms have exploited specific concerns into extreme directions. Islam and Muslims have been addressed as extremist and radicals and this trend has been visible since last few decades. Media has paved its way to the lives of people and now it is using this trust to train their thoughts for specific desired objectives. Media has addressed issues and concerns related to Islam and Muslims in a very extreme manner where it has disguised the actual news into fabricated events. This untruthful transformation by the media is greatly effecting the minds and thoughts of the people who trust that media is the real sound of the world and the most reliable source of information gathering. This study has been done to address the disguised representation of media towards Islam and Muslims. The very effects of this portrayal will also be addressed. Media has acted very smart in misrepresenting Islam and Muslims by forcefully relating Islam to extremism and terrorism. Such relation of a religion to extreme events results in a public hate and discouragement towards it and its followers. Thus, the fine comparison of CNN and GEO News has been presented with respect to the manipulation of the information and content under the umbrella of their specific interests and objectives. With other inferences from this study, it has been evident that former is more established and trusted by the people and it will take greater time for latter to get the same influence in the viewers.

I – Introduction

Twentieth century has witnessed many new and emerging phenomenas. Information sharing has evolved in terms of the content as well as methodologies. Newspaper has been a mode of communicating events and incidences since the seventeenth century yet it remained passive till early twentieth century when motion picture was introduced. People began to build stronger interests and paid attention to what was disclosed. Soon it became evident that media was not only a source of entertaining people but it is also a very strong medium of communication and circulation of information (Ahern & Sosyura, 2014). Media has not only played its part in relaying information to people but it has also contributed enormously in shaping up their minds and society. Media has generated an image in minds of people of things which have happened and also of things which have actually not happened the way they are shown (Orlik, 2008). This resulted in people having multi-dimensional view of the same news. This became exaggerated by the appearance of social media which exposed the news in picture form which added more attractive for the people and viewers. It was also convenient and easy for the viewers to perceive and interpret in terms of its consequences. Thus, people started trusting and believing in what was shown on media. This trust was then misused by the media owners who painted the real image of the news into a desirable form to gain a specific target. Media portrayed and transformed the real news into a new story behind new colours and animated scenes. Such transformation generated a false and an entirely different perspective of the original event and news. This paper is designed to address the smart and biased role of media between 2011 and present which has forced the connectivity of extremism and terrorism to a specific religion.

II – Literature Review

Technology has travelled many decades and has evolved into a necessary component of human life. Information distribution has become an important area in this modern world where globalization demands freedom of speech and diminishes the geographical boundaries. Media is a source which is used to disseminate information and content to the viewers. Media has different forms and all these forms have their own importance as well as impact in the lives of people. Media in the modern world has paved its way deep into the hearts and minds of people. This has been possible not only because people have extraordinarily trusted them for the reliability of information they share but this also tracks back to the efforts of media in integrating and exploiting the use of technology not only in terms of the infrastructure but also in terms of the development of methods which strike

directly to audience and their thoughts. Media has trained itself to become a source of information distribution and sharing which can transform a news into a form which ultimately shapes into a political agenda or creates controversies and discussions within the public. Studies have shown that people appreciate the freedom of speech and become convinced by open discussion getting the view that this is the voice of public (Nelson, Clawson and Oxley, 1997).

With the increasing growth of the media industry and interest of the people, more and more investment also initiated including private as well as public contributions. Such financial investments made media highly dependent and driven by the interests and demands of these investors. These investors started influencing what should be disclosed on media and how a particular news should be revealed. This has become common because these investors realized that financially investing in media and its functions will make it paralyzed and then they can derive it for their interests and goals. Most of the media chennels including the Cable News Network (CNN), Aljazeera, RT Network, the Euro news, GEO News, the British Broadcasting Association (BCC) and the New Dehli Television (NDTV) emerged in the end of twentieth century (Starr, 2004). It was the same time when media was observed to pretend as a political entity. The media houses of regions like Europe got more influence on the media houses of less developed countries. Thus, such media houses in under developed countries started to follow the footprints of the more established media houses. They began to follow the same pattern of narrating the news and sharing the information. This resulted in reduced discrimination between the way media turned up different news in different parts of the world. They all almost followed the same methodology and seemed greatly inspired by the procedure of painting a new and fake picture out of the real story (Baughman, 2006). Most of this included dessimination of content, information and news which greatly influenced the attitudes of people and attracted their attention (Muralidharan, 2010). The biasness of different role of the media has been very visible. The same time period when media was building its foundations in training human attitudes and fine influences on their interests, extremism was strengthening its roots and gaining attention of the world. Extremism has been associated with a group of the world who had specific political objectives, media became a sound of this situation (Klaehn, 2010). Extremism ha sbeen viewed as a phenomenon where harch thoughts are maintained against a particular group, religion or political force. It is an unnatural way of thinking and behaving apart formt he general norms of the society. Violance has been associated with extremism while other forms and definitions are adding to its explanation with time. Religion (e.g. Islam) is being targeted of being extreme. It has been very difficult to apprehend the real beneficiary of generating this concept of Islamic extremism. Extremism could have been associated with other

causes like demographic pressures, political influence and deterioration fo the educational research but its close relation with a religion is a wrong perception. Such association of extremism to a specific religion hurts the cultural as well as social values and connectivities of that religion and its people. The unjustice maximized when media played its part in promoting this connectivity of extremism with a certain religion like Islam (Alvares & Dahlgren, 2016).

Media has invested in narrating one side of the picture which resulted in controversial discussion around the globe (Kuypers, 2002). Media has not really contributed to unfold the concern but has exploited the associated controversies to gain greater viewership and change human interests (Thussu, 1997). Terrorism has been a very debatable topic around the globe since last few decades and incidences like 9/11 has generated more heat into the issue. Media has exploited the notion of liberism and neglected the journalism ethics by connecting terrorism and extremism to Muslims and Islam. The narrated stories were broadcasted with a specific and misleading interpretation which has caused serious damage to religious strength of Islam (Lee, 2005). Media has misused the liberty to project the views and aims of a specific group to the world and this seriously demands a re-assessment. This is not only damaging to the specific religion but also greatly deriving the people for the targets and interests of specific groups. Media has surely shown biasness in showing and discussing incidences in which Muslims or Islam was propagated. In this regard, Western media has surely played a major and significant role (Ahmed & Mtthes, 2017). Media has been attracted to such religious extremism (Eisenlohr, 2012).

Media biasness has been targeted in literature because media has been inclined towards increased financial gains other than being a source to dessiminate information and news to the viewers. This brings in the demand to study in-depth the factors which actually attract the attention of media in last few decades till now. Media has been benefitting the changing political and security situation around the globe (Pennington & Kahn, 2018). The attacks on the solidarity and values of Islam has become a common norm in media channels and news. Also, Western world has smartly targeted Islam and Muslims and in this regime they have used media to achieve their goal by influencing it and also continuiung active campaigns. Recent events have been captured by media which have targeted the minds of the viewers against the world's second largest religion 'Islam' (Powell, 2018). The attacks have been carried out in different countries of the world where the suspects and attackers were not identified as Muslims. One of these attacks is the attack on three churches in Indonesia doen by a family which was later claimed to have contacts with ISIS. This attack left nine dead and fourty wounded. Similarly, unhindered shooting was carried out on two mosques in a row by a shooter in

newZealand in 2019 which killed about fifty people and similar were injured. It was identified that both the events were planned and the suspects were said to maintain 'extremist views'. In both these events, there has been no relation to the suspects to any Islamic background yet media still portrayed it to be connected to the terrorist background which scales back to ISIS. Media related these events to terrorist activities and claimed the support from Muslim terrorist groups. No specific media channel can be said to generate such biasness yet there are definitely other factors supporting media to generate negativity about a specific religion. This paper is designed to address the smart and biased role of media between 2011 and present which has forced the connectivity of extremism and terrorism to a specific religion.

III – The Case Analysis of CNN and Geo News

CNN and GEO News are two renowned media houses, one from US and the other from Pakistan, respectively. Both of these media houses are located at very distance from each other in different continents which reflect a huge difference in the type of environment, demographics of people and the variety of incidences which occur. Similarly, there is a great difference in the operational methodology of the two media houses also. This reflects the regional as well as administrative differences and diversities. CNN has its roots far earlier and beyond the other. It has excelled in the areas of coverage as well as capacity of extending the coverage of events beyond the reach of low-scaled media houses. GEO News has paved its way recently to success and has evolved by adopting modern ways of coverage and transmissions. CNN has its foundations strongly embedded which results in its huge viewership all around the globe while GEO News lacks such a spread of the viewers and is mostly limited to Pakistan, Saudi Arabia and some parts of world based on the reach of the satellite transmissions. This paper addressed the research based on the analysis of these two media channels only, their in-depth evaluation will be performed to address the controversies carried by them. This section will highlight how both these media houses showed a critical role in the extremism wave of early twenty first century. As the proposed study is a comparative study, therefore, the preceding paragraphs will first analyze the controversies attached to the CNN and its role in projecting anti- Muslim narrative and then the last paragraph of this section will analyze the controversies attached to the Geo News of Pakistan.

Cable News Network (CNN)

Cable News Network (CNN) is a television channel of America which was founded in 1980 by Ted Turner. It is now owned by WarnerMedia News & Sports, a division of AT&T's WarnerMedia. It was the first channel to provide 24-hour news coverage in addition to being the first news-only channel in America. CNN has a huge viewship span covering more than two hundred countries around the globe. CNN is the largest media network in United States and has been categorized the pionerr in holding live reporting from the first Gulf War Zone and the 9/11 attack. CNN has always been upfront in being the first to provide live coverage of events to the world with strong theoretical, statistical and analytical depth and analysis.

CNN turned extremely progressive in terms of the methodologies and technologies used for broadcasting, data collection and event coverage. In the start of the twenty first century, CNN has no signs of any Islamic Phobia (Islamophobia) represented in its news and coverage. This demonstrated that CNN started off with an extremely neutral news channel with no specific biasness about any political, social or religious group and religion. This not only shows the trend of CNN but it also depicts that there was nothing as Islamophobia in that period (Kamrava & Kamrava, 2005). This has been claimed due to the greater influence of CNN and its practices on the media of under developed countries. But this changed in a very short period after that. Media started showing different views about a specific region with no specific inclination against Islam (Zempi, 2014). Being the dominating and influential media channel, its role has always been very critical. CNN has remained as the only News channel around the globe for a long period of time which has not only provided live broadcast of the event but also managed to provide analysis from experts about any event or situation. This has resulted in its huge impact on the thoughts and mindset of people. But this trend changed drastically when competition increased for CNN with the emergence of other media channels in U. S. With this change became apparent some new terms like War on terror, Islamophobia, Islamophobic views etc. in the media language which were discussed never before. These terms were right in time because the events occurring around the globe involved targeted attacks, bombing and casualties. Many analyst suggest that Islamophobia appeared mostly after the 9/11 incidence of the World Trade Center attacks in America yet this has not been openly disseminated in the news and by the media channels. Islamophobia and biasness againt Muslims has now become an open discussion after the Western authorities have gained their desired goals. Trump government has been very vibrant in targeting Muslims like the executive orders to ban Muslim on 6 March 2017 (Jamal, 2017). Such initiative are openly harming the existence and routine lives of Muslims not only in US but all around the world

(Telhami, 2017). They have significant negative outcomes which influence different pareadigms including restrictions towards the refugee safety according to the laws settled internationally, support to students to have global access to educational facilities and permission for Muslims to live and practice theirreligion in United States at a general level (Jamal, 2017). Such moves have short as well as long term effects with an emphasis that islam is a religion to fear from and its followers must be separated form the society. The consistency of relating Muslims and Islam with extremism and fueling the debates about security, peace and safety has increased due to such initiatives from developed countries of the world. These also greatly damage the image of Muslims and Islam with a considerable increase in the hate and negativity towards them (Jamal, 2017). Some people also argue that Trump state has worsened the concepts of Islamophobia and caused greater damage to the religion and the followers (BUNCOMBE, 2018). White House is following greater anti-Muslim campaigns by deriving its media which can be seen in a recent interesting episode of March 2019 when the CNN cut- off the live broadcast of the Muslim Dr. Qanta Ahmed, when she denounced the present government rhetoric about the Islamophobia. CNN promotes the biasness against Islam and Muslims by polishing its news and other talk shows (Guimond, 2017). The attitude of U.S. government as well as media towards open support and promotion of Islamophobia is targeting success of the Muslim women with the aim to disable them from social statuses and deprive them from all social, financial and professional oppourtinities (Jamal, 2017). U.S. has shown visible variation in the way it treats and exploits Islam and the Muslims where CNN has always played a very important role. Media portrayal in the current century has been one of the biggest challenges for Muslims. Media has affected the image is Islam and Muslims as per its requirements and the wishes of the influencial groups. Media channels like CNN can easily remould the concepts and present them to support a positive image of Islam and Muslims (Khan, Iqbal, Gazzaz & Ahrari, 2012). But CNN has not only broadcasted the news and extremist events but also conducted different talk shows and speeches about Islamophobic trends. The best example of such talks is the Presidential debates which depict that CNN will narrate their objectives of working against Muslims to become an active platform for people and groups talk against Islam and the sentiments of Muslim community (Poudret, 2017). All this makes it quiet clear how CNN has been biased in projection and support of anti-Muslim perspectives inside and outside of U.S. As CNN influences many media houses and groups around the world, so every information shown on the channel becomes a big news and implants a great influence (Alphonso, 2016), (Munestri, SS, Adi & Nurintan, 2017). These are some scholarly argument that conform to the research problem of the proposed research.

GEO News

GEO News is a private television channel in Pakistan which is owned by Independent Media Corporation. GEO News has been a trend setter in the national media industry in Pakistan although not having the same span and dominance as narrated by CNN. The Geo network of Pakistan is considered the biggest channel in Pakistan after the Pakistan Television (PTV) in terms of the number of viewership. Additionally, GEO News has been marked as top On-Air screening channel in comparison to other media channels in Pakistan. Geo was started in a time when Pakistan was facing huge crisis due to national and international security threats. As Pakistan has been connected in every respect to the global strategic scenario, thus any changes in the security situation in the world has considerable impact on Pakistan. One such example is participation of Pakistan in the global war against terrorism where media (specially Geo Network) played a vital role in training the minds of people and building their opinion. It was time when the view got built that Geo narrates the voice of people who work internationally in the security domain yet there has been no documented proof for this. Thus, no scholarly evidence is present which ensures that role of Geo News have been biased. Still Geo News faced a lot of criticism and controversial stance due to its support of anti-Imran Khan elemtsn. Additionally, they also have committed different anti-Pakistan military comments, noted especially after an attack on the famous journalist, Hamid Mir, of Pakistan who ha sbeen associated with Geo News in 2014. These two facts have greatly affected their clientele and they have lost the public support and viewership.

The development and modernization has greatly inculcated the concepts of globalization in all fields of life in Pakistan also. Importance of information dissemination and reach to a common man has been considered essential. The real accelerator for this development was when Pakistan Electronic Media Regulatory Authority (PEMRA) issued licenses to the Pakistani TV Channels (Qamar, Tariq and Baloch, 2018). Thus, the electronic media in Pakistan surely has setup its base yet it will take time for it to spread to larger areas to effect even the think-tank of Islamabad (McGann, 2019). It still has to pave its way and reach to a common man in pakistan. This perspective is influential in terms of the news media. And here the view of McGann is very strong. This is why that Geo News was unable to disturb the image of the security establishment. The news media has still to pass many hurdles to really make a significant impact on the lives of public in Pakistan (Hassan, 2018). Thus, it shows that media in pakistan and specially Geo News have stayed at a backfoot to influence the thinking of the public. The opinion of Feyyas is strong which supports that the security proximities of the South Asian region

compels the media to follow the suit (Feyyaz, 2010). This shows the level of security conditions in this region of the world. Such views confirm that any state which is in a serious security crisis will have to maintain a biasness in the political domain irrespective of any other perspective. Public democracy has been considered as a tool which derives human thoughts and behaviors (Arif, Golan and Moritz, 2014). Some people might believe that Gew News have been acting as such a tool in the hands of International establishment but these might not involve such magnanimity. Media in Pakistan might have massive outreach but it has not been so influential that it can derive the public opinion in a particular direction for some predefined and conservative goals (Debnicki, 2016). Media has surely become a necessity in the lives of people of Pakistan as a source fo entertainment and amusement yet less is being considered reliable towards the news and information shared by these media channels. The work by Khan and Joseph has evaluated the role of media throughout the dictator's (Gen. Pervaiz Musharraf) regime in Pakistan and they opine that Media must be made free from the corporate structure and in light of the security aspect of the Pakistani state- it not be allowed to create wrong or right perceptions(Khan and Joseph, 2008). In that time, Geo News was developing so it followed the state narrative which it kept doing for quiet a long time. Media in Pakistan has been greatly influenced and controlled by the political bodies deriving the content and how it is exposed to the public. Thus, the credibility of the news has always been questioned and remained as a controversy for the public.

   CNN and Geo News have grown up in very different cultures and environments. Former is a free network which enjoys liberal regulations in U.S. where media regulations and policies are not very strict. Also, CNN has enjoyed democratic environment and had never been shutdown by the government or any other authority due to any objection to wards the content they share and produce. CNN has also maintained itself as a platform for the political stability of authorities and making their voice reach out to maximum people. Experts believe that there were certain environments that resulted in developing the image of the CNN as a biased media group. In contrast, Geo News have been looked upon very strictly in terms of regulations. Media regulations in Pakistan is monitored by an independent authority (Pakistan Electronic Media Authority) PEMRA, but there exist other reasons for Media backtracking. Pakistan has been projected as a Security state, since its perception. This security stamp has affected every domain of public opinion in Pakistan. The up- emergence of both the print and electronic media, re- designed the concept of security in Pakistan. To main stream the media role in Pakistan, other than the role of PEMRA, much more regulations were applied. These regulations were primarily put in place just to not allow many actors to speak against the interest of

Pakistan, in any way. Geo News has been one of the actors that has challenged quite often that regulatory regimes.

Global evidence supports that only taking appropriate security measures is not sufficient to deal with problems like extremisn and terrorism. Social and News media has a significant role to play in this regard to clean the minds of people rathan than creating a social war based on the political, idealistic and geographical grounds. Pakistan is a multi-cultural country and it has reformed by appreciating social media being an important part of lives of the public in keeping them updated. Western world derives the economy of the world and also it has strongly influenced the media and people with its values and culture. Thus, there are strong western influences on Pakistan people, food industry and especially social media. The reason behind this is easy access of internet and television to the public due to technological and communication system developments. This research is being done to focus on analysis of the biasness shown by the western media and similar trends in the media in Pakistan. It will be interesting to observe in the study how the factors of social media and powerful international influences derive the social media for selfish aims.

III – Experimental analysis

Media inclusion of an occasion influences open discernments contingent upon how it is encircled. Given the restricted learning of Islam and Muslim nations, the U.S. open has expanded a media confined Islam from abroad as the real psychological warfare danger. In real, Western media takes part in inclination and makes generalizations against religions and people groups against Islam is acknowledged in the scholarly world, and most don't separate Islam and Muslims. The activities of one Muslim are likened with all Muslims. So on the off chance that one Muslim is a psychological oppressor, we should fear all Muslims, setting up an Islam versus the West mindset. Media has greatly promoted that Muslims and Islam are radicals, extremists and evil which generates a wave of hate and ignorance for Islam and Muslims in people wround the world. Muslims are considered and portrayed to be a great threat to the security, peace and safety of the society so they must be avoided and restricted to a specific region in the world. Such a deliberate controversy against Islam through media is harming their image and Muslims are facing great struggle for their existence in different fields of life.

Islam has been openly declared as a religion which supports terror and extremism. Media has played a vital role in making this image a reality and assuring the viewers that Muslims are

unreasonable, radicals and evil. Such a demonstration of Muslim nation deprives them of their freedom of movement around the world. People at the public level fear the presence of Muslims and tries to stay back. Media has taken new shape of representing that most fo the unusual and threatening events around the world have taken place by Muslims being at the back of them. Media has generated this stance very systematically and this trend has been boposted top its maximum since the events of 9/11 in United Staates. Media has openly declared and talksshows victimize Muslims for all this. Terrorism has become a new yet very threatening and dangerous act in the modern world. People are afraid and media as well as governments have struggled to get down to its roots. Akthough not very confident but Media has taken the political stance and blamed the Muslims of being the magor accelerator and originator of such events. Terrorist atatcks have been mostly related to be connected to Islamic groups like Al-Qaida where media gives delivers it to be the responsibility towards all the Muslim world. This depiction of a specific religion and blame on its followers makes their lives very difficult. It not only restricts them to a specific region in the world but also deprives them of their basic rights of education, professional opportuinities, etc. Students and people abroad in the West are facing great trouble. Governments like Trump have also started campaigns to force Muslims to leave their country and get confined to a specific region in the world. Media has openly supported such initiatives and has played its part in proving that Muslims are strict and fearful people and thus they must be restricted to a specific region for their existence and survival. In this paradigm, this study has evaluated the responsibility of Muslims for the terrorist activities in the light of how media portrays this fact. Thus, a rigorous study has been done over the last decade to assess the terrorist activities around the world. The data coverage of terrorist attacks from 2011 till 2019 are presented in Figure 1.
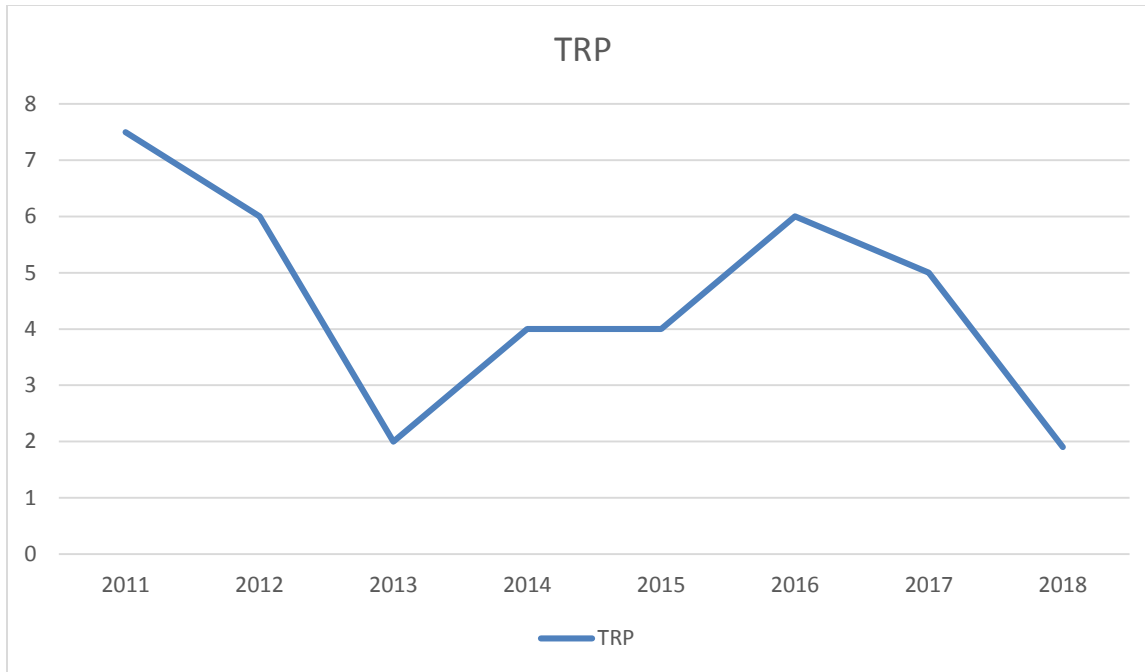
Figure 1: Annuam television grade point of CNN for the period (2011 - 2018)

Figure 1 shows how people have got attracted to media and television over the last decade when the terrorist activities and frequency have increased. It can be seen that during the year of 2011 their TRP has went up, but gradually it decreases by 2013 and the slightly inclined upward. It experienced full support in 2015 by viewers but it suddenly lacked its audience due to controversy during 2017-2018. The decline has been very significant in terms of losing the viewers which is evident from the decreasing slop of the graph at the end. To understand the role of media in developing a specific issue or controversy in the minds of people, an indepth analysis is provided. For the media role in making up minds of the viewers against or pro the particular topic or incident to be judged, it is essential to note down the statistical data of their show which becomes on air about terrorism. They relate to Islam, by the word 'they' it means CNN. Media channels like CNN address Islam and Muslims in such a specific way which can now be seen to be done to address Muslims by people around the world in the similar way.

Media has evolved and trained itself to present stories in such way which effects deep into the eharts and minbds of people. Media has worked out in this area by developing methdos and techniques like framing where a simple news is modulated to become a political issue or international controversy. Quantity of media on air shows give incentives that it they had to have potential to influence the viewers and their thinking. Today's global world has travelled decade in convincing people to the fact that global connectivity is very important. In this regard, like the developments in

tourism industry and education, the enhancements in information sharing and distribution has also increased. The nature of the media shows and corresponding TRP tells that CNN get points when they talked about serious issues with the help of honorable famous guests. This supported such news platforms to develop in the same area and produce similar programs and content which can increase their viewership. Following is the graph by which one can understand the support of CNN that why and when it get high TRP.
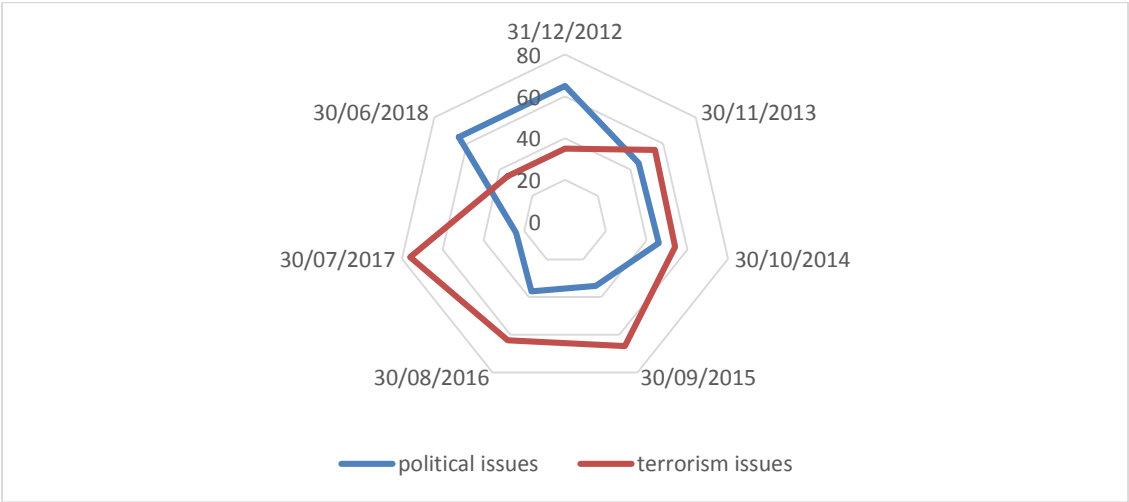

Figure 2: Area graph of CNN's TRP

Figure 2 provides as area graph of the television rate point (TRP) of CNN which demonstrates that news, documentaries, shows, series and debates related to the political issues containing local and foreign issues has less television rate point as compare to the terrorism related reports. This is because people are more interested to know how they are safe and their families are least affected by any life threatening events. Consequently media has earned the power to create the mindset of Wests and all viewers from all over the world t against Islam or Muslims. It is clear that people are very reactive and responsive to televisions programs which focus and discuss how terrorism happens and what has been the core causes behind it. Media has deliberately and very systematically promoted this fact that Muslims are behind all these terrorist activities declaring Islam as a radical and extreme religion.

Media has invested very well in terms of infrastructure as well as its efforts in collecting almost all events and presenting them with comparisons and evaluation in front of the viewers. Media also runs programs which present to the viewers the trends in different areas of life. Figure 3 and Figure 4 shows that media has become very responsive to data collection and notifying the number of events as well as exact casualties over the last decade. This has been made possible due to the strength fo

technology, the daring efforts of the journalists and most importantly to conquer the world of news dissemination and become the fastest and leading news distribution platform. Thus, different media channels around the world struggle and invest in expanding their infrastructure and network to global level to present to their viewers the latest as well as live coverages of the events and news around the world.
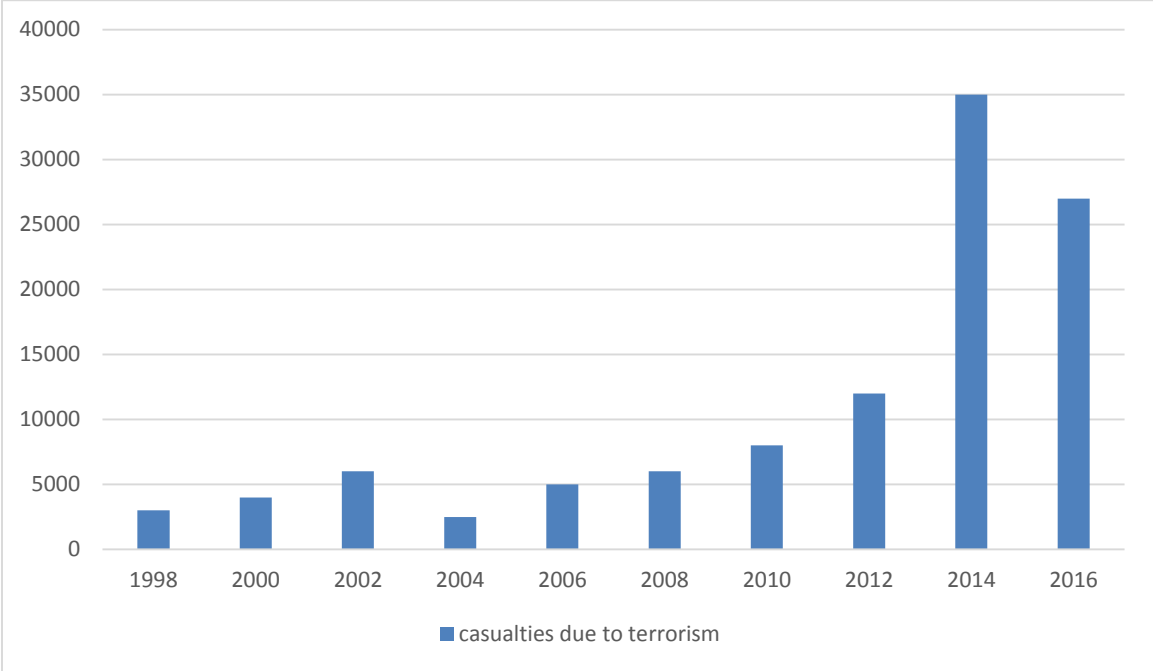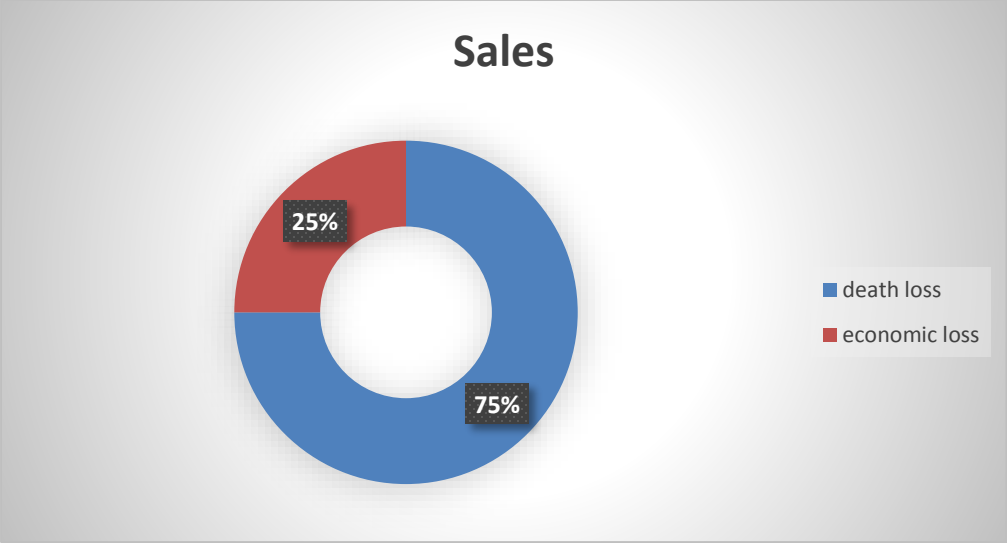

Figure 3: Casualities reports during terrorism

Sales

- death loss
- economic loss

25%

75%

Figure 4: Percentage death and economic loss due to terrorism

GEO News has developed many folds in expanding its services to cover diverse fields of life. It has played a vital role in the lives of people by bringing them news related to different fields including news, terrorism, sports, entertainment, etc. The role of GEO News has been depicted by statistical data disclosing its role in defining and shaping the opinion and views of public and viewers. Figure 5 highlights the different levels of news being covered by the Geo News.
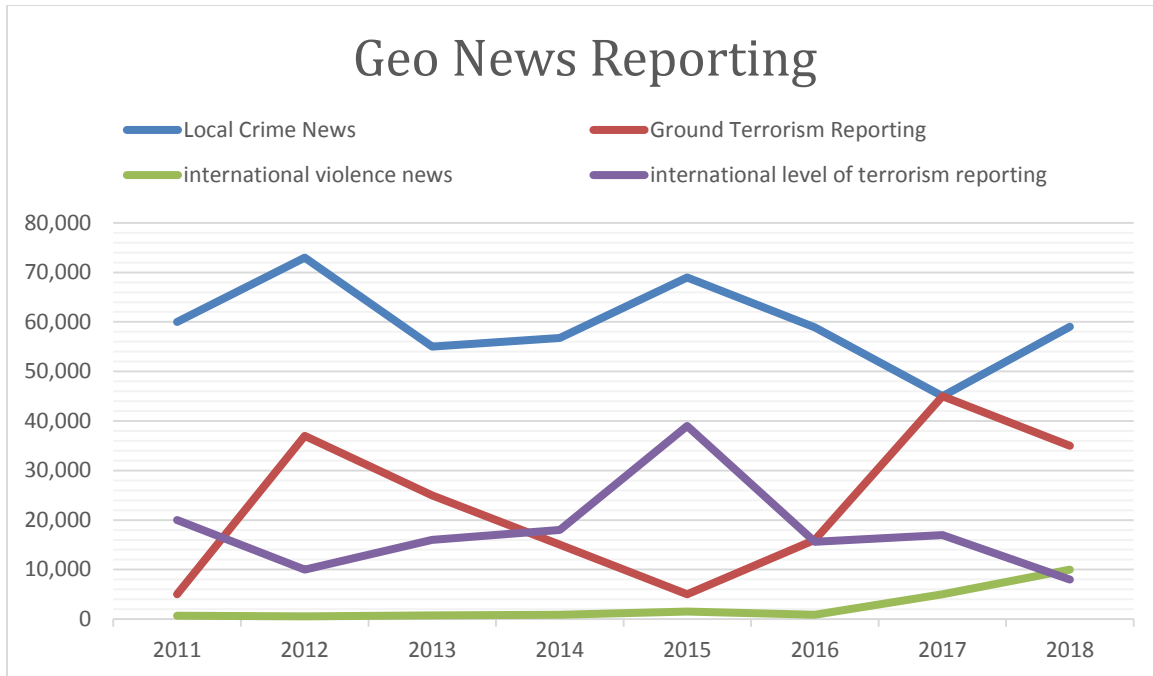
Figure 5: International and national news coverage by Geo News

Figure 5 demonstrates that GEO news is still in a struggling phase to expand its infrastructure as well as network of journalists around the globe to bring the latest global news to its viewers. It can be seen that the news about international violence has been least covered and displayed for the people and this it enjoys the lowest rate of reporting, whereas, local crime news has special protocole in Geo News. Thus, it is evident that the local reporting is their only rational reporting topic to get the TRP. GEO News seem to target the very specific area of public who are only interested to know about their whereabouts and immediate surroundings. This provides incentives to other or foreign news channels so that they are free to paint any image of muslims. The world has evolved and news channels have expanded their networks from local to international levels. Media channels have their network of journalists working around the globe to bring the live coverage of events and news to their viewers. In this regime, GEO News seem to be reluctant to openly confront the alligations of foreign media and give extra courage to the pro-Muslim media coverage. Thus, the deliberate fear of a local or Muslim channel in fighting for the existence of Muslims in the global world give way to the international news channels to portray and support a negative image of Islam and Muslims. 2012 and 2015 are seemed to be most vulnerable year throughout the graph. Figure 6 shows that GEO News has been significantly progificient in covering the terrorist attcsk and events supporting the fact that coverage of terrorist activities is appreciated and viewed more by the public due to its relation with safety and security of

human lives. GEO News has still been reluctant which is again evident in Figure 6 towards the coverage of the international terrorism and news events.
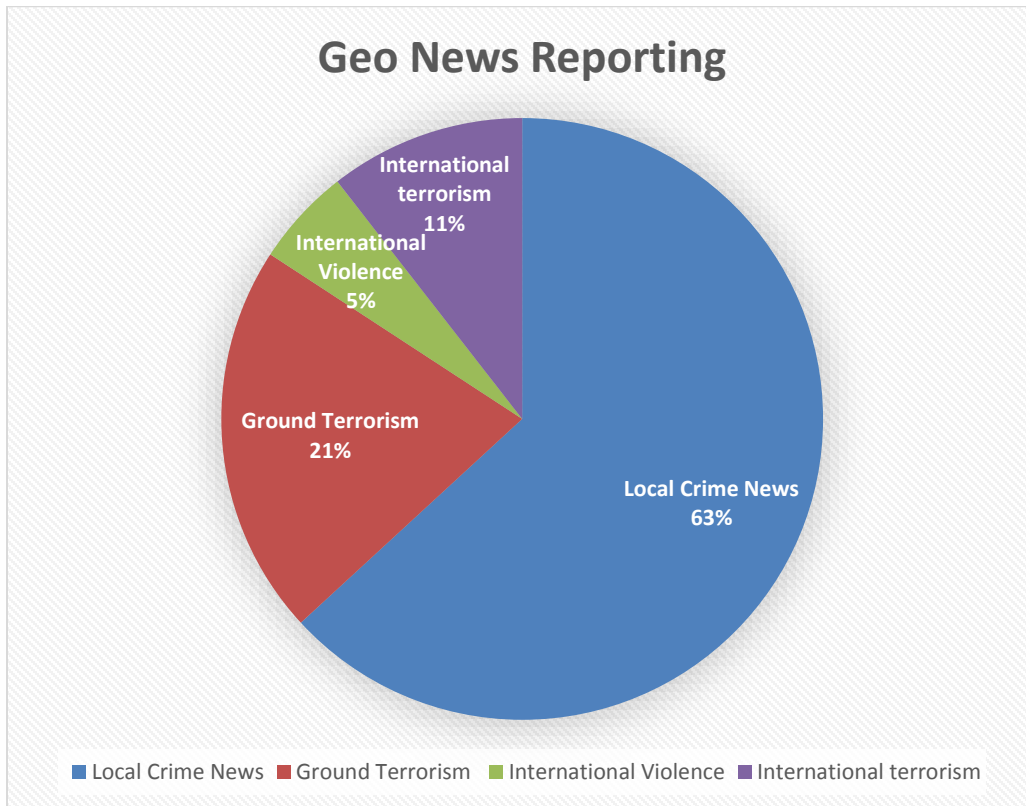

Figure 6: Coverage of terorrist attacks by Geo News, Pakistan

IV – Discussion

To understand the role of media channel and their involvement comparison method is the only method which will give prudent analysis. For that purpose below is the graph of CNN reporting per year:
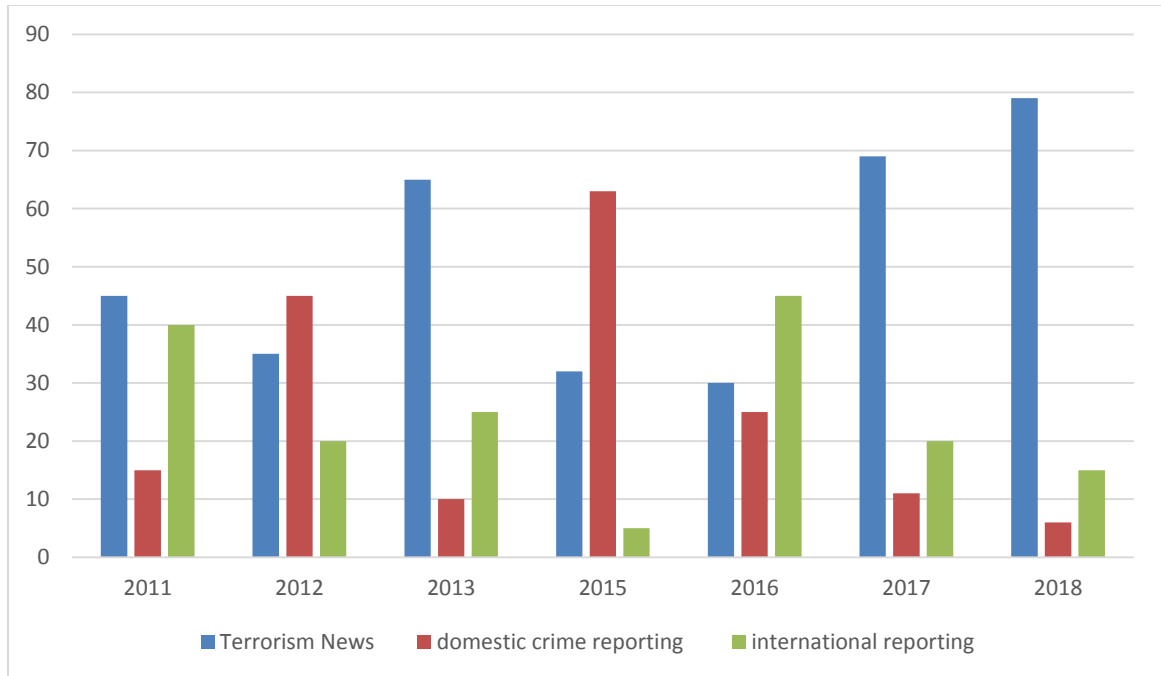
Figure 7: CNN News Reporting (2011-2018)

This graph is based on the calculation of the author's collected statistical data. It is useful to understand the news reporting nature by this percentage consistent graph. By this graph it would become easy to know the numeric data of reporting. This graph elaborates that news consists on terrorism reporting are more than domestic crimes and international news. This gives only the whole picture of focus of the channel on particular type of news. It is to be stated that terrorism reporting has been more focused topic of the news channel CNN. It is to be drawn that as they are more inclined to report about terrorism news it would give them equally chances of creating image of something of particular area.
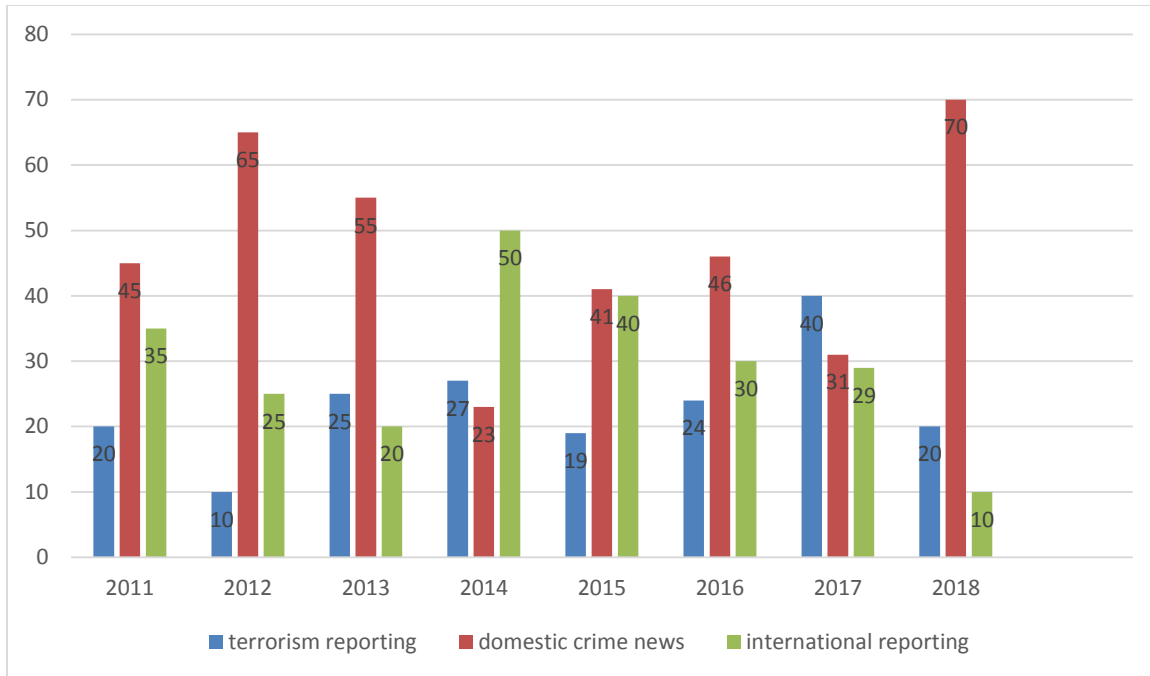
Figure 8: GEO News reporting (20011-2018)

GEO News has been assessed and evaluated for its information and contewnt transmission relating to domestic, international and terrorism reporting. The data has been collected over the last 8 years from 2011 till 2018 and it is summarized in Figure 8. The graph reveals that GEO News has paid all its focus on the coverage and reporting of local crime at low level. More of the interest has been made towards the news and content relating to the issues like theft, sexual crimes, etc as compared to focusing on terrorism news or international news.

This shows that being less focused to the terrorism reporting Geo news has incentives to stay reluctant to report on the terrorism news on highly qualified medium. It will give us incentives to think that less focus on detailed news or terrorism has its dual effects on the particular area. It means that, their low rate of reporting on terrorism all over the world gives them less chances to promote their own stance on the behalf of their country Pakistan. Geo news has reporting consequences because in Pakistan media forums can be consider vulnerable for their selection of style of news. Below is the pie chart considering the reporting and highly supportive news channels all over the Pakistan with their publicity and television rate point TRP in percentage.
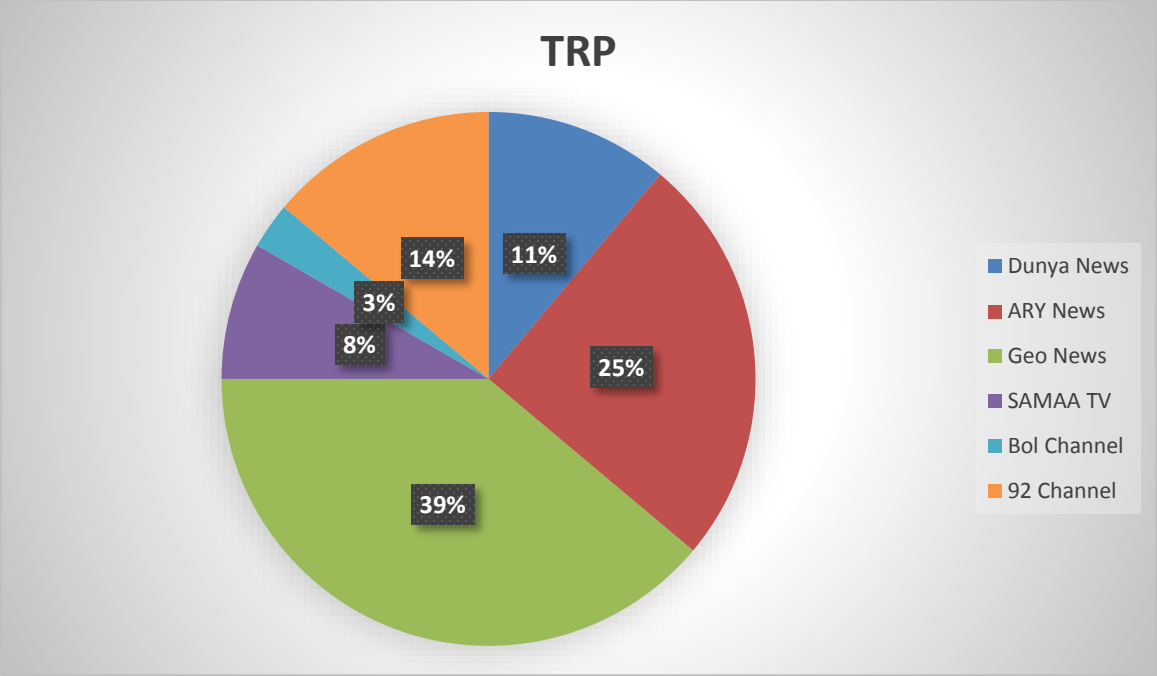
Figure 9: Pakistan's media channel TRP analysis

GEO News was assessed for its viewership and value in the media market in Pakistan. In this regard, the top News channel fo the country were selected i.e. GEO News, ARY News, Dunya News, Samaa TV, Bol Channel, 92 Channel. Television rate point (TRP) of all the channels was evaluated and compared. Figure 9 shows the television rate point average in percentage i.e. TRP. The TRP percentage clearly exposes that that GEO News enjoys more audience in Pakistan than any other competing news channels of the country. GEO as a media group has faced major controversies and objections on its news and other channels like entertainment yet it is evident that GEO News has more viewership than other channels despite having lot of controversies. This shows that GEO News has succeeded in its struggle to make space in the hearts of the public and gain their trust and confidence. People of Pakistan consider GEO News as a reliable source of information dispersal and distribution. It gives incentives that GEO News has the power to influence its viewer by its reporting style. Large rate of its TRP shows that GEO News is considered to be a reliable and trustworthy news forum in the eyes of greater population in Pakistan with ARY News being at the second and 92 Channel as the third famous ones. In this situation, GEO News has its credit to deal with the stake holders and perpetrators of disturbances for its supporters. Figure 10 shows the line graph of the credibility of news channels by their TRP in comparison in West as well in South.
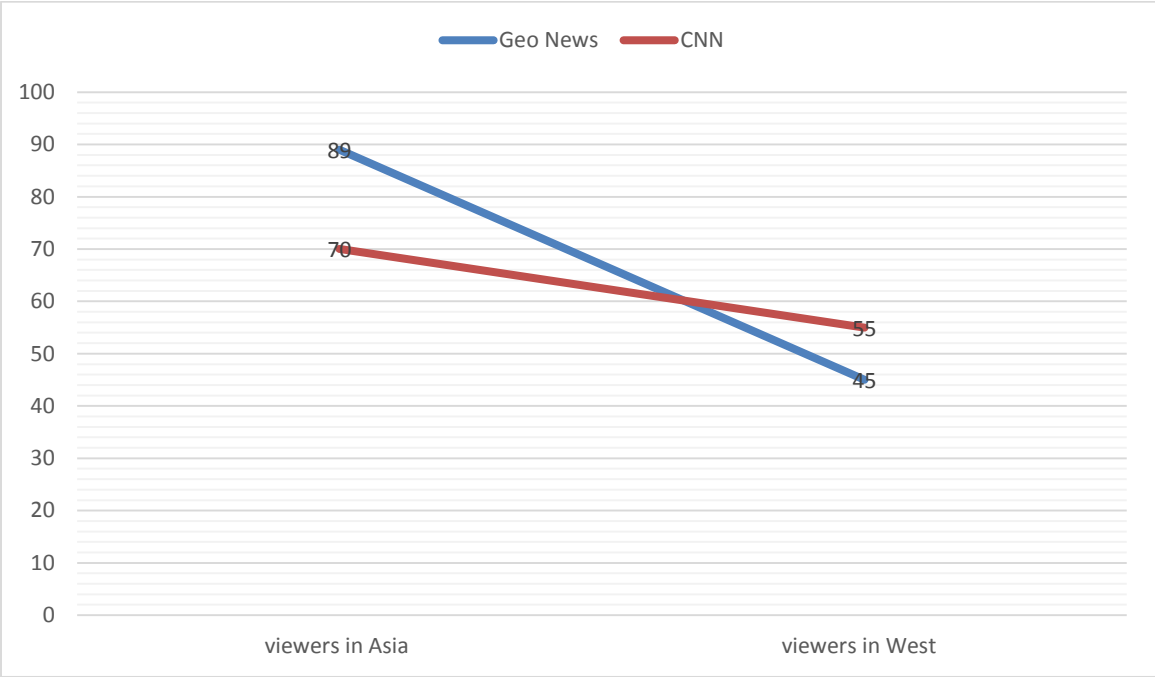
Figure 10: Comparison of the viewership

CNN and Geo News, being the leading news channels of the world have considerable similarity in the content as well as the objectives. Most of the news channels of the world idealize CNN when in development phase. Both of these channels, having the same style are exposed to quiet similar issues and challenges yet belonging to different regions of the world makes these problems diversified. Both the channels have faced controversies due to the content and information they share. It is very visible that CNN and GEO news face the same situation due of their controversies, reporting style and nature of reports. A statistical analysis of comparison of the content and information shared on the transmission of these news channels has been done and the data is provided as a graph in Figure 11. The line graph shows a comparison between CNN and GEO News that both the news channels are equally famous but in different natures due to their inherent difference in belonging to a different region and having diverse range of audiences. CNN is a globally accepted news channel and people around the world consider it reliable when questing for information and news. While, on the other hand, GEO News has been able to hardly make its apce and value in the face of the local public. People

of Pakistan itself are confused and don't fully rely on the content and information shared on the channel. As evident from the graph, The above reasoning is justified and it is supported that GEO News has its access and popularity limited more to the limited number of local as well as regional viewers while CNN has struggled to attract the viewership of the local U.S. citizens and thus it enjoyes more local audience. Additionally, CNN has invested well both in terms of infrastructure as well as the methodologies to cover the news internationally by expanding their system and coverage of the events. This has scored a lot in terms of CNN winning the global viewership. When considering the viewership of CNN and GEO News in the counter regions, it has been noted in Figure 10 that GEO News has very limited viewership in the West as compared to CNN while it enjoys more audiences in South. Yet, CNN has more audiences in West and globally in comparison to GEO News. Figure 10 also clarifies the fact that people in Asia are more oriented to approach to Television to educate themselves for information and news while in West people rely on other sources of media for information and content. Thus this makes it evident that collectively, GEO News has considerabley less number of audiences in other regions of the world but it is appreciated in audience in its own region i.e Asia in comparison to CNN as a news and information dissemination channel. Thus, this diversity in the amount of viewers and audience between the two news channels of the world shows their reliability in the hearts of people. It is very clear that CNN has more listerners and greater number of people are convinced and believe in what they show and represent. Thus, CNN has more credibility and capacity to influence the people and create the image of everything as they want. Figure 11 illustrates that technological methods like framing and others can be used by influential channels such as CNN to derive the interest and thoughts of the people in the world even if they are not the leading channels of the same region. Figure 11 shwos clearly that CNN is heard, appreciated and believed at a greater extent as compared to GEO News around the world. Although it has been noted that Television has lost its viewership considerably in the last decade due to other information gathering sources like Internet and social media i.e. Facebook and Twitter. It is also evident that both news channels have experienced notable fluctuation in the number of viewers between 2013 and 2015. CNN was able to recover from this but GEO News still seems to be struggling. Thus, all this data makes it evident that CNN is a more accepted and trusted News channel not only in U.S. but all around the world which also enables it with the facility to influence the minds and views of the audience to what they want.
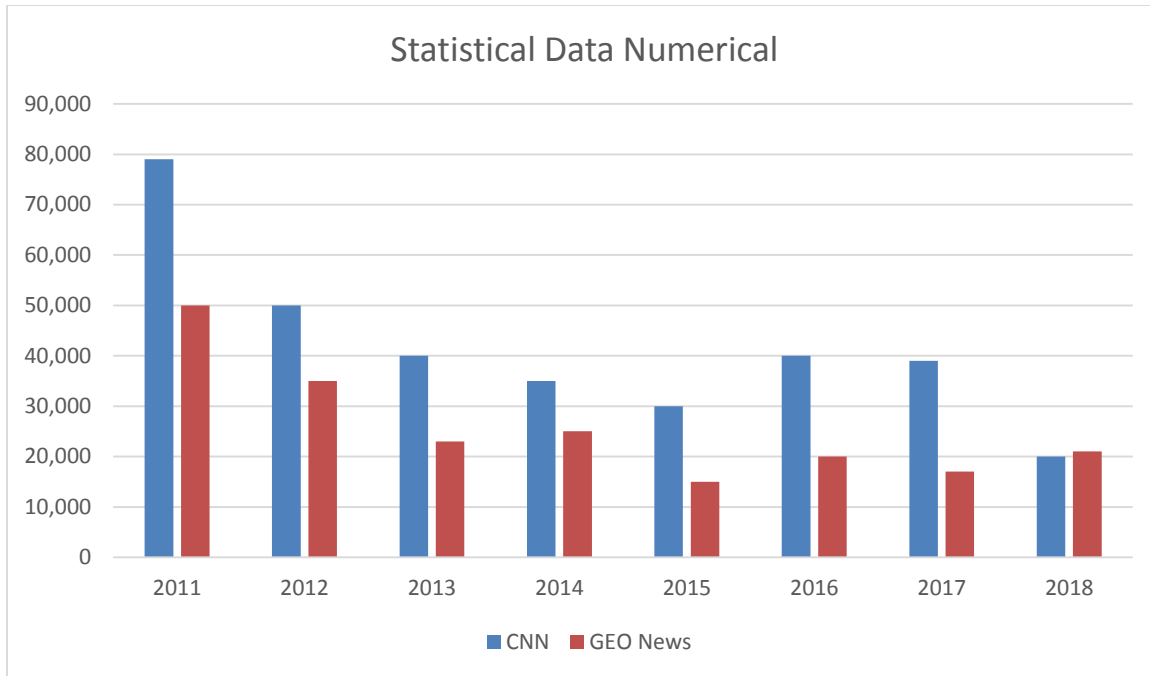
Figure 11: GEO and CNN data on terrorism

V – Conclusion

Media has gained enormous development and evolution in past few decades due to the enhancements in methodologies and technological boom. It has been considered as a source and medium to disseminate information and content to the people. Different sources of media exist including Television, Radio, Internet and other forms like Twitter and Facebook. This study is done over the Television channels of two reknowned News channels of the world i.e. CNN and GEO News. Both of these networks have the same aim to distribute information and educate people of their surroundings and the world around. Yet they have quiet a lot similar objectives yet they exist in entirely different as well as distant regions which make them exposed to diverse audience as well as content which they cover. Detailed evaluation of the coverage done by these channels with respect to the representation and discussion about Islam and Muslims have been done. CNN have been reported to initiate with very neutral aims and the information shared on it remained very unbiased. Yet with increasing competition in U.S. in the field of journalism and emergence of many competing media channels, CNN diverged from its natural stream of actions towards biased coverage of events and information for specific region and its people. On the other hand, GEO group developed in a period when political influence on such media houses and organisations was great in Pakistan. Thus, GEO News is extremely inspired by how the government and political bodies have driven it and thus all its

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content and programsd narrate the politically driven thoughts and mindset. This study has applied detailed analysis to see how much these two very reknowned media channels of the world are biased in their transmission nd obejctives especially considering Islam as a religion and Muslims as its followers. Conclusions can be drawn by the facts of statistical data that by all means CNN has its more impact on the viewer of the region. This gives incentives to the research to think that CNN is more reliable for population than Geo News. It will take quiet a time for GEO News to gain the same stance in national as well as International world.

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