

U.S.A VS TALIBAN: VIEWERS' OPINION REGARDING WAR AGAINST TERRORISM

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ABSTRACT. *The war against terrorism has been remained under media spotlights, since its start, as compared to any other issue. The world, as well as Pakistan has paid a lot due to counter the effects of war against terrorism. The Pakistani media have been covering the certain aspects of this war. The purpose of the study was to measure viewers perceptions which were created by news channels in society and purpose was also to explore what were the effects on the minds of individuals as well as generally in society in regard on WAT. The survey research method has been used to collect data from 320 respondents. Multi sampling techniques, Stratified, Systematic and convenience sampling were used to select the sample. The findings of the study revealed that most of the respondents watch Geo news as compared to other channels regarding news about the War Against Terrorism. The majority of the responses depicted that USA is more beneficiary of this war. When respondents were investigated about the USA's motives to initiate this war, then most of the people agreed in the opinion that it was due to vested interests.*

Keywords: Pakistan, Exposure to T.V, War Against Terrorism, Sargodha City, Motives, Benefits, Loses.

1. Introduction. In today's world, the media have become almost as necessary as food and clothing. It is true that media are playing an exceptional role in strengthening the social order. They also help us to know the current situation around the globe. The media have a strong social and cultural impact upon social system. Because of its inherent capacity to reach at large scale, media are widely used to convey messages to build an opinion and awareness. The media have the power of educating people, the good and the bad. After 9/11 attacks in the USA the War on Terror started to respond these attacks. Initially, this war was against al-Qaeda and other militant organizations with the purpose of eliminating them [15]. In this war against terrorism the mass media was used very forcefully and effectively to shape people opinion in the favor of war against terrorism and against Taliban & Al-Qaida. The War on Terror is a term usually applied to an international

military campaign led by the United States with the support of the United Kingdom and NATO as well as non-NATO countries. The phrase of WAR AGAINST TERROR was firstly used by US President George W. Bush and other US officials to designate a global ideological military, political and legal struggle against organizations designated as terrorist [16]. This war has been given many names like World War III, The Global War of Terror or The War Against al-Qaeda. The catastrophic incidents of 9/11 changed the picture of the entire world. It was for the first time when the Americans were attacked on their land. The American media ruthlessly started its assault on the Islamic values and civilization the tool of negative propaganda was used in a shrewder manner. The aim was to create hatred and animosity in the hearts of the people against Islam, Al-Qaidia & Taliban. All, these are the negative aspects of media. If it is used irresponsibly, it can bring the nations on the verge of the war. We all have known that war is inhuman. It causes unbearable pain to the present and the future generations, because they act like adding fuel to the fire [9].

The media in Pakistan have played a very effective role against the control of political dispute and guarding against military/civil dictators. Yet all succeeding governments in the country have tried to cage the media, beginning with the press and publication ordinance (PPO), promulgated in 1962 by General Ayub Khan. During the time of General Zia-ul-Haq, who issued the revised press and publication ordinance (RPPO) in 1980, the media and journalists met with the worst kind of treatment: in words of torture, detonation, public lashes and the closure of various media outlets. But the media, led by the newly established English daily from Islamabad. The Muslim bravely fought against the dictatorial policies of General Zia-ul-Haq (Aziz, Y., 2003). Subsequently, during the Nawaz Sharif rule, a severe tug of war between the government and the Jang media group tested the limits of state versus media authority, as both tried to destabilize the other. Both would ultimately resolve the issue through a compromise. Afterward, General Pervez Musharraf, who is ironically credited with the propagation of media in the country, would simultaneously try to restrain and control it when it became too much for him to grasp. In 2002, General Musharraf issued the press council of Pakistan ordinance (PCPO). Again, in 2007, the Media was suppressed and several private channels were taken off the air. Some anchors of current affairs programs were based from conducting their talk shows due to their criticism of the government's internal and external policies. But the media were exemplary; it not only fought against the military ruler, but compelled him to undo the existing black laws. The most significant and practical example of the role of media comes when General Musharraf imposed a state of emergency in November 2007 and deposed the sitting Chief Justice of the Supreme Court of Pakistan, Iftikhar Muhammad Chaudhry. The media played a crucial role not only in speaking out against the emergency rule, but also in ensuring the restoration of Justice Chaudhry. Over the years, Pakistani media have been many ups and down in its growth and progress, but the media boom in the beginning of the 21st century has presented tremendous opportunities and challenges [7].

In Pakistan also, media have become the victim of oppressive dictatorial policies under military. It is fact that under Zia regime, most of the journalists and reporters were under the fire. At the same time, electronic media can be a great source of integration. It can unify a divided society. It can remove the seeds of sectarianism and ethnicity in a most magnificent manner. On the other hand, it can sow the seeds of love and harmony among the different sections of society. An independent and free media it is the primary ingredient in the wealth of a nation. Only a free media is a responsible media, as it protects the interest of a nation in a most benefitting manner. Pakistani media also affected by world media trends during the War Against Terrorism. A lot of time has given of private TV channels to cover different aspects of this war. As Pakistan is one of the most suffering countries of the world in WAT and affected in all of its social system. In the current study the focus is on the perception of people after having a heavy exposure to WAT coverage [11]. The Pakistan Army and security personnel have borne the thousands of terror attacks and have fought courageously, never demurring to make the supreme sacrifice of their lives [8]. The media, especially the electronic media need to take cognizance of their dauntless deeds and not ignore them. The war on terror has brought out the best in our brave security personnel; it should also make our media practitioners more objective and not selective [4]. Pakistani media's role regarding national interest during WAT has been courageously able. As now the users of the Pakistani media have perceptions like:-

- Terrorism must be dealt with iron hands and determination by TV channels according to the viewer's perception.
- Viewers' perception that media and TV channels should be made aware of their responsibilities. They must be encouraged to participate in government's anti-terrorist activities.

- TV channels and media should offer no concession to the terrorist while dealing with them, however, what a hard time it has to face.

Firm endeavors are needed to penalize those state sponsors who provide safe houses, weapons, explosives, cash and diplomatic support.

2. Literature Review. The idea of the discoveries of fear is the main reason for the news coverage of terrorism. The discourage of fear symbolizes the criminal activates that are presented in media, through 66% pervasive communication, symbolic awareness and expectation that danger and risk are central facture in everyday life” [1] “Social constructionist approaches to the study of social problems and emergent social movements stress how mass media accounts of crime, violence and victimization are simplistic and often de contextualize rather complex events in order to reflect narratives that demonize and offer simplistic explanations that often involve state intervention while adding to growing list victims”. Symbols are used for this process. “News does not merely set agendas; rather consistent with the symbolic interaction theory, news that relies on certain symbols and promotes particular relationships, between word, deed, and issues also guides the perspectives, frameworks, language and the discourse that we use in relating to specific problems as well as related issues”. Mass media use different symbols, e.g. terrorism, fear, crime that affects the audience [12]. Such kinds of symbols “tends to evocative, encapsulating, highly thematic, familiar to audiences and easy to use” [1]. Such symbols are the “the problem frame” named by Altheide. According to him “The problem frame promotes a discourse of fear that may be defined as the pervasive communication, symbolic awareness and expectation that danger and risk is a central feature of the effective environment”, (Altheide, 2006, p 648). All the terrorist activities in the world communicate with the help of mass media. It isn't also leaving its effect on the audience, but also upon those who govern states, e.g. government officials [10].

A researcher skinner (1984) felt that people have a positive image of US who regularly watch us TV programs. Babi (1990) is hereby convinced by research young people have a positive attitude towards the foreign culture, the study reveals that TV programs bring changes in the audience. Another example impact of TV channels is the study that was made in the US. It was observed that the people who watch soviet television have a better image of the Soviet Union, as compared to those who never watch Soviet television [7]. Above study shows that TV channels leave effects on the minds of viewers. Prime minister of Malaysia expressed his views about media that this is the era of information technology. Our thoughts, are made and modified by the information that we gain by the media. Media is the strongest element which plays their part by changing the views of people. It is the media who control the thinking of people, the owners of mass media makes the minds of people according to their wish. It is done by the worldwide network of television. Another researcher Erick (2002) concludes that people are just like mantle servants, under the mass media who present the information to the public in an exaggerated form. He introduces the world “Social fielder” for the perception of information in the modern age. Wilson is also the view that TV channels bring changes in individual traits, e.g., behavior, etc. He wrote a book “Youth culture and universities” he exposed the changing behavior due to TV channels [6]. Slone (2000) analyzed terrorist activities footage that was shown on television; she is of the view that such kind of TV channel's coverage raised the level of anxiety and fears among viewers. Such kind of study is also made in Israel, where terrorist activities are more common as compared to Western countries. The results were the same and high levels of anxiety, fear about personal safety is observed among people after watching a 12 minute documentary about terrorist activities. Robinsons and his fellows (2003) made a survey-based research and found that terrorist stones couldn't shed the peoples fear about their safety and terrorism. It is concluded from various studies that TV channels have widened the thinking of peoples beyond their country issues. TV channel has modified the opinion of viewers about foreign countries [14].

3. Methodology. This study is going to be conducted to check perception of viewers of private TV channels against War Against Terrorism. It is also the purpose of the study to explore viewers' perception regarding Taliban & U.S.A. According to the requirements and nature of the research study, survey method is an appropriate route for analyzing the effects and perception introduced by private TV channels. For this study, the universe is the male and female citizens of Sargodha city. Male and female viewers of Sargodha city who watch the private TV channel's programs about war against terrorism are selected as the unit of analysis. By

using Stratified sampling, Sargodha city was divided into two major categories: A (Blocks) & B (Colonies). Stratified sampling procedure has also been used through which specification of the respondents demographic characteristics included: Gender (Male, Female), Age (Up to 30 years & More than 30 years), and Education (Upto Intermediate, Greater than Intermediate). Five Blocks out of 36 are selected through using Systematic sampling, similarly five colonies out of 28 are selected by using Systematic sampling see table.

Total Sample Size 320

5 Blocks out of 36 & 5 Colonies out of 28 are selected, Household = $16 \times 2^{\wedge} = 32$

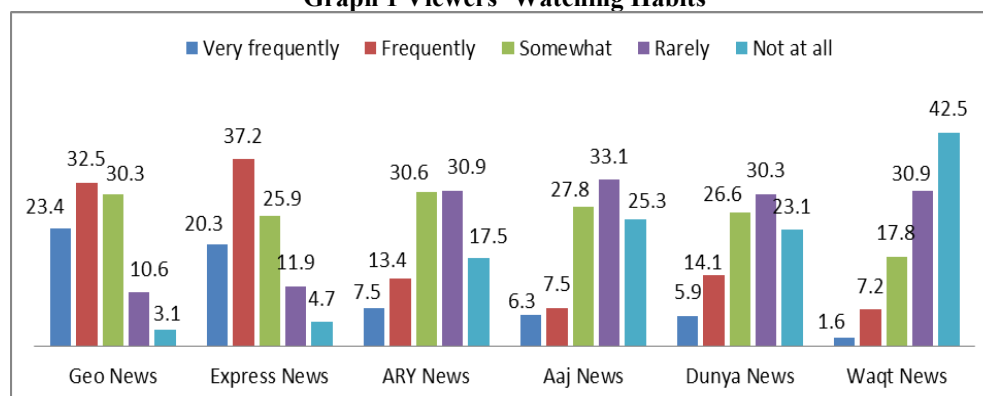
A				B			
Selected Block	Male	Female	Total	Selected Colony	Male	Female	Total
Block 1	16	16	32	Eid Gah Colony	16	16	32
Block 9	16	16	32	Islam Pura	16	16	32
Block 17	16	16	32	Nawab Colony	16	16	32
Block 24	16	16	32	Old Civil Line	16	16	32
Block 32	16	16	32	Satellite Town D	16	16	32
Total	80	80	160	Total	80	80	160

$\wedge = 2$ persons consist of male & female

Total 32 respondents consist of 16 males & 16 females from each block/colony are finally selected by using a Quota sampling of data collection. Keeping in view the requirement of the study and for drawing meaningful inferences, personal interviews with 320 respondents (160 males and 160 females) from Sargodha city were conducted. Major assumptions of the study were as: How often they prefer to expose to the selected channels' news & current affairs programs daily? In their opinion who are suffering more due to the war against terrorism? In their opinion who are beneficiary more of war against terrorism? In their opinion, what are the motives of USA to fight WAT?

4. Findings and Discussion. Television has become part and parcel of everyday life. We can say it is one of the main sources of information. In the current world scenario television brings vast changes at all levels of society. Specially, in our country in the last decade T.V is playing a role of active opposition for all government issues. And this is only due to emergence to private TV channels. These channels not only inform people but also help them to build an opinion on certain topics. WAT is the world phenomena and many world powers are participating in it. Our country is one of the most suffering countries during this phase. During WAT the private TV channels have given a lot of space and time to different aspects of this war. The respondents of the study belong to different demographics of society. They exposed to private TV channels' coverage to WAT and its multi-dimensional effects. Following are the tables and graphs based on responses given by people who exposed to coverage of WAT for a significant time.

Graph 1 Viewers' Watching Habits



The graph illustrates the viewers' watching habits of major TV News Channels to get the coverage about WAT, in percentage. According to the results Geo News is on top in viewers for watching coverage regarding

WAT, the 23.4% viewers of the whole population are habitual to watch this channel very frequently, which is a significant share of the whole population. Viewers also watch Express News (20.3%), ARY News (7.5%), Aaj News (6.3%), Dunya News (5.9%) and Waqt News (1.6%) very frequently respectively. Moreover, viewers prefer to watch Express News (37.2%) frequently followed by Geo News (32.5%), Dunya News (14.1%), ARY News (13.4%), Aaj News (7.5%) and Waqt News (7.2%). The results also reveal that Waqt News is most ignorant channel among viewers, 42.5% viewers answered that they do not watch Waqt news, 23.1%, 25.3%, 17.5%, 4.7% & 3.1% also deny for watching Dunya News, Aaj News, ARY News, Express News and Geo News respectively (Graph 1).

Table 1 Viewers' Watching Habits

	Gender		Age		Education	
	A*	B	C	D	E	F
Geo News						
Very frequently	26.3 [^]	20.6	20.0	26.9	27.5	19.4
Frequently	25.6	39.4	35.6	29.4	26.3	38.8
Somewhat	32.5	28.1	28.8	31.9	35.0	25.6
Rarely	12.5	8.8	12.5	8.8	7.5	13.8
Not at all	3.1	3.1	3.1	3.1	3.8	2.5
Express News						
Very frequently	20.6	20.0	16.3	24.4	21.9	18.8
Frequently	40.6	33.8	33.8	40.6	38.8	35.6
Somewhat	19.4	32.5	28.1	23.8	25.6	26.3
Rarely	15.0	8.8	14.4	9.4	8.8	15.0
Not at all	4.4	5.0	7.5	1.9	5.0	4.4
ARY News						
Very frequently	6.9	8.1	7.5	7.5	6.9	8.1
Frequently	11.3	15.6	10.6	16.3	10.6	16.3
Somewhat	30.0	31.3	29.4	31.9	32.5	28.8
Rarely	33.1	28.8	31.3	30.6	29.4	32.5
Not at all	18.8	16.3	21.3	13.8	20.6	14.4
Aaj News						
Very frequently	6.9	5.6	4.4	8.1	6.3	6.3
Frequently	8.8	6.3	6.9	8.1	6.9	8.1
Somewhat	25.6	30.0	25.6	30.0	25.6	30.0
Rarely	33.1	33.1	35.6	30.6	33.8	32.5
Not at all	25.6	25.0	27.5	23.1	27.5	23.1
Dunya News						
Very frequently	3.8	8.1	6.3	5.6	6.3	5.6
Frequently	16.3	11.9	12.5	15.6	16.3	11.9
Somewhat	26.3	26.9	27.5	25.6	26.9	26.3
Rarely	28.1	32.5	28.1	32.5	23.8	36.9
Not at all	25.6	20.6	25.6	20.6	26.9	19.4
Waqt News						
Very frequently	1.9	1.3	1.3	1.9	.6	2.5
Frequently	5.6	8.8	3.8	10.6	8.1	6.3
Somewhat	19.4	16.3	18.8	16.9	18.8	16.9
Rarely	29.4	32.5	30.6	31.3	26.3	35.6
Not at all	43.8	41.3	45.6	39.4	46.3	38.8

N=	160	160	160	160	160	160

[^]: Figures showing percentage

*: A- Male, B- Female, C- Less than 30 years, D- 30 years and above, E- Upto Intermediate, F- More than Intermediate

Apart from somewhat difference is observed among the viewers' demographic responses on the index of their exposure to Geo News. Male viewers (26.3%), those whose age 30 years or more than 30 years (26.9%) and up to intermediate (27.5%) very frequently watch Geo News for acquiring information about war against terrorism in comparison with female viewers (20.6%), those having age below 30 years (20.0%) and viewers who have education more than intermediate (19.4%). The results further explore the differences among the viewers' extent of watching Express News for gaining information regarding WAT, male viewers (20.6%), those whose age 30 years or more than 30 years (24.4%) and those having a education up to intermediate (21.9%) in comparison of female viewers (20.0%), those having age below 30 years (18.3%) and viewers who have education more than intermediate (18.8%) prefer to watch Express News very frequently (Table 1). The overall situation shows that female viewers (39.4%), those having an age of less than 30 years (35.6%) and viewers who have education more than intermediate (38.8%) prefer to watch Geo News frequently, but male viewers (40.6%), those whose age 30 years or more than 30 years (40.6%) and those having an education up to intermediate (38.8%) prefer to watch Express News (Table 1).

Table 2 USA VS Taliban more Suffering in War Against Terrorism

	Gender		Age		Education	
	A*	B	C	D	E	F
USA						
Very Much	17.5^	13.1	15.0	15.6	13.8	16.9
Much	18.8	10.0	13.1	15.6	14.4	14.4
Somewhat	29.4	18.8	21.9	26.3	24.4	23.8
Little	15.0	17.5	18.8	13.8	16.3	16.3
Not at all	19.4	40.6	31.3	28.8	31.3	28.8
TALIBAN						
Very Much	15.6	25.6	18.8	22.5	19.4	21.9
Much	26.3	20.6	22.5	24.4	25.6	21.3
Somewhat	36.3	26.9	35.0	28.1	28.8	34.4
Little	8.1	13.8	8.1	13.8	13.8	8.1
Not at all	13.8	13.1	15.6	11.3	12.5	14.4

	N= 160	160	160	160	160	160

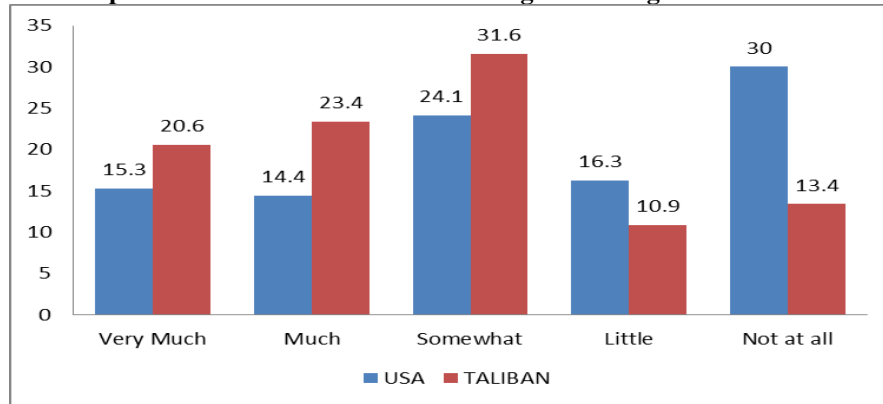
^: Figures showing percentage

*: A- Male, B- Female, C- Less than 30 years, D- 30 years and above, E- Upto Intermediate, F- More than Intermediate

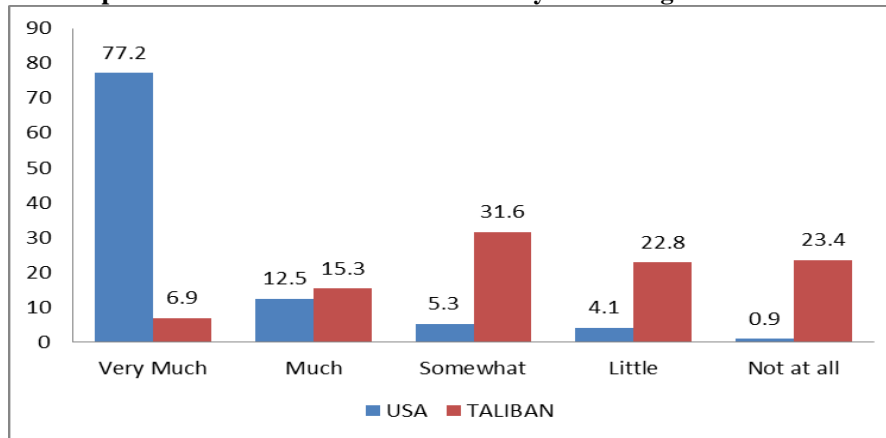
Results further reveal that female viewers (25.6%), those having an age of less than 30 years (18.8%), those whose age 30 years or more than 30 years (22.5%), viewers who have education up to intermediate (19.4%) and those having education more than intermediate (21.9%) consider Taliban are suffering very much in WAT but male viewers (17.5%) consider USA is very much suffering in War Against Terrorism. Viewers' demographic responses depict that USA is not more suffering in WAT than Taliban, male viewers (19.4%), female viewers (40.6%), those having an age of less than 30 years (31.3%), those whose age 30 years or more than 30 years (28.8%), viewers who have education upto intermediate (31.3%) and those having education more than intermediate (28.8%) think USA is not suffering at all in WAT (Table 2).

This graph shows the viewers' consideration for the more suffering stakeholder between USA & Taliban in War against Terrorism. According to the results, 20.6% viewers of the population consider Taliban are suffering very much in WAT. 23.6% and 31.6% viewers also think same in much and somewhat category respectively. Furthermore, findings reveal that 30% viewers consider USA is not suffering at all and 16.3% viewers think USA is suffering a little in WAT (Graph 2).

Graph 2 USA VS Taliban more Suffering in War Against Terrorism

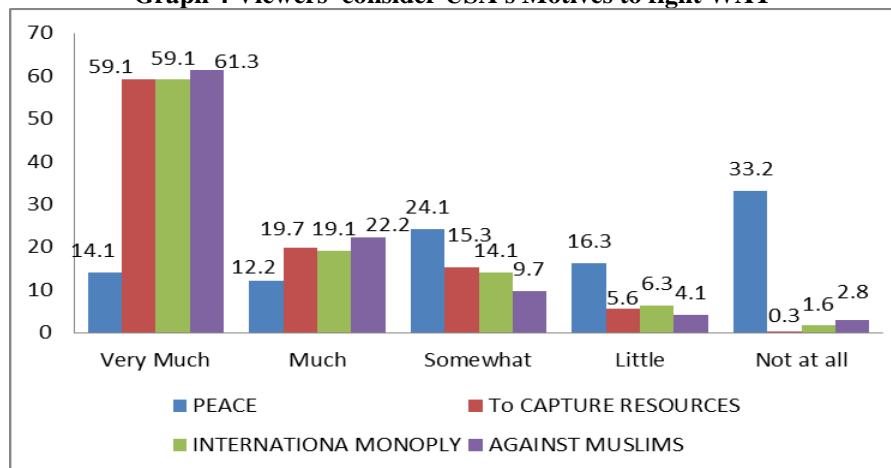


Graph 3 USA VS Taliban more beneficiary in War Against Terrorism



Graph 3 shows the viewers' consideration for the more beneficiary between USA and Taliban stakeholders in War against Terrorism. Findings indicate that 77.2% viewers of the population consider USA is more beneficiary stakeholder in WAT, at highest level and just 6.9% viewers think Taliban is the beneficiary of WAT. In somewhat category 31.6% viewers consider Taliban is more beneficiary of War Against Terrorism.

Graph 4 Viewers' consider USA's Motives to fight WAT*



Graph 4 also highlights that 61.3% viewers think the motive of USA in WAT is just to fight against Muslims, 59.1% viewers consider that purpose of USA in War Against Terrorism is to maintain international monopoly and same number of viewers also think the purpose of WAT by USA is to capture resources. 33.2% viewers think peace is not a motive of USA in War Against Terrorism.

Table 3 USA VS Taliban more beneficiary in War Against Terrorism

	Gender		Age		Education	
	A*	B	C	D	E	F
USA						
Very Much	75.0 [^]	79.4	77.5	76.9	76.3	78.1
Much	11.9	13.1	13.1	11.9	14.4	10.6
Somewhat	6.9	3.8	4.4	6.3	4.4	6.3
Little	4.4	3.8	5.0	3.1	5.0	3.1
Not at all	1.9	0	0	1.9	0	1.9
TALIBAN						
Very Much	8.1	5.6	9.4	4.4	8.1	5.6
Much	15.0	15.6	15.0	15.6	17.5	13.1
Somewhat	28.8	34.4	28.1	35.0	33.8	29.4
Little	18.1	27.5	24.4	21.3	24.4	21.3
Not at all	30.0	16.9	23.1	23.8	16.3	30.6

N= 160 160 160 160 160 160

[^]: Figures showing percentage

*: A- Male, B- Female, C- Less than 30 years, D- 30 years and above, E- Upto Intermediate, F- More than Intermediate

Results further show that male viewers (75%), female viewers (79.4%), those having an age of less than 30 years (77.5%), those whose age 30 years or more than 30 years (76.9%), viewers who have education upto intermediate (76.3%) and those having education more than intermediate (78.1%) consider USA is more beneficiary of WAT. In addition, male viewers (30%), female viewers (16.9%), those having age of less than 30 years (23.1%), those whose age 30 years or more than 30 years (23.8%), viewers who have education upto intermediate (16.3%) and those having education more than intermediate (30.6%) think Taliban is not beneficiary of WAT (Table 3).

4. Conclusion. This study is an attempt to explore the viewer's watching habit coverage of the War Against Terrorism on Pakistani private television channels Geo News, Express News, ARY News, Aaj News, Waqt News and Dunya News. This is a hot issue and the world has been formed its new information systems, economic policies, foreign policy and their domestic security mechanism as well. New dimensions are being observed in every walk of life due to WAT in the region and the world as whole. Many sectors have suffered with this war at large even the change in history very surprising pace is being observed on the globe. But regarding to Pakistan, it has learnt that every sector is suffering badly in this cause. Law & order is core challenge for Pakistan after 9/11 attacks in America. This study was planned to investigate and manuscript the male and female TV viewers of Sargodha city about watching habit and their perception regarding WAT, suffering stakeholder and beneficiary. It can be learnt that overall viewers preferred Geo News relatively more for gaining information on WAT followed by Express News, Dunya News, Aaj News and ARY News and Waqt News. According to this comparative analysis, viewers had less addiction of other channels like, Aaj News, ARY News, Waqt News and Dunya News for seeking the coverage on WAT. In this effort it was also found that the respondents had firm believe that Pakistan is suffering more due to WAT than USA. On the other side viewers of the populations taken in this study perceived that USA is the main beneficiary of WAT and

while the Taliban. The Findings from the study indicate that Pakistanis have mostly negative views on the WAT; especially they doubt about the intentions of the US government. They view the WAT as a fight against Muslims. In a Malaysian case study ‘‘ perceptions of the war against terrorism’’ same type of outcomes appeared. In that study mostly respondents have the view that this war is a tool of Americans cruel intentions against Muslims.

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