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MEDIATIZING THE TERRORIST VIOLENCE
ISIS and STRATEGIES OF SOURCES

MASTER THESIS

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Abstract

Media and terrorism have been in the last decade a subject of many researches and they have been treated by many scholars. ISIS as a new version with digitalized terrorism if we can say has emerged new questions about media (TV in particular), terrorism and sources.

This thesis aims to treat these questions, analyzing the theory of, strategies of sources which is about the relationship between the content producer (ISIS in this case) and the media (TV in our cases). By analyzing two of ISIS's videos in 3 of the international news corporations focusing on one them as cases we analyze the strategies of sources that ISIS used intentionally or not while preparing their content that went viral.

We intend in this thesis to come out with a clear analysis and answers about how does "the strategies of sources" theory looks like today in ISIS audiovisual production age? What the TV news are broadcasting and what they are supposed to broadcast when they are in front of a terrorist audiovisual production, when they are between the duty of informing and the responsibility of respecting the viewers?

What is the line between mediatizing terrorist violence and being simply a part meant to be affected by the strategies of sources theory? This thesis intends to be a simple contribution leading to broader and more detailed researches in this direction.

Keywords: strategies of sources, news, terrorist violence, ISIS, Media

Résumé:

Le sujet de media et terrorisme est un sujet qui dans la dernière décennie a fait couler beaucoup d'encre dans différentes recherches et a été traité par multiples chercheurs. La nouvelle version digitale du terrorisme qui arrive avec Daesh a suscité de nombreuses questions relatives au media, terrorisme ainsi que ses sources.

La suivante thèse a pour objectif de traiter ces questions en analysant la théorie des stratégies des sources qui est en fait la relation entre le producteur du contenu(Daesh pour notre cas) et les medias(La TV dans ce cas-ci).Pour ce faire, on a fait une étude sur 2 vidéos de Daesh diffusées sur 3 chaînes internationales. On analyse les stratégies de source utilisées de plein gré ou pas par Daesh pour préparer un contenu qui est devenu très un sujet de discussion partout.

Dans la présente thèse on a l'intention de parvenir à une analyse claire et objective tout en essayant de fournir des réponses sur à quoi ressemble la théorie des stratégies des sources dans la campagne audiovisuelle de Daesh? Où se situe la limite entre la médiatisation de la violence terroriste et le simple fait d'être affecté par la théorie des stratégies des sources? Que diffusent les journaux télévisés et que devraient ils diffuser en cas d'une production audiovisuelle terroriste quand ils sont emmenés à informer tout en prenant la responsabilité de respecter les téléspectateurs?

La présente thèse espère devenir une humble contribution visant à aboutir à des recherches plus adaptées et détaillées sur ce sujet.

Mots-clés: stratégies de sources, Journal, violence terroriste, Daesh, médias

Özet

Medya ve terörizm son yıllarda birçok araştırmaya konu olmuş ve birçok bilim adamı tarafından ele alınmıştır. IŞİD terörizmi şekil değiştirerek Dijital terörizme (kavram olarak kullanabilirsek) dönüştü, Medya Özellikle TV için kaynak oluşturarak terörizm, medya ve kaynaklar konusunda yeni soruları beraberinde getirdi.

Bu tez, içerik üreticisi (IŞİD) ile medya (TV) arasındaki ilişki hakkında olan kaynakların stratejileri teorisini inceleyerek bu soruları ele almayı amaçlamaktadır. Bu çalışmada IŞİD'in hazırlamış olduğu iki videoyu case olarak seçip, seçilen 3 uluslararası haber kuruluşunun kaynaktan gelen içerikleri (videoları) nasıl bir strateji ile ele alıp yayınladıklarını medya ve kaynakların strateji çerçevesinde analiz ettik.

Bu tezde, IŞİD'in görsel-işitsel üretim çağında “kaynakların stratejileri” teorisinin nasıl görüldüğü ile ilgili sorulara cevap arıyor? Terörist şiddetin medyalaştırması ile kaynak teorisi stratejilerinden etkilenmesi arasındaki çizgi nedir? Terörist görsel-işitsel bir içeriğin, televizyon haberlerinde yayınlanırken, izleyiciye bilgi verme görevi ile izleyicilere saygı gösterme sorumluluğu arasında medya kuruluşu nerede yer almalıdır? Bu tez, bu alanda daha geniş ve ayrıntılı araştırmalara bir katkı olması amacıyla hazırlanmıştır.

Anahtar Kelimeler: kaynakların stratejileri, haberler, terörist şiddet, IŞİD, Medya

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INTRODUCTION

Terrorism today seems to be completely different than the one decade ago, it's been developing as the war and media concept did in the last years. It is now in the middle of the modern wars games using not just the bottoms and clicks to fire or to bomb some places, but using bottoms and clicks to shoot videos and to post them on all the platforms given by the new media options. It is not anymore about people with black masks or turbans in dark, isolated areas, threatening and promising to explode and to punish the world and to settle a justice by booking places in the paradises for their followers, it is about experts in designing and managing media strategies and influencing the audience. Every struggle in this world seems to be moved in large part to the media where the winning and losing game is calculated basically by the images on the screens, the messages that this part or that is getting through, and where a picture can change the whole game and making from the winner a loser. Propaganda, war and the media have been in the recent years a subject of many researches. As the war against terrorism is different, the propaganda was always used differently in this direction.

ISIS took the media and the war on terrorism into a new level, were not just the ground is the field of the war, but the 140 words of the tweeter, the posting windows of Facebook, YouTube, the audiovisual production and many other media platforms. Moreover, entering the world of high quality full of affects videos. It is not taking the passive position used to be given to the audience, they joined the team and became an active element in creating content and stories that puts the media (new and old media) in a hard position, the propaganda and the strategy of sources as it is known by Erik Neveu, putting them in front of a new

reality, new questions, and new problematiques, ignoring that content, considering it as material and thereafter its producers as sources.

ISIS is taking the nowadays wars seriously using all kinds of arms and fields taking to the platform and to audiovisual productions. By preparing very oriented, focused strategized and high quality content, they are not anymore in need for a mediator who can use and edit as much as he wants, but they are working to reach the audience directly and to produce a content that is not easy to manipulate. They got the way to get their content to the audience the way they want with the message they want to deliver.

Three main subjects come to the top in order to stand on the reality and the details of this complicated emerged and challenging relationship between the sender, the receiver the message in the field of media, terrorism and content: strategies of the sources, setting agenda and the new relationship that is emerging in the field of media and terrorism especially mediatizing the brutality of terrorists. All of these subjects have to do with the media coverage, especially the transnational ones who are the main source of influence as the information is a power in our age of information.

In this thesis, we are going from media and terrorism through source strategies as a theoretical background using some of content analyzing techniques and taking ISIS and 3 of the international news networks as case we will try to figure out, how the game (on TV channels) is changed when the terrorist group becomes an active content creator and manager? Are we in front of a mediatizing of terrorist violence or irresistible power of strategies of sources? ISIS presented itself as a brand rather than an ideology. It created a serious discussion subject for the news editing rooms from terms, to sentences to pictures. Moreover, it puts media,

politics and sources to a news space of discussion. We see how the war and struggles are emerging as a part of the reasons of any development or changes in the field of media and information industry and technology.

As a thesis project, on the top of the priorities is to have very limited, evaluable and measurable work. We cannot cover how all the content created by ISIS is treated by the media, we cannot cover all the media agencies and news network as well, and therefor basically we will be using the sampling methodology in trying to engage the most influencing factors as content and the most involved channels as news networks in the ISIS issue. The way ISIS is using media and the audiovisual production gets the strategies of sources, the journalistic values and media manipulation to a new area, which was a real challenge for the policy makers, media broadcasting and editorial managers ¹.

We have chosen 3 international channels based on their presence in the news industry all over the world CNN, AJ and RT. During a précised period of time we will work on 2 ISIS video: The 1st beheading video of the American journalist, the video of beheading James Foley, and the video of burning the Jordanian pilot Muaz Elkassasbe. These two videos had an amount of brutality and shocking effect which were kind of official launching of ISIS. Where it topped all means and basic bulletins on the most international channels. They were like the super launching of their brand of violence and brutality and presented them to the world through the media itself. These videos were full of all what can make from them the subject of any discussion, any story and any meeting. What kind of strategies of sources can be applied with

1- Simon Cottle. 2003. News, Public Relations and Power. UK

these videos and the reactions of international news cables was it possible to be in another way. The attention and the space of time were given by these news cables where can it be classified and how can it be evaluated? The research strategy will be basically from general to specific as secondary research source we will present the previous achieved work theoretically about the media and sources; especially strategies of sources as Erik Neveu has elaborated. TV coverage and terrorism, how far these policies are intersecting with the TV editorial lines? There are two units of analysis: one from the news cable side, how much time they have dedicated to these videos, prim time broadcasting, which pieces, pictures or sounds have been broadcasted and the commentary on these pieces, the names and the descriptions given to ISIS and its activities in the two videos as contents.

From the ISIS side: what is particular in the video, the message they wanted to get the word spread about, the main target audience and objectives from broadcasting the videos. In another table, we sum up the strategies of sources that we can find in these 2 videos and the way they have been covered. In a way or another did ISIS succeed in forcing itself as an information source? If there is something that ISIS is remarkable for in parallel with its brutal and horrible terrorism line or terrorist school if we may say, it will be its high quality video production techniques and media tools and channels uses. The way they produce all these videos, photos and their multimedia content and their timing made from these 2 videos, interesting for analysis and are one of the reasons for which, we have picked them in this research rather than any other kind of content that has been created by ISIS. In addition, the video is where you can find together all, audio, image and it is one of the most effective media productions, simply because it contains almost all of the other elements.

By following the media covering of the ISIS issue since its appearance, every time when ISIS releases a video it hits almost all the news network all over the world as an episode that everybody was waiting for without being able to guess or expect about it. The video contains everything and all elements that can get it on the top of the list of any news cable, it contains all a break news element: it is surprising, it is shocking and it is new. All the VNR (Video News Release) elements were clearly present in all ISIS videos regardless the moral part: the very good preparation with that huge and immense part of brutality and violence and the message of terrorizing and attracting those who have any kind of attraction to such brutal actions.

VNRs are used on a large scale by almost all the new channels: A study of newsroom decision makers by Nielson Media Research (The rating people) revealed that all 110 of those surveyed had put VNRs on the air in the last year. If these videos are known to be prepared for purposes like: advertising, public relations and used by media agency, political organizations and other. ISIS used them in the same way for almost the same reason by bringing all of these reasons together. ISIS doesn't care that much about the way the scripts or the footage will be used as a core for any story that will be prepared by the newsroom focusing on the elements that the audience and the newsrooms are used to look for. VNRs have been termed the "Hamburger Helper" for news organizations. Nielson in its same above research Nielson also tracks the audience for various VNRs thanks to hid electronic codes embedded in the footage, Nielson reported that a Lockheed Martin Corporation story on the first flight of the F-22 fighter jet was watched by 41 million people. The news story fashioned for the release of a Nieman Marcus Christmas catalogue was delivered to an audience of 91 million. In these VNRs

the news cable didn't play any role and didn't get paid to broadcast them, but something in these videos by their producers get them to this audience.

One touting Pfizer's wonder drug Viagra produced by proud public relations executive was viewed by approximately 210 Million viewers all or in part. That video was fed to about 800 stations. This video ranked by Nielson as probably the most successful VNR to date.

No statistics yet at least about the exact number of the viewers of ISIS videos all or in part. But looking at the news cable that have been into breaking news covering, preparing stories, reports or broadcasting on prime time, the viewers are reaching a real considerable number, without looking at the generated flow of accounts and websites created by ISIS members and making these videos available online in the first wave at least during the beheading of James Foley or burning the Jordanian pilot. They were horrifying VNRs that found people to watch and stations to broadcast them all or in a part.

Once Glasgow Resident said: seeing is believing, we won't get to the discussion about the influence of TV, TV and violence, or TV and public opinion. The influence of TV has been in the center of the debate and the research all along. If you are asking why in this paper the focus is on TV rather than newspapers, radios or social media platforms...? We can assume that TV is the most accessible media outlet all over the world.

The channels considered for this analysis have a couple of things in common that make from them the most suitable choice to get out with clear and good big picture of what's going on. They have an Arabic speaking language, as the Arabic speaking region is in the heart of this ISIS discussion as it is the area where it has

been created and the area where it acts the most. Arabic is the language of a large part of the Middle East, the hot area point in term of news, terrorism and violence. In addition, these channels have regional target based strategies. Finally and most importantly, all of them are claimed to be presenting a particular point of view and taking a certain approach of the geopolitical events, as support or opposition which is affecting the window from which they are looking at the events.

Although CNN and Aljazeera are trying hardly to present themselves in a different way. They keep always denying any influence by an outsider politician or business or any intervention in their editorial policies. They keep claiming their full freedom in approaching the events and the news, definitely RT also claims the same thing as well as all the news cables do whereas, the objectivity of media is always relative.

About CNN, when we look at the media system in the United States of America it is not based on the direct intervention of the state by creating state owned networks or news corporates but there are the networks who are known globally by defending and commercializing certain policies or ideologies. About Aljazeera, it claimed and is claiming always that, the Qatari policy has nothing to do with Aljazeera editorial policy “Aljazeera is an autonomous company responsible for its own editorial decisions and he has nothing to with this process” The Emir of Qatar said in response to the Kuwaiti Minister of information when he came to Qatar to protest in person against what is he called a rudeness against the Kuwaiti Emir by a caller on Aljazeera. It is a fact that any news agency in the world claims the independence of its editorial policy and its objectivity but obviously each one is defending a policy, an ideology, a view or an issue. Is that issue just or not, and that’s been what’s called generally propaganda, however that is another research.

The channel and what government, ideology or editorial policy is representing is not the subject of this work. We just tried to pick diversified channels with different policies and commonly covering in a way or another Middle East and terrorism issues with an international dimension and Arabic English speaking channels.

On the other hand, the external influence inside the editorial rooms, these channels are very oriented with a specific goals, targets and audiences. Moreover, they are among the most active international news networks globally, These channels also are a real part of all what is going on in the Middle East region as the international eyes for an international audience regardless the fact that all of them are looking from different angles.

These channels are in a way or another, represent or target the western, the Russian and the Arabic part of the story and view in a way or another. A kind of struggle can be remarked easily between these networks, yes, all of them are agreeing on calling ISIS a terrorist group that is a basic issue, although some of them are claiming implicitly or explicitly the US responsibility in creating ISIS at the beginning. The above mentioned struggle is affecting necessarily the war against ISIS positively and negatively. By this comparison study based on the analysis of strategies of the sources we intend to localize the impact and the positioning of each element in the equation.

This work in general is a part of re-questioning the relationship between media and journalists on a side and the sources of the information on the other side involving the strategies of sources as a center of discussion This subject has been studied by some scholars, but we research it here in the framework of terrorism

and ISIS in particular as a new terrorist ideology in term of actions at least, in questioning also the televised news coverage and its newsrooms decisions about ISIS content.

The influence of sources and the different strategies they are using are shaping our news in a way or another. Although some researchers are claiming that the influence of sources is exaggerated, and the strategies of sources didn't yet take a position in the center of the interest of academics and researchers, ISIS took the question about strategies of source to the top priorities again taking this issue to a new level, complicating this relationship and the influence and taking it from a cooperating dimension to a dimension where the choices seem to be limited to the news cables. What ISIS is producing finds its way to the public through different channels (whether it is new media or old). That game of interest is losing its balance when the channels find themselves in front of very well prepared materials (ready to broadcast) with all the elements of a story with all breaking news elements.

Source – media is becoming more and more a central issue in the new debate in the news industry. The sources have developed their tools in parallel with the development of the channels that the new communication technologies are offering. The media also itself, especially the one we can call the traditional one are submitting slowly to this new media tools as an official source. ISIS the terrifying terrorist group is becoming a source of news. News cables and journalist are running after it waiting for the new footage the new story to start with the next hour news.

Going through this work trying to study the position of the theory of, strategies of sources from ISIS productions and the line between covering an event in a hot area where the eyes of all the world are looking at and the fact that in a way or another this news cables while they are covering a story they are into mediatizing the terrorist violence, we will have short stops at two main points that will enlighten more the path and make a base ground for the main subject: Media and terrorism where we are tracking not in deep details the development of this relationship between terrorist actions and media coverage, the second point is to highlight the difference of ISIS as a terrorist group and its singularity in term of actions, violence, ideology focusing on a comparison between ISIS and Al-Qaida which is looked as one of the most sophisticated terrorist groups in the last years. These two points will put us on the right ground to navigate through ISIS, theory of, strategies of sources and mediatizing of terrorist violence.

I. TERRORISM & MEDIA

II.1 Media and terrorism:

Marshall McLuhan, one of the most celebrated researchers on the social impact of the mass media, came to the relatively precocious conclusion that “without communication, terrorism would not exist”¹. This dilemma which is questioning the possibility of the existence of terrorism if there was no media tools getting the terrorist message and the terrorist actions out has been always there. That doesn’t seem enough to look at media as suspicious because media also have the responsibility to inform, it is all about that thin line between both informing and not being a free PR for the terrorist groups. In her book: *Terrorism and Media from the Iran hostage to the world trade center* Brigitte Lebens Nacos started the third chapter of the book with this sentence for John O’Sullivan: If the media were not there to report terrorist acts and to explain their political and social significances (the motives inspiring them and so forth), terrorism as such would cease to exist². Since its beginning terrorism and media have always been linked and related, terrorism has all what media are looking for, terrorism also seems to be looking at the media as an element to complete its actions. It is a need matching relationship. “Terrorism has many aspects that make it a very attractive subject for the media, as it has the elements of drama, danger, blood, human tragedy, miracle stories, heroes, shocking footage, and action” (Terrorism and the Media 2008). Lewis added to these elements conflict, oddities, pathos and bathos” (Lewis, 2005).

1- Interview of Marshall McLuhan with the Italian newspaper *Il Tempo*, February 19, 1978.

2- Brigitte Lebens Nacos. 1994. *Terrorism and Media from the Iran hostage to the world trade center*. New York

Media get what they are very hungry for and what is increasing their viewers and so their advertisings in terrorism, permits them to push for their agenda and orientation. The violence is a central and defining quality in contemporary television culture and is critical to the semiotic and financial momentum of contemporary media organizations (Lewis 2005), and not just violence, in nowadays it is the extreme violence that seems to have scripts, scenarios and a full team of experts with real footage, well prepared, well directed with all affects. It is what ISIS provides the television with today. ISIS videos, for example, are produced as a masterpiece of extreme violence, fear and horror. That piece and its story are something irresistible for the media.

If that is what media found in terrorism this fresh integrated complete story, ready to broadcast to attract more audience, the terrorism finds also what it is looking for and more in the media spreading the word about their message, their goals, terrifying more people wherever the TV is reachable, and lastly not least using the media as tools of gathering supporters and recruiting new elements. As some remarkable terrorist attacks in history indicate, whether it is in the United States (US), Europe, or the Middle East, it is by and large the case that the architects of terrorism exploit the media for the benefit of their operational efficiency, information gathering, recruitment, fund raising, and propaganda schemes (Nacos 2006). ISIS has genuinely used the media to recruit and spread out the word about their goals. ISIS was quite aware about what media looks for and even about alternatives. The fact is that terrorist groups and organizations are coming out the passive zone, and getting engaged actively with their propaganda and looking up to spread out their message. The victims for these terrorist groups are just numbers

or scenes, what matters more is which scene will bring more audience, which episode and which story.

That's been what Stohl with his fellow researchers (in Staci, Bennett, and Flickinger 2002) got into as results of their work on this subject, they argue that terrorists are primarily interested in the audience, not the victims, and emphasizes that how the audience reacts is as important as the act itself. For the terrorist, the message matters, not the victim (Schmid and Graaf 1982, 14). The message is the media and its coverage of the stories.

It is not even about choice, they have all the tools today to be the correspondent, the tool and to get their message the way they want. The actual competition in the media sphere gives them a very advantageous environment. Terrorists do not have to rely on any one media outlet for their communication. This is because of the existing competition in the current media system (Barnhurst, 1991). Media entities and organizations are competing at different levels and breaking news have been always what's making the difference in terms of gaining audience, you do not want to ignore that story thinking that your direct competitor will catch it and put it in a large font with the title breaking news in bold red font. This breaking news craziness competition was called by Glupker breaking news mentality: "breaking news mentality" is deeply rooted in the media. This means that every newspaper, television network, or radio station constantly tries to be the first to cover a news item, which enables them to draw large audiences to their particular news feed (Glupker, 2008). If the message is what matters for the terrorist groups, the

breaking news is what is the matter for the news cable, and that is because the increasing competition among the media who will be faster in covering such or such news items covering it as fast as possible (Kushner, 2000). In this direction Michael Jetter, a professor at the School of Economics and Finance at Universidad EAFIT in Medellin, Colombia, and a research fellow at the Institute for the Study of Labor in Bonn, Germany argues “Media coverage of other events that are causing more harm in the world should not be neglected at the expense of media marathons discussing the cruelties of terrorists”¹ More than a news story, the terrorism acts are covered all over the world as breaking news. Once an explosion or terrorist attack happened somewhere it is the first story with the red big font on the screens, on TVs, papers and radios. It is the first element in every hour news the whole day or for days sometimes. Terrorist organizations receive extensive media attention, says Michael Jetter, “Whether it is the Taliban, al-Qaida, Boko Haram or, recently, Isis, terrorism is everywhere on TV stations, newspapers and the radio. We also know that terrorists need media coverage to spread their message, create fear and recruit followers.”² Today the terrorists themselves are the one who is producing the photos and the videos for the media in high professional, oriented and perfect quality. They also have a political point of view, reasons and justification of their deeds and they want to get it through to the audience and the best channel for that is media. The victims are just a way for them to get the media attention which permits them to achieve their real goals which are always delivering a message. Through the

1- Jamie Doward. 2015. Referring to Michael Jetter studies, Media coverage of terrorism “leads to further violence”. The guardian Aug 2015 refer to: <https://www.theguardian.com/media/2015/aug/01/media-coverage-terrorism-further-violence>

media, the terrorists aim to publicize their political causes, inform both friends and foes about the motives for terrorist deeds, and explain their rationale for resorting to Violence (Nacos 2006). Al-Qaeda in its days got the benefit from the media, they were sending their stories explaining their point of view and inviting clearly new members to join. These messages would never get to the audience without media. Al-Qaeda was able to recruit through these messages, and to find people who are sharing their view and recruit them, Ayman al-Zawahiri, the leading figure of al-Qaeda, argues that al-Qaeda is in a battle, and that more than half of this battle is taking place in the battlefield of the media. And that we are in a media battle in a race for the hearts and minds of our Umma. And that, however far our capabilities reach, they will never be equal to one thousandth of the capabilities of the kingdom of Satan. ¹ Letter from Ayman Al Zawahiri to Abu Musab Al Zarqawi, diffused by the American Army in October 2005. That was Ayman Al Zawahiri talking about having hearts and minds where the media is the center. He talked about a media battle quiet aware of its importance.

ISIS videos were a starting point of an old new discussion about giving spaces of publicity and promotion for these groups. Graphic videos of beheadings filmed by Islamic State and released on the internet have turned the group into a globally feared brand. But they have also prompted anguished questions about how much such organizations should be given “the oxygen of publicity” Media coverage of terrorism ‘leads to further violence’ Clear link claimed between reports of atrocities and follow-up attacks ²

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- 1- Manuel R. Torres Soriano. Terrorism and the Mass Media after Al Qaeda: A Change of Course? Athena Intelligence Journal Vol. 3, No 1, (2008), pp. 1-20. 2008. Athena.
 - 2- Jamie Doward, Saturday 1 August 2015 20.30 BST Last modified on Sunday 2 August 2015 00.15 BST. Media coverage of terrorism “leads to further violence”. The guardian Aug 2015 refer to: <https://www.theguardian.com/media/2015/aug/01/media-coverage-terrorism-further-violence>

Obviously the relationship between media and terrorism is there and it is getting stronger, challenging and more complicated with the internet and new media tools. Recent history, specifically the past decade, has provided plenty of examples of the mutually beneficial relationship between terrorist organizations and the media. It comes down to be a partnership. The terrorist groups act and the news cable making breaking news titles and live coverage and analysis. The groups are enjoying the publicity and the achievement of their goals and media enjoy more audience and open day schedule. It is evident that there is a mutually beneficial relationship between terrorist organizations and the media (Rohner and Frey 2007).

One should also keep the role of the government in terms of the terrorist – media relationship in mind (though Soriano later touches on this point in (Manuel R. Torres Soriano ¹. As the media are responsible for reporting the truth to the public, they are also responsible to the government and public alike to ensure national security, and some might even say the promotion of nationalism.

As Nacos noted in her book “Mass mediated terrorism” most terrorists calculate the consequences of their actions, the likelihood of attracting the attention of the media, and the probability of gaining entry into what she calls the “Triangle of Political Communication” (Nacos, 2002, 11) ²

1- Terrorism and the Mass Media after Al Qaeda: *A Change of Course? Athena Intelligence Journal* Vol. 3, No 1, (2008), pp. 1-20).

2- Nacos (2002) noted in her book “Mass mediated terrorism, P11

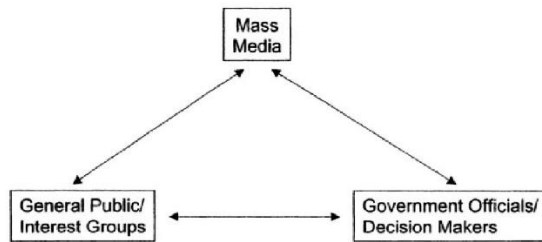


Figure 1: *The triangle of political communication* (Nacos, 2002, 11).

According to Brigitte Nacos, one of the scholars that has mostly studied this issue, terrorists commit violent acts looking for three universal objectives: to get attention, to gain recognition, and even in order to obtain a certain degree of respect and legitimacy¹.

The diversity of causes, ideologies, social and cultural conditioning factors that inspire different terrorist groups are equally applicable to the type of relationships that these groups establish with the news media. Michael Wieviorka, a French sociologist, was one of the first specialists to dissect this plural nature. Wieviorka establishes four different models of behavior 14: An unusual situation which is about the terrorist groups working just on terrorizing the victims without caring about media attention meaning without caring about the message. It seems their message is just terrorizing. He called this situation the complete indifference, the second situation is about this groups being aware of the power of media but not quite concerned of being on TVs and the first pages of newspapers. So they know what media

1- See: Nacos, Brigitte L. *Terrorism & the Media*. New York: Columbia University Press, 1994, 16.

can provide them with and how getting their message heard will help but they don't put media as a priority. The situation that Wieviorka called relative indifference, A group looking at media, journalists and reporters as enemies; direct adversaries and as the dynamo an appendix of this system that should be destroyed completely. They have a complete breakaway with the media. The last and the most important in our work here is the media oriented strategy, The terrorists are not only aware that the press can expand the scope of their words and actions, they also perform a series of operations based on the knowledge that they possess on the dynamics and functioning and the of news producers. After well thought manipulations, the news media become integrated in the terrorist group's actions

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To describe the relationship between terrorism and the media Barnhurst (1991) proposes two models: one assumes that media is a cause of terrorist acts and attacks, they are getting the terrorists' message to a larger audience by covering their acts and putting them on the top stories reporting their attacks, this model assumes that covering these attacks and getting that message out is a direct cause for another attack and another. This model was called by Barnhurst culpable-media model. The other model is assuming that media have been just a victim like other victims of terrorism, but in a different way, this model assumes that any attempt to control the coverage is a waste of time and ineffective under the presence of many other communication tools and channels that the terrorists can use by what he

1- Wieviorka, Michael. *The making of Terrorism*. (Chicago: The University of Chicago Press, 2004), 43-5.

called striking vulnerable points in the infrastructure of liberal societies. The mass media so present no escape from terrorism. Barnhurst called this model the vulnerable media model. (Barnhurst 1991: 126) (Barnhurst, K. G. (1991) ¹ When Thomas Jefferson wrote about 200 years ago, when the press is free, all is safe, he didn't think that the day will come when this freedom and the people right to be informed will put the media in a hard position like being just PR for the cross board terrorist groups. In the twenty-first century, the free press is considered one of the most important cornerstones of a democracy. However, what happens if the content the media offer the audience is delivered or influenced by an organization that seeks to disturb the public peace? This is the question posed by the Sixth Framework Program (2008), an organization financed by the European Commission, which deals with transnational terrorism, security and the rule of law.

It is a double edged sword: the people right to be informed and raising awareness about terrorist acts and violence on a hand, on the other hand the responsibility to not be used as terrorist groups PR. Spreading out their word and their message. It is about finding a space between Barnhurst two models. Even in case they decided to not broadcast it. The new and emerging media have made it easier for terrorists to publicize their messages to the world via websites at their own discretion and “new technologies have simply allowed the dissemination of terrorist messages to reach a broader audience with a more concise message” (Baran 2008).

1- Barnhurst, K. 1919. The literature from terrorism. In A.O. Alali & K.K. Eke, Media coverage of terrorism, methods of diffusion. London: Sage, (pp. 112-137).

In the words of Moutot, “terrorists do not really need [printed media] anymore to convey their message. The ‘official’ media have been replaced by the Internet which, in the end, is much easier to use, much quicker and much more effective” (Nacos 2006). It is the vulnerability of media model where the attempt of controlling the coverage is ineffective. In his essay “Terrorism and the Mass Media”, Biernatzki (2002) questions what a more appropriate role of the media might be, Inspired by Lu Xun, a Chinese author, artist and intellectual who mentioned that “the role of the writer is to criticize” (Biernatzki, 2002, 20), Biernatzki goes on to suggest that twenty-first century journalists heard these words ¹.

The Dutch journalist Mark Blaisse. He believes that the media have become susceptible to all kinds of outside pressures which tend to suppress objective and accurate reporting. (Blaisse, 1992) also notes that the main goal of the media consists of entertainment more than objective reporting and seems to be driven by the motive of obtaining maximum profit. As he cynically notes, “If you have enough money, you can buy all the newspapers and radio and television stations you want” (Blaisse, 1992, 138).

Hoffman (2008) “without the media’s coverage, the act’s impact is arguably wasted, remaining narrowly confined to the immediate victim(s) of the attack, rather than reaching the wider ‘target audience’ at whom the terrorists’ violence is actually aimed. The question in nowadays seems to be without terrorism would media exist as we see terrorism news on the top whenever they happened,

1- William E. Biernatzki. 2002. Terrorism and the Mass Media. Communication research trend, Volume 21 (2002) No.

1. California

they are booking the breaking news space. If the self-censorship is, the solution is media about to be reshaped? Assuming that without the media there won't be any terrorism, will be there media without terrorism nowadays where the 1st and the hot news is always the one related to terrorism and to violence.

II.2 THE SINGULARITY OF ISIS

The most practical way to showcase the singularity of ISIS is to compare it with one of the most organized and expended terrorist group in the last decades, which has a worldwide presence in international media, talking about Al-Qaida. ISIS and Al-Qaida have many things in common, but they are different in the general approach, in term of strategies, tactics, goals and tools. By comparing ISIS and Al-Qaida we, are aiming to highlight what is different and special about ISIS. After ISIS raised up on the scene, it has attracted light from Al-Qaida, which was ranked as a top list terrorist group in this region and its leader for a while was on the top of the most wanted persons. US. The army has taken down Bin-Laden 2006 the leader of Al-Qaida, Abu Musab al-Zarqawi 2011 the leader of Al-Qaida in Iraq, which has its effects definitely in term of actions and strategies. Bin-Laden has been replaced by Ayman Alzawahiri on the top of Al-Qaida, Alzarqawi group in Iraq has been extending its activities and changing its strategies. Once Alzarqawi disappeared from the scene and Al-Qaida in Iraq has been disappearing slowly or the noise about it came down, a new organization was taking the attention of media and getting busy all news cables reports and stories: ISIS, ISIL or Daesh with its leader AL Baghdadi, who has been reportedly killed in a US strike in Syria 2014. The beginning of these two groups, the ideology they are defending, the tactics and targets, the recruitment policies and more importantly the way each of them has been covered by the media and have been treating media, which is leading to the strategies of sources and the particular media practice of these two groups and how their content has been shared and broadcast. These two groups were emerging

out from a war or a conflict where there was an invasion from an outside power. In Al-Qaida case it was the Soviet Union and in ISIS case it was US.

Al-Qaida in 1980's Bin Laden with some of his associates were fighting in Afghanistan against the Soviet Union. Bin Laden wanted to use that network he was part of, and fight side by side with to create a base for his global jihad group project which is Al-Qaida. The name itself came from that "base" notion as the name Al-Qaida in Arabic has the same meaning of "Base" in English. The group emerged so for the serious war against Soviets in Afghanistan. On the other hand, ISIS in the very beginning was looked as an Iraqi organization led by Abu Musab al-Zarqawi, a Jordanian jihadist who spent time in Afghanistan in the 1990s and again in 2001. Al-Zarqawi after while accepted the leadership of Bin-Laden and Al-Qaida announcing his organization to be Al-Qaida in Iraq. This acceptance is not basically caused by the agreement upon believing and tactics, but more than that a need and interest matching. As Al-Zarqawi organization was a local jihadist, being a part of Al-Qaida network was beneficial on different levels: "For local jihadists, pledging allegiance to bin Laden and adopting the Al Qaeda brand meant obtaining access to a wide range of assets: money, weapons, logistical support, expertise and, of course, training. Al Qaeda training camps were the Ivy League of jihadist education" The breakout of the conflict in Syria was the real beginning of what's called ISIS. After the conflict started 2011, Al-Zawahiri called on the jihadist in Iraq to go to Syria and take part there. Baghdadi the new prominent new leader of the Iraqi group after the death of al-Zarqawi started sending some fighters to Syria¹.

1- Daniel L. Byman and Jennifer R. Williams. 2015. ISIS vs. Al Qaeda: Jihadism's global civil war. <http://www.brookings.edu/research/articles/2015/02/24-byman-williams-isis-war-with-al-qaeda> February 24, 2015

The group was extending its territory and its power by controlling very important strategic and economic areas in Iraq and attracting new members. The newcomers and the new lands were flowing into the hands of the group. That was enough for them to present themselves with new name reflecting their new strategies, tactics and goals, breaking up with Al-Qaida implicitly before having Jebhet Elnosra founded and supported by Al-Qaida as a component and fight against each other. Baghdadi publicly rebuffed Zawahiri's guidance, and foreign fighters previously committed to al Qaeda's Jabhat al-Nusra flooded into ISIS' ranks ¹, after taking under control huge territories and cities in Iraq and Syria, Baghdadi announced the Caliph in the new Islamic state, Caliph, which was the ruling system during the period right after the death of prophet. ISIS extremely violence and brutal publically broadcast and shared terrorist actions from beheading to burning, to the mass executions contribute in making the ISIS legacy as one of the most brutal and violent terrorist groups and permits them to reach some of their goals like: terrorizing the population and gaining unprecedented endless media coverage and intention. The last one was the most beneficial part for the group more than anything else that's what Clint Watt mentioned in an analytical article in the foreign affairs ² so the name ISIS now is known everywhere and becoming a jihad brand bombing in different countries, beheading with a huge media production effort and immense worldwide media coverage. The new brand was a hit on all-news cable all over.

The whole focus of Al-Qaida was basically on targeting the American interest
“You should ask them to avoid

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- 1- Daniel L. Byman and Jennifer R. Williams. 2015. ISIS vs. Al Qaeda: Jihadism's global civil war. <http://www.brookings.edu/research/articles/2015/02/24-byman-williams-isis-war-with-al-qaeda> February 24, 2015
 - 2- Clint Watts. 2015. ISIS and al Qaeda Race to the Bottom. <https://www.foreignaffairs.com/articles/2015-11-23/isis-and-al-qaeda-race-bottom> November 23, 2015

If they meet at somewhere at some points ideologically, they are completely different at other points. About the idea of an Islamic state or Caliphate, Al-Qaida thinks that it is not the right time to focus on the idea of establishing an Islamic state pushing on the necessity to choose right time. It wasn't in hurry and it wasn't a priority. Insisting on the formation of an Islamic State at the time being, but to work on breaking the power of our main enemy by attacking the American embassies in the African countries," bin Laden wrote in a letter (presumably) to al Qaeda's future operations chief, Atiyah Abd l-Rahman. "We should stress the importance of timing in establishing the Islamic State." Alqaeda has never been interested in establishing an Islamic state and before the appearance of ISIS in all the Al-Qaida leaders' speeches or messages the idea of establishing an Islamic state has never been that urgent. In her article "We're getting to know just how different ISIS is from al Qaeda" May 21, 2015, Natasha Bertrand said : Unlike the self-proclaimed Islamic State, al Qaeda — led by bin Laden until his death in 2011 — was never overly concerned with the immediate formation of an Islamic caliphate. This difference about establishing the Caliphate has been summed up by Natasha Bertrand in the same above mentioned article as follow: Whereas Osama bin Laden and al Qaeda viewed global jihad as more of a long game, ISIS wants a Muslim state, and it wants it now. The way they are looking at Sunni and Shia seems to be the same but they are completely different in term of what kind of actions should be taken against Shia which was not the case of ISIS, which most of its members have witnessed the serious struggle between Iraqi Sunni and Shia right after the war ends in Iraq. This dispute about Sunni and Shia started with al-Zarqawi, as he was supported by Sunni in a period of time that the Iraqi regime

itself played this regional sectarian policies aiming to gain more support with Iraqi Shia. “At the same time, Iraqi Prime Minister Nouri al-Maliki put in place a series of disastrous policies to bolster support among his Shi’a base, systematically excluding Iraqi Sunnis from power. Thus Baghdadi’s organization steadily shored up popular support, regained its legitimacy in Iraq” Testimony 1. Al-Zarqawi actions against Shia wasn’t that welcome among Al-Qaida leadership, whereas Al-Qaida wants all the focus on US targets Al-Zarqawi and his successors targeted Shia and Sunni Muslims who are cooperating with the Shia led government. In private correspondence captured by U.S. forces (asking Zarqawi, “Why kill ordinary Shia considering that they are forgiven because of their ignorance?”) Al-Qaida and its leadership used to look at this dispute between Sunni and Shia as destruction from targeting the Americans. After installing in Syria also Hezbollah the Shia group in Lebanon who is supporting Assad inflame this struggle and enhance this Shia position as enemy of the Islamic state and a target. Daniel Beyman said it in his words this way: “Al Qaeda believes that the “Muslim masses,” without whose support Al Qaeda will wither and die, do not really understand or particularly care about the doctrinal differences between Sunni and Shia”. Al-Qaida and ISIS seemed to have different timeline with different to do list and different priorities, there was a difference in timing and strategies.

1- April 29, 2015 - Comparing Al Qaeda and ISIS: Different goals, different targets By: Daniel L. Byman, Prepared testimony before the Subcommittee on Counterterrorism and Intelligence of the House Committee on Homeland Security. <http://www.brookings.edu/research/testimony/2015/04/29-terrorism-in-africa-byman>

Al-Qaida has always considered what has been called: the far enemy strategy focusing on US as the enemy and the reason of all the corruption in the Middle East regimes, whereas ISIS adopted the near enemy strategy. Al-Qaida had always the big enemy who is the US, but ISIS focused on networking, attracting new supporters and controlling territory. “The Islamic State seeks to build, well, an Islamic state. So its strategy is to control territory, steadily consolidating and expanding its position” Daniel Baymen stated in one of his articles dedicated to compare and show the difference between Al-Qaida and ISIS. Whereas Bin laden’s vision was based on creating a global jihad project, with a complete focus on US interests. ISIS doesn’t care that much, it has not US as a main target. ISIS is attacking the regimes in the Middle East and its ultimate goal is to extend the territory under its control and to have more people under its flag, which is basically an ideological approach toward the Caliphate project. If the success is measured by achieving some goals, ISIS is far away successful than Al-Qaida. In term of recruiting policies and extending territory, while ISIS was extending very fast and its stories dominating the major news cables and its recruiting strategy works well in bringing new member from everywhere especially Europe global jihadi project of Al-Qaida was facing serious challenges and losing the ground, the media attention. The new brand of terrorism was working well. First this idea of having a land under your control, an army and having Sharia law practiced has excited many young Muslims especially those who are living outside the Middle East region to join the group. That was the main pick up line of ISIS to attract new excited young Muslims, adding to that the unprecedented violence scene that ISIS has been injecting to media. This project seems for some to be shorter term, with quick result rather than the well strategized and long term project of Al-Qaida with

its global dimensions and centralized leadership. But the real success ISIS achieved in this direction was by media, social media and digital online activities. ISIS used “mass executions, public beheadings, rape and symbolic crucifixion displays to terrorize the population into submission and “purify” the community, and at the same time provides basic (if minimal) services” not to ignore also that this extreme brutality has its public among the very young people, we all remember “John” whose name was everywhere as action movies hero even for the world. That idea and strategy of making heroes was intentionally or not going on in all of ISIS publications. Creating the legend and the character that everyone is waiting for its next move. Al-Baghdadi started calling the fighters of ISIS: the lions. This small detail was working well with ISIS in order to attract more fighters. The huge difference between Al-Qaida here and ISIS was the ability of getting for the media what it looks for and providing them with , the ability of using the social media spreading out their propaganda on demographic basics. In term of ages we have two different generations here with two different possibilities and options. Al-Qaida has nothing to do with Facebook, twitter and social media tools. All its activities online were basically in the forums, websites and some very long teaching and preaching outdated videos in Arabic that are mainly targeting those who are already believing in Al-Qaida thoughts, whereas ISIS mastered the social media tools and diversified its message in term of languages, audiovisual and even effects. They knew very well their existing audience and how to get new members on board with them. They mastered all what new generation is into and looking for. Reputedly its hackers were behind “the January hacking of the U.S. Central Command Twitter feed”, they have also accessed #Worldcup2014 hash tag. Moreover, ISIS had its periodic newspapers and magazines, the most known

one of them is: DABEQ which content has been strategically prepared and a visual perspective, it is of a high quality. The difference in this subject is obvious; Al-Qaida adopted a strategy based on shooting a video sending it mainly to Aljazeera or publishing on their website and their production unity like El-sahab. That message was getting to a special audience for a special reason through special channels. Whereas ISIS was preparing the different content, tweets, posts, papers, and videos and put it online everywhere using all possible ways to make it viral, challenging the censorships and the gatekeepers of all new media platforms and channels. Creating a content that no news cable can ignore playing on the sensitive part in the game between news cables. They have nothing to lose or the majority of news cables will use it even partly to make some stories, or the normal people will be able to access it online. The result was may be more than what ISIS itself expected. The news cables were broadcasting some scenes that are leading people to try to find more. We can say the battle in which ISIS achieved more success was the media one before getting a serious resistance and efforts to stop this brutal message full of terrorist propaganda. Internet use, points out, the Al Qaeda core continues to rely heavily on “older” Internet platforms like websites and online forums rather than more modern social-media platforms frequented by young people (Twitter, Facebook, Instagram, etc.). This makes sense: on September 11, 2001, at the height of Al Qaeda’s power and influence, the very first iPod had yet to be released, laptops with built-in Wi-Fi were the hot new technology and MySpace wouldn’t even be launched for another two years—let alone Facebook, Twitter or YouTube”¹. Natasha Bertrand also in the same direction said: ISIS' mastery of social media and online propaganda has given it the ability to recruit tens of

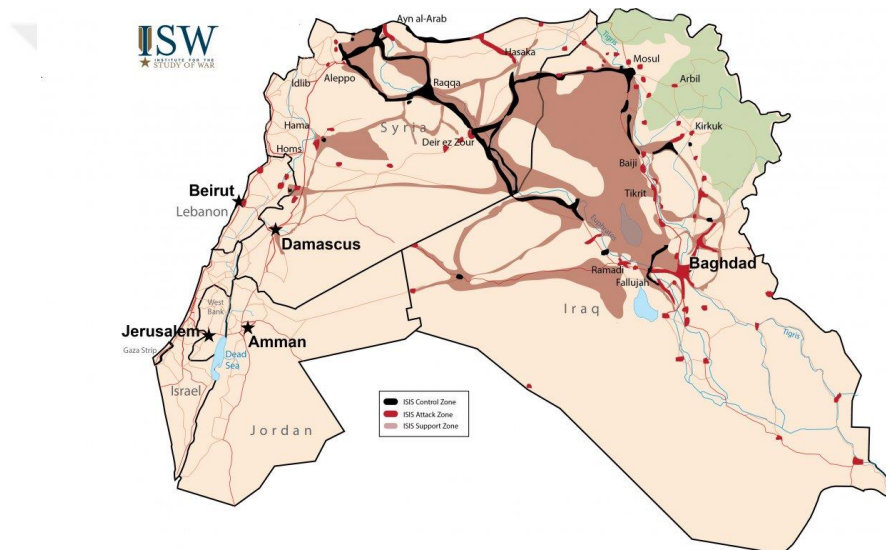
thousands of young jihadists in a way that al Qaeda was never able to do with its written statements and bland, made-for-TV proselytizing. We will sum up this comparison with what Clint WATT said in his article: ISIS and Al-Qaida Race to the Bottom the Next Attacks ². Max Abrahams is an assistant professor of political science at Northeastern University who has closely studied terrorism for more than a decade. He is known by challenging a lot of scholar's literature about terrorism and terrorist group. He looked at this difference from a different perspective. Abrahams said that the brutality of ISIS helped Al-Qaida to present itself as a very moderate terrorist group. "ISIS helped Al-Qaida by permitting it to present itself as a moderate terrorist group after all the brutality that ISIS was showing us" Abrahams said was mentioned in the papers of: Ben Norton its brutality helped al-Qaeda, terrorism expert says, as U.S. policies made it worse ³. According to Max Abraham Al-Qaida has benefited the most from ISIS, as because of ISIS' action Al-Qaida was permitted to present itself as the alternative. He added: Abrahams says his research hints why this is the case: Terrorist groups "are essentially rational political actors, especially at the top,

1- 2 Gabriel Weimann, a professor of communication at Haifa University in Israel who studies terrorists. 2015. The rupture between ISIS and al Qaeda is more generational than ideological". <https://www.foreignaffairs.com/articles/2015-11-23/isis-and-al-qaeda-race-bottom> November 23, 2015.

3-Ben Norton. 2016. Media really got ISIS wrong. http://www.salon.com/2016/05/09/media_really_got_isis_wrong_its_brutality_helped_al_qaeda_terrorism_expert_says_as_u_s_policies_made_it_worse/

and usually only claim responsibility when they can gain politically from it ¹. The stark contrast between Al Qaeda's large scale, dramatic attacks and ISIS' slow territorial conquest also reflects the differences between the two organizations' ultimate goals:

Institute of the Study of War



- 1- Ben Norton. 2016. Understanding terrorism: Attacks have a political logic, although they are usually ineffective, scholar says
http://www.salon.com/2016/05/09/understanding_terrorism_attacks_have_a_political_logic_although_they_are_usually_ineffective_scholar_says/

II. ISIS and Media: which strategy of sources?

THEORETICAL FRAMEWORK

Terrorism defines politics and international relations as well as social and cultural interactions in or globalizing world (Laqueur 1977; Stepanova, 2008; Pape and Feldman, 2010; Foreign Policy, 2011; Schmid, 2011)

The researchers and scholars agree on the fact that this subject of information and the source have not yet been given the interest it deserves in the academic and research area. In the world today where the communication technologies give multiple choices for anyone to prepare his own news and content and get it broadcast through different available channels. The huge and fast transformation that news flow and technologies are witnessing is putting the subject of sources different dimensions. Some statistics prove that a large part of what we see and what we read today on the channels and newspapers is coming directly from the governmental offices, the PR responsible, coming directly ready to be broadcast. The role of the journalists and news agencies today seems to be classifying and organizing the information flow which is coming from everywhere and from here the question about the sources. Instead of a period of time during which the journalist is looking for the sources and trying to reach them in every way to complete and cover the story, the journalists were struggling and spending a lot to find the stories, today the sources themselves are looking for the journalists and the ready packed stories are coming to the table of the reporters and journalists, but stories full of agendas, propagandas and messages that these sources want to

get it through to the largest audience possible, “The relationship between sources and journalism resembles a dance, for sources seek access to journalists, and journalists seek access to sources. Although it takes two to tango, either sources or journalists can, lead, but more often than not, sources do the leading”¹ when sources do the leading, it means all what we see today is with purpose full of messages that the viewers receive.

To understand the effect that sources have in the media and their increasing presence in the stories that we are watching on the screens, we need to stop at the news itself from a theoretical perspective and where the information and news sources meet.

News have taken part in developing and promoting the transitional terrorism. If it is playing such rule, it means the terrorist groups as sources forced themselves as information source and they were permitted to get their message through. In his book² James D. Kars mention televised TV among the three factors that he thinks gave birth of transitional terrorism 1968. Televised news coverage also played a role in expanding the audience who can witness the theatre of terrorism in their own homes. Individuals who have never heard of the : the plight of Palestinians became nationally aware of the issue after incidents such as the live coverage of the hostage taking conducted By Black September during the 1972 Munich Olympics. The television camera is like a weapon lying in the street. Either side can pick it up and use it³.

- 1- Herbert Gans. 1980. *Deciding What's News: A Study of CBS Evening News, NBC Nightly News, Newsweek, and Time*, Northwestern University Press, USA: 116)
- 2- John Baylis, Steve Smith, and Patricia Owens. 2016. *The Globalization of World Politics: An Introduction to International Relations* (7th edn), Chapter 25. *Terrorism and globalization* By James D. Kiras. 2016. Oxford University Press: 368
- 3- Clutterbuck, Richard L. 1981. *The media and political violence*. London: 147

ISIS picked this camera and oriented it the way they want and got the ready to broadcast a story on the tables of reporters. News is something consumable on a daily basis. The political news is related to the politicians and politics actors which are the news makers in this case or the sources in other word.

They design their message they want and tell the story their way. The role of news cable is making sense of the story and simplifying it. Terrorists are political actors in some days as they are influencing the politics, existing as an important element in the elections and candidates' political programs: The plans to fight against terrorism. This kind of news stories gives the news cables and organization time to select and transmit. W. Lance Bennet in his book *News, the politics of illusion*¹ gave this definition of news: It makes sense to adopt a simple definition of political news as: What news makers (politicians and other political actors) promote as timely, important or interesting, From which news organizations select, narrate and package for transmission (via communication technologies) and at last he mentioned people as the direct consumer of this political news. Although a terrorist group is not considered as a political organization, it is considered today a major source of information, especially if we consider the suggestion of Doris Graber that news is not just any information or even the most important information about the world; rather , the news tends to contain information that is timely , often sensational (scandals, violence, and human drama frequently dominate the news) and familiar (stories often drawing on familial people or life experiences that give even distant events a close to home feeling) those elements exist in what ISIS is providing the news company with. All what the news corporations are getting

1- W. Lance Bennet. 2016. *News, the politics of illusion*. University of Chicago Press; 10th edition.

from terrorist groups like ISIS are timely and over sensational with extreme violence. In the introduction of his book the power of news, Michael Schudson¹ dedicated his introduction to the subject news as public knowledge. At the very first beginning he wrote: Imagine a world, one easily conceivable today, where governments, businesses, lobbyists, candidates, churches, and social movements deliver information directly to citizen on home computers. He was talking about how the new communication tools and technologies are affecting the journalism in its traditional way. The sources are not in need any more for journalism as a tool to get their message out, for them journalism is just an option. Schudson continues and he said: Journalism is momentarily abolished. Citizens tap into any information source they want on computer networks. They also send their own information and their own commentary; they are as easily disseminators as recipients of news”². so instead of news organization seeking for the information and the stories, instead of the sources looking for news organizations to get their message through to a larger audience, people are getting the chance themselves to choose the sources they want. In news industry and how news is made and broadcast, there are two main actors which are part of this process of making news. News organizations, including different media, TV channels, radios, newspapers and Organizations and institutions (like governments, political parties, corporations) and individual news sources (like a witness in an accident) the terrorist groups are not just individual witness they are taking their part now in this process as an organization and institution working in a very effective, organized and concentrated way to create the story and to get their message through

1- Michael Schudson. Power of news.1996. Harvard University Press.
these stories implicitly and explicitly. News is not just a story that the viewers and people watch or listen to. News is an arm, a power and an authority. News is a

power and authority, News is a representation of authority. In the contemporary knowledge society news represent who are the authorized knower's and what are their authoritative versions of reality (Ericson, Baranek & Chan: Negotiating Control, 1989: 3). News outlets all have some fundamental assets that put them in a powerful position: the power to deny a source any access: the power to sustain coverage that contextualizes the source negatively; the power of the last word (Ericsson & al. 1989) but that power to deny access is not that powerful anyway and the loss of that power to deny source is one of the main reasons of having media today in the position of the victim in front of terrorist groups. As once the access is denied from a side there are many other different and perhaps more effective channels to send these messages. The pressure of working against the clock and the professional demands of objectivity are two aspects of new production combined to produce a systematically structured access to the media for those in powerful institutional positions (Stuart Hall & al. 1978: 58, cited in Cottle: 10) this time pressure and professional demands are getting harder to preserve when it comes to very high qualified terrorist groups. The position in between them is a space of convergence the sources of information are moving in. Gang confirms that, "sources are more active and dynamic in their pursuit of information (news): they are less pressed by time and budget, and sometimes they are able to retaliate by denying access to any information for some journalists" ¹

1- Aeron Davis. 2003. The production of news (Source & Media) chapter 2 from News, Public Relations and Power by Cottle, SAGE Publications Ltd: Page 15.

Herbert Gans as one of the first researchers who have knocked this door of information sources in one of his researches, he led one about the structure of information in the US , he said: My observations concerning the power of information sources suggest that up today these source studies was neglected a lot by the information specialists he figured out that the influence of the sources in news making process is not that considered or studies in the deeper way it deserves, later on Schlesinger in his approach about media sources and media-centrism mentioned this lack of researches and studies in the field of information sources : For two decades of productive work on media sociology, the relation between media and information sources has not been given much interest . From these two points of view, we see how this subject of information sources has not yet been researched as much as it deserves¹

The information sources have been always considered passive. Therefore, the studies took place in this field before haven't turned to the subject of information sources as active participants in the news making process. The sources were looked as someone who is running after the journalists to accept their news package and seeking different ways to attract the news organizations.

These sources have not been researched enough, when we find the terrorist group as an information sources we need to recall what Justin Lewis said. Justin Lewis argues that terrorism provides a particularly potent story for the media as it has all the perfect ingredients - violence, drama, and fear and so on- to make great news. Lewis is saying that terrorists find the integrated mixture that permit them not just to be active in the news making process but to be a sources that the news cables are waiting for its new production to put it on the top of breaking news.

1- Schlesinger, P (1990) Rethinking the sociology of journalism: source strategies and the limits of media-centrism. In: Ferguson, M (ed.) Public Communication: The New Imperatives. London: Sage:77

Lewis contrasts coverage of the “terror threat” with that of climate change and find that, while the latter almost certainly poses much greater risk to the future of humanity, the former continues to command our attention. News values, which over -represent “terrorism as a threat, coincide with economic and political pressures to fix terror as a decisive narrative in the contemporary media landscapes¹.

Herbert Gans as one of the first researchers who have attributed a great importance to the information sources in his study about the structure of the information in the United States as Schlesinger mentioned. It’s been estimated that the interactions between media and sources of information should be a priority in the public communication field (Albert 1983, Charron, Lemieux and Sauvageau 1991, Ericson Baranek and Chan 1989, Gans 1983, Gurevitch and Levy 1985, Schlesinger 1990, Weaver and Eliot 1985). For Gurevitch and Levy in Gurevitch and Levy (1985: 16-17). It means that the information sources are about to change many things in what we know in the field of public communication. It should be a priority, but the term itself is still not clear enough. Erik Neveu one of the most important researchers in the field of sociology of sources in his book: the journalists and their sources² he focused on this ambiguity around the subject of sources and their strategies and he worked on a kind of framing this issue about information sources. Neveu said: “The metaphor of the source of information is a big misunderstanding. Jump to sources suggests an active behavior to stock in a commodity (water or information) naturally available”.

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- 1- Des Freedman, Daya Kishan Thussu. 2012. Media And Terrorism, Global Perspectives, London: Sage: P257
 - 2- Erik Neveu. 2009. Sociology of Journalists. 3rd Edition. France: Europe Media duplication: PP55- 62

In his document: rethinking the sociology of journalism: the strategies of sources of information and the limits of media-centric Network ¹ “My main objective is to highlight the impact of a major lacuna in the text on the subject, namely the absence of a reflection on the source media-relations from the point of view of the sources themselves” ² Schlesinger was inviting to a deep research enlightening this subject. “The relation between the sources of information and the journalists represents a place of convergence where many central influences on the production and the news content are involved” ³, That space of convergence is where the sophisticated terrorist organizations are playing and trying to secure a place where they will be a very influential player.

The political information as it was defined by Paletz and Entman (Paletz and Entman, 1981:10) is an interactive operation between two parts from a side: the media and journalist and from the other side, some organizations and groups that have their goals and their message and their tools to achieve and deliver them as Paletz et Entman .

ISIS definitely has its goals and its message to spread. Moreover, it has been doing everything to use the societal interest in all terrorist operations information. It has been preparing the story and sharing them out timely with all

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- 1- Yves Lavoine, Aralynn Macmane, Belkacem Mostefaoui, Pascal Perin, Remy Reiffel, Dennis Ruellan, Philippe Schlesinger, Max Weber. 1992. Networks, volume 10, n°51, 1992. Sociology of journalists, 51 pp. 75 – 98, Philip SCHELESINGER. France: University Charles De-Gaulle Lille 3.
https://www.persee.fr/issue/reso_0751-7971_1992_num_10_51?sectionId=reso_0751-7971_1992_num_10_51_2842
 - 2- Erik Neveu. 2009. Sociology of Journalists. 3rd Edition. France: Europe Media duplication: 77
 - 3- Simon Cottle. 2003. News, Public Relations and Power, Public Relations and News Sources Chapter by Aeron Davis. London: SAGE Publications Ltd: 13

the elements that any media organization will hope for. (Gandy, 1982) looks at this influence from an economical perspective, saying that: these sources are taking in charge all efforts and costs to produce the content which is one of their power to influence. In the case of ISIS it was more than that, it was vacant jobs for the high profile new recruited members.

ISIS is not just a source, they are professional sources for their message, their brand which violence basically extreme violence and from here we get into the concept: professionalization of sources that Schlesinger and Neveu have dedicated a huge part of their researches, according to them, professionalizing sources not professional source. There is a difference between having very professional sources and working on professionalizing sources. Schlesinger invited to think professionalization of sources, their ability to develop a strategic rationality based on providing "ready to publish or broadcast." ISIS based on professional media and new media users and strategists to prepare their message in a proper way that meets the requirements of the new information age and the news organization needs. Greenpeace used this strategy by offering a television shocks footage shot of zodiac activists themselves between whalers and whale (Anderson, 1997). Regardless the difference of the causes and the message, as people watched that with too much interest, they were obliged somehow to watch these footages broadcasts of the content created by ISIS as they are about innocence human lives and victims. They were shocking, violent and timely, the elements which are proved to be the most necessary in an attractive story of news cables and the most wanted by the audience. The ISIS while working on the stories and the ready of broadcast they are not obliged to follow any of what's known as the aspects of news production and they don't care about it: they are working free of any stress

or running against time, no objectivity or impartiality is required. Although the second aspect of news production as these aspects have been detailed by Hall and Cottle (Stuart Hall & al. 1978: 58, cited in Cottle: 10) ISIS is more likely to consider the combine to produce a systematically structured, over-accessing to the media of those in powerful and privileged institutional positions. News has its power and when you get to it you are taking part in power. Dick Cheney the secretary of defense in the first Bush administration often acknowledge that he got more timely, relevant information from CNN than he did from US diplomats ¹ . The role also Aljazeera played during the war on Iraq is a clear proof of this power and influence that breaking news and live coverage has. The officials in the region may say the same thing that Aljazeera was their first and main source to know about what was going on during the war on Iraq. For long time also Aljazeera with his correspondent Teyseer Alloni was the only new cable that had access to Al-Qaida messages and even Al-Qaida leader. That privilege gave Aljazeera an international reputation, recognition and critics also That was a win-win deal as the messages from Al-Qaida was in need for a channel to get to a larger person and there were not to be a better choice than Aljazeera. Al-Qaida message that was a full promotion of a global jihadi project of Al-Qaida was not to be ignored by a channel that gets timely, updated and exclusive messages from the terrorist group that everybody was talking about, they didn't contain the amount of brutality and violence that we see in ISIS production, they didn't have as well that's animated lively

1- Michael Schudson. Power of news, News as public knowledge Chapter.1996. Harvard University Press: P01- P33

the advertising side that ISIS worked on. But all including American officials, they were waiting for the release of those videos once Aljazeera announced that, they have received a new video. ISIS is a source and that source has its goals, its messages and its strategies. Al-Qaida message wasn't including the exciting and shocking elements that brutal ISIS videos had.

In the last years, some researchers wanted to include this concept of source strategies in the agenda-setting model. Blumler and Gurevich (Blumler and Gurevich, 1987: p 17) and "fragmented" Nimmo and Swanson (Nimmo and Swanson, 1990, p 10), several authors (Weaver, 1987; Rogers and Dearing 1988; Reese, 1991; Protess and McCombs, 1991; McCombs, 1992; Weiss, 1992; McCombs and Shaw, 1993) proposed in recent years to make the model of agenda-setting a general conceptual framework for studying a set of phenomena in the field of communication. One of these targeted fields is the relation between media and the sources of information. Trying to extend a model was initially to study the relations between media and public trying to extend it to cover the relation between media and sources creates a problem of translation, that's what suggests in his papers, the media and the sources: the limits of agenda-setting model, Jean Sharoon at University of Laval ¹.

In their researches on the media and sources, many researchers refer explicitly in their problematic and hypotheses to "Y agenda-setting". The methods and the concepts used in these works were criticized as they are a bit a part away of the initial agenda-setting model (Gandy, 1982; Charron, Lemieux and Sauvageau, 1991)

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1- Jean Charron. 1995. The media and the sources: the limits of agenda-setting model. Paris: CNRS Editions

Some conclusions of the researches in this direction were contradictory and some talked about the complexity of this phenomena of the influence of sources on the agenda of the media. It is more complicated than what the initial model of the agenda-setting is suggesting.

A Group of researchers looked at the subject from different perspective. A group of a research work, led by investigations journalists' team, basically considering a model of agenda –setting as the frame of the research trying to understand this causal relation between the journalists and their sources in the reports they were analyzing. These researches took a space of the model itself instead of criticizing it suggests a new approach based on the notion: Game (Ettema et al., 1991) and « Ecology of news » (Moloch et al., 1987) This new approach is not about producing new general proposition or predicting the establishment of a causal relation between media and sources. It is about considering it as a complicated game of strategies and tactics. What is needed to be understood is the game itself and the way the players are playing, to understand the process to control this game in the media age (Ettema, 1991: 97). It is about analyzing the parts in the game from ethnographic and historic perspectives “Jean Sharoon”. This last concept is the exact one we need to use in case of ISIS as ISIS is looking at this relation media – source as a game.

In this game generally the source has the advantage to prepare a discourse playing with different elements: the themes, the technical exigencies, the sensibility of the journalists and more, as the sources is predicting the reaction of media so, normally the sources will try to submit to some of the media preferences. In the case of ISIS we see the audience's preference. So it is not giving the news cables in this media

age, many options. There is no conformity whatsoever in the discourse between ISIS and media, but still you find ISIS content and products as a source on the most important news cables in the world. This is leading us to the question that (Molotch and al, 1987: 45) tried to answer: On which basis we can determine if the source exercised more influence than the media or vice versa? The answer was: If there was a mutual adjustment in anticipation of the one and the other, we can say that the actions of the source and of the press are "mutually constituted.

In the part of the content analysis, we will work basically, on these theories and models about media and source strategies, from news production, sources strategy, media and source as a game and finally we will project on the source strategies that Erik Neveu puts in 3 main models: Control: Neveu has treated this subject, supposing that the source is a governmental agency and he gave the example of the Japanese journalism, where the journalists should be part of journalism clubs and accredited to cover this institution or that, in case the source is not government in case it is the source is ISIS. The control of the media is not by just press release or clubs or institutions. It is just about having one side of the story told in a professional way by modern tools. If in case of Japan you just need to take what comes from the government through the mechanism designed by it itself, the case here is you have just that story that the source cannot control the journalist about it, but put them in a hard position to choose whether to broadcast it or not, if yes which part they will use that will not just be a free advertising of the groups' brutal actions. Especially when that brutality is one of the brand that this group would like to present itself with. The access here is not selective as in the case Neveu has mentioned. It is open till the point that the journalists themselves can be passed and the message can be delivered to the final target which is the public opinion. In

the example of the Salvador civil war Neveu talked about the USA embassy in Salvador being a press agency and almost the only source of the journalist. In our case ISIS is being the press agency of itself trying to bring together all the elements necessary permitting them to have any kind of control not on what will be out, but the options in front of anyone who will be treating their content. The second model Neveu has elaborated is seduction, seduction is about giving the journalist and the media a reason to talk about you, about your products. The importance of this model can be noted obviously in the necessity of the communication department in any company or organization. They are competing each other to find a way to seduce media and journalists. Erik Neveu gave the example of the visit that Apple in Ireland organized to launch MAC when they invited the journalists and Fiat also when they invited journalists to try Fiat Uno. In ISIS case the product is seductive in different ways, the necessity to mention it in the media, the unprecedented violent and brutality in the content that pushes all media to analyze and try to explain to the viewers which always - no matter which direction it has been analyzed – served the message this terrorist group wants to spread out. From burning people alive, beheading alive and documenting that in a sophisticated audiovisual work. Things that people are used to watch just in the violent and bloody films. The last model that Neveu elaborated was let's play the lack of professionalism: the limit of financial sources, time and the lack of professionalization are another chance for the sources to get their strategy works well. As the reporters and the journalist in this case are based on their stories preparation on the library they have about the subject, internet research and amateurs. When the story comes from a sources itself ready to broadcast,

especially when it is full of all what may attract a reporter, they just go for it and permit this group to get their message through ¹



1- Erik Neveu. 2009. *Sociology of Journalists*. 3rd Edition. France: Europe Media duplication: PP 55-68)

Media – source: Agenda-setting model

The media and the sources: the limits of agenda-setting model, Jean Sharoon at University of Laval has worked on the media and source from the agenda-setting model perspective. According to (Weaver, 1987, p. 190-191): We need to continue to examine the interaction of media institutions with news sources in an agenda-setting framework to specify more precisely how issues and images originate, and how issue agendas are maintained over time.

We need to understand better when the media are likely to act as passive transmission belts and when they are more likely to take an active role in filtering and shaping the issues and images. Under what conditions are the media most likely to pass along the priorities of their news sources, to change those priorities? (...).

Studying the relationships between news sources, media professionals, the public and government actions within an agenda-setting framework is a demanding task, of course, but one worth pursuing if we are to gain a more complete and holistic understanding of the role of mass communication in democratic political systems. The study of the relationship media – sources using a model that has been developed at the beginning to study the relationship between the media and public is a real challenge. It creates a problem of translation. The empiric critics for researches trying to use the agenda-setting model to measure the reciprocal influence of journalists and political sources in the production of media content process have been focusing on a theoretical and methodical limits of this approach. Those who have been referring to Y agenda setting model to study more the media and sources, they were not away from the critics that their colleagues face while they were using the agenda setting model. This reference through which some

researcher have tried to use in formulating their hypothesis has been criticized for the lack of the empiric basis, considering that the media itself has effects which is justifying the importance of studying the determinants of the media content. The way of trying to study the media and sources is close to another approach ¹. These researches are looked to be getting farther from the initial model ². The access of sources to the production and the diffusion of news and the sources capacity to act and influence the news is not automatic even if the source is what so called official. It is a result of serious work with strategies and special letters and objective. It needs to be analysis. The works that have been trying to get out the media centric elaborated the effort that the official sources need to provide in order to ensure the access to the news organization. Putting into consideration the constraints that media is placing on them (Charron, 1994; Taras, 1990; Ericson et al, 1989; Schlesinger, 1990, 1991). The conclusion of this work was that the influence of sources and media in the news production process ³

The term building came as a correction of the word setting. The whole idea is about the fact that agendas are to be built instead of set. And it doesn't say anything about how the actors have been building this agenda. This notion was an update of the Y agenda setting model, but it doesn't make any conceptual advancement in what is concerning the study of the relation media and sources. Molotch has been looking at the meeting points between the offer of the sources and the need of media. The question which one influences the other hasn't been answered as one side or the other and he gets to the point that this is a mutual

1- Look example Gandy, 1982; Charron, Lemieux and Sauvageau, 1991.

2- Jean Charron. 1995. The media and the sources: the limits of agenda-setting model. Paris: CNRS Editions : 74.

3- *IBID* : 79

relationship and the action sources and media are mutually built. The agenda of sources to get it through the media they need to include something that the media look for, that element might be looked as media influence in the sources. The sources product should meet at least the technical requirements of the media. This agenda of sources is produced based on a forecast of how the media reaction will be. That forecast is a reason of a kind of submission that sources should show to media preferences. When the media preference is meeting the source's agenda and the sources are sure that they have something that the media is looking for. Media can find itself in a position to submit itself. Here a correlation is taking place between both. When the 2 agendas meet it is a state of adequacy (Molotch and Al, 1987: 45). Therefore news is not just a product of a meeting of two logics and stories the one of the media and the one of the sources. Every part works on including the largest part possible of its logic. So the sources are working to get the message they want and media working on it to be broadcast the way meets their editorial lines and policies.

The sources are always hoping that the media coverage and the way the product will be shown on media will be favorable for them. But at the end of the day the media selection and preference can be out of the control of sources. But when the sources put the media in a position that they cannot choose as whatever choice they made, it will be favorable for the sources. That is when the media get into the position to submit to the sources' agenda in a way or another ¹. This discussion invites to question the way the agenda setting can be measured. There are three main categories, the public, media and the deciders who are sources or official sources²

1- *IBID:82*

2- *IBID:83*

In such situations it is hard to separate the contribution of media in the production process, regardless of the methodologies used by sources and in the agenda setting. The agenda setting is in need for a theory of the public space (McLuskie1992), generic of themes and a sociology of sources ¹.

The influence between media and sources, and the measurability of that influence is not the center of the occupation of the researches in the actual situation, although the existence of the influence is proved and its measurability is still a point of doubt. They are not a priority instead of the nature of this influence and understanding in the complexity of this relationship what Sharron called a crucial phenomenon in the political communication, understanding the forms of this influence and the way it is applied. The researches in this field of agenda setting and agenda building get to the result that the researchers who are working a bit away from the traditions of agenda setting focusing on the relation media and sources ² . They got the researches away from a formal model that may serve in studying the theoretical framework of the mode of agenda building. They got out with new notions and new terms that they assume it may help better understanding and studying this complex relationship between media and sources, terms like Game or ecology of news.

1- McLuskie, E, « the media centric agenda Or Agenda-setting research: eclipse of the public sphere” in S.A. Deetz(Ed), political communication research: Approaches, studies assessments. Norwood, Ablex , 1987, P. 26-48 P84

2- Schlesinger, 1990, 1991; Tharas, 1990; Ericson et al., 1989; Charron, 1994.

These terms are reflecting the complexity and the contingent of this influence in the process of political communication. These new terms and new approaches invited to approach the actions of "players" from the point of view of strategic analysis ¹.

The strategies of sources that Erik Neveu has studied in details, and the researchers in the last years start working on, with the concept of game they came out with while working on an agenda setting model, agenda building model trying to find a way to understand the relationship sources and media. We will work on the ISIS videos trying to understand the nature of influence they made on media as sources, which one has submitted to the other media to ISIS or ISIS to the media. While working on ISIS videos we will pay attention to the details of the parts of videos that the news cables, broadcast, when they broadcast it, how much time did they dedicate to them? Through all of this we are just trying to understand the relationship between media and sources and to understand if ISIS has been making from this subject a real priority in the public and political communication. The ISIS brutal videos have been adding a new dimension and complexity to this subject of media and sources.

1- *The media and sources: the limits of the agenda setting model, John Sharron, 1995 P86*

ANALYSIS

We have tried to bring together the reports and programs that News cables have prepared to cover the two main events who have been the trademark of ISIS brutality. Focusing in priority on the first report that every one of the concerned channels has broadcast right after the event itself to move to the article that are expressing the channel point of view published on their websites or the comments related to the events.

THE VIDEOS:

Beheading James Foley (American Journalist)

Burning Elkassasbe (Jordanian Pilot)

ANALYSIS UNITS 1

- The Names used in the report: ISIS, ISIL, DAESH...
- Report Duration: the main first report about the video how long was it? (1min, 2mins, 3min...) Used terms: the term used in the report and how many times they've been repeated, I will be working on three main terms with their derivations : Terrorism (terror, terrorist...), Islam (Islamic, Islamist, Islamism...) and west (western, west...), violence..
- The broadcast scenes, audio or photos in the report from the ISIS's film.

ANALYSIS UNITS 2

- Strategies of the sources mentioned by Erik Neveu

- The game concept developed as conclusion of works on agenda-setting and agenda-building to understand the relationship media and sources
- Commenting

The models we are using as analysis units are: control, seduction, lack of professionalization, the game. Briefly to remember the definition of these models:

Control: Neveu has treated this subject, supposing that the source is a governmental agency.

Seduction is about giving the journalist and media a reason to talk about you, about your products. The importance of this model can be noted obviously in the necessity of the communication department in any company or organization.

Lack of professionalism: the limit of financial sources, time and the lack of professionalization are another chance for the sources to get their strategy works well. As the reporters and the journalist in this case are based in their stories preparation on the library they have about the subject, internet research and amateurs.

Game or ecology of news. These terms are reflecting the complexity and the contingent of this influence in the process of political communication. These new terms and new approaches invited to approach the actions of "players" from the point of view of strategic analysis

ANALYSIS TABLES

1- CNN (Table 1)

	The names used in the report	The duration and nature of program	The scenes (Photos or videos)	Comment
V1: https://www.youtube.com/watch?v=2vPaokYyh0Q V2: https://www.youtube.com/watch?v=rSpXadFAgmw&bpctr=1524520029	V1: ISIS - ISIS Terrorist V2: ISIS – ISIS Terrorist – the terrorists	V1: 2m58s Development / REPORT : Barbara Starr , Pentagon correspondent V2: 3m 56s Breaking News Aug 20, 2014 BREAKING NEWS : live with Nick Paton Walsh, Senior International Correspondent Aug 19, 2014	V1 : Just Photos from ISIS Videos mentioned below V2: just photos from ISIS Video mentioned below	V1: British accent – Video too horrific to show – horrifying video – orange suit – horrifying killing – thanksgiving day – brutal militant – violent and horror – my real killer is USA (No sound or video scene from ISIS video just photos) V2: Message to the USA – My real killer is USA – dressed in Orange – horrifying video - victim
https://www.youtube.com/watch?v=IE1aJP A9dTI https://www.youtube.com/watch?v=TjclX0a7Ohk	V1: ISIS – The west – V2: ISIS – Group of terrorist	V1: BREAKING NEWS: Barbara Sarr, Pentagon Correspondent 4:83 mins Feb 3, 2015 V2: REPORT 2:03 Min Analytical report with experts explaining Feb 5, 2015	V1: No photo, video or anything from ISIS video mentioned that it is graphic and believed to be a propaganda from ISIS and a try to control the narrative of horror V2: Just photos from ISIS Videos have been shown with scene of Coalition bombing ISIS from ISIS video	V1: Savagery – Graphic – ISIS propaganda – ISIS uses media – control the narration of horror – horrible – horrifying V2: Cruelty, Jihadi John – Raqqa – moral symmetry – different audience – in Raqqa people watched on big screen the killing

CNN A



CNN B



CNN C



CNN D



SCENES OF THE 4 MENTIONNED LINKS (Videos) ABOVE (Table 1)

CNN1



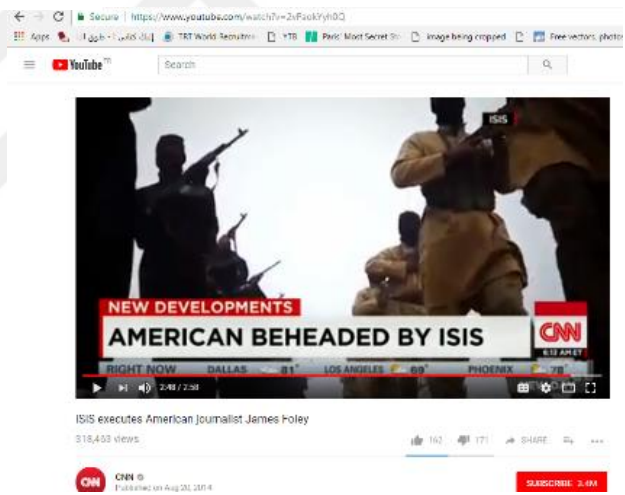
CNN2



CNN3

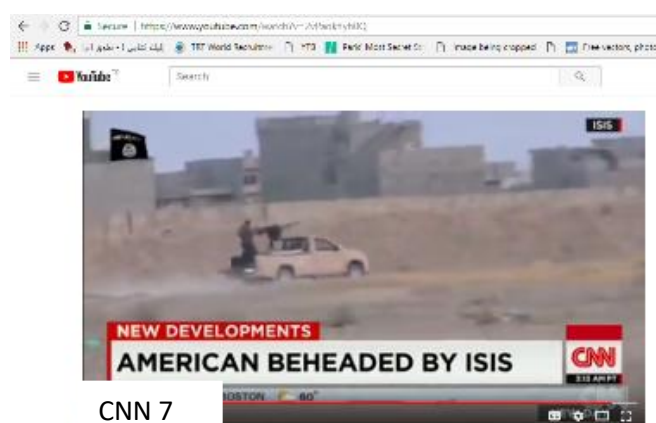


CNN4

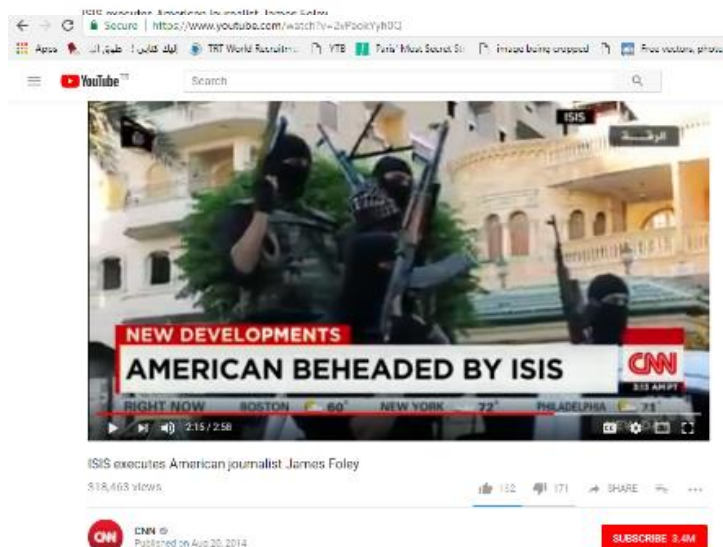


CNN5

CNN6



CNN 7



ISIS executes American journalist James Foley

818,463 views

152

171

SHARE

...

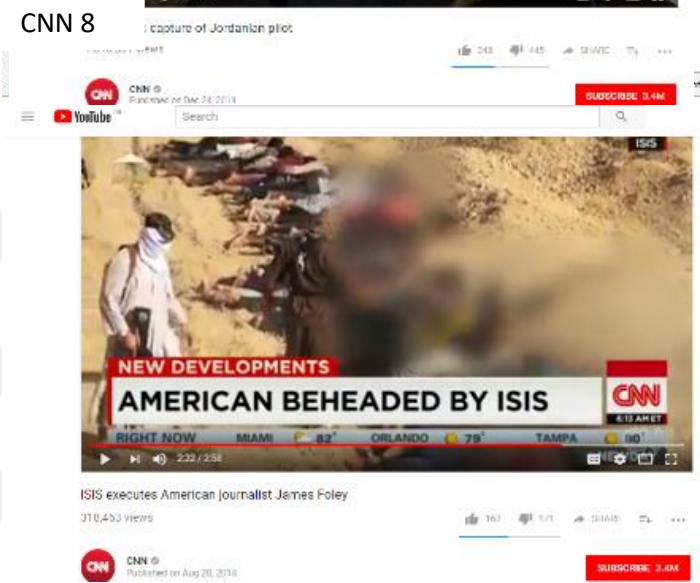


CNN @
Published on Aug 20, 2014

SUBSCRIBE 3.4M



CNN 8



ISIS executes American journalist James Foley

318,453 views

163

171

SHARE

...



CNN @
Published on Aug 20, 2014

SUBSCRIBE 3.4M

2- ALJAZEERA (Table 2)

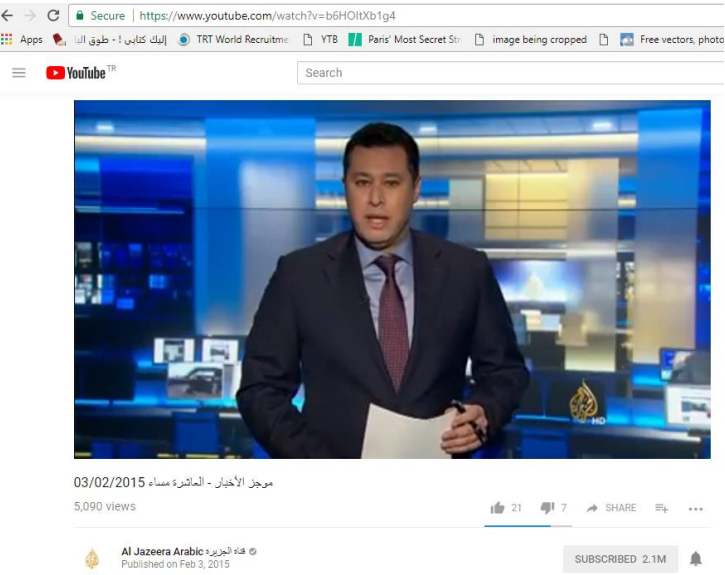
VIDEO		The names used in the report	The duration and nature of program	The scenes (Photos or videos)	Comments
James FOLEY	https://www.youtube.com/watch?v=Ku1BZybBrk https://www.youtube.com/watch?v=CzZc1XoOPxw	V1: ISIS – Islamic state – western journalist – All Muslims V2: ISIS – terrorist organization – ISL – Westerner journalist – western nations – The IS – Violent Islamic Group ISIS (ABC News USA)	V1: Development, interview 3:23 Min Michael Stephens , Royal United Services Institute Aug 20, 2014 V2: Analytical Report – Listening Post 8: 47 Min Aug 30, 2014	V1: Just footage from James Foley before being beheaded V2: Photos – Videos from ISIS Video.	Painful – English accent – British man- message – intended audience – social media – recruitment V2: Moralism (Controlling images) – the video is a part of the story – disturbing work of propaganda – how to cover the story – English accent – Dressed as Guantanamo Bae prisoner – the story fits to US narrative – Netanyahu ISIS is Hamas and Hamas

					is ISIS (Israeli propaganda) – Barbaric – ISIS gain by spreading fear	
Burning Elkessasbe	Muaz	https://www.youtube.com/watch?v=b6HOItXb1g4 https://www.youtube.com/watch?v=xnS-we23Wco	V1: Islamic State Organization – Furkan Production V2: Western propaganda – the organization	V1: News in headlines 3:02 Min (Fully was about Alkassasbe story development Feb 3, 2015 V2: Report , waleed Attar 2:27Min Feb 3, 2015	V1: Nothing from ISIS Video (The channel announced that they will not show any thing from the video due to its brutality V2: Videos and photos of the ISIS video were shown.	V1: Burned alive – Brutal and painful – horrible V2: Healing the believers’ chests (Video title) – burning alive – modernist techniques – justifying by showing the victims of the coalition bombing – Islam forbids burning – message – target audience – Muslim images – young Muslims

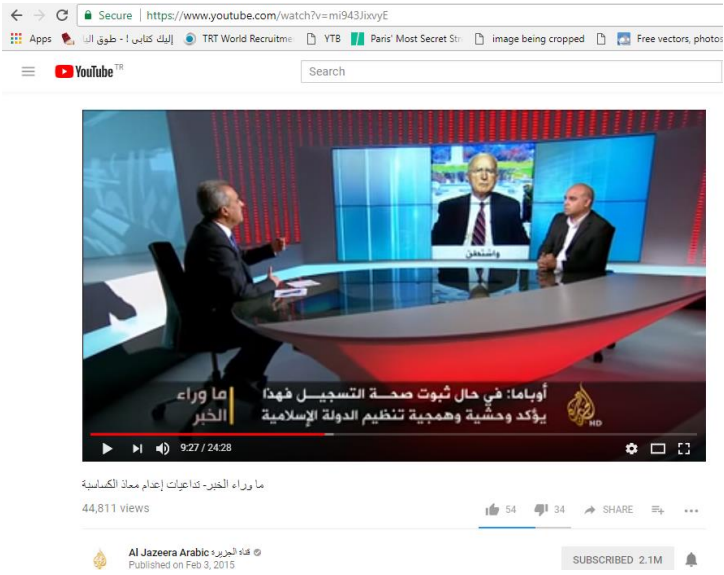


SCENES OF THE 4 MENTIONNED LINKS (Videos) ABOVE (Table 2)

AJ A



AJ B



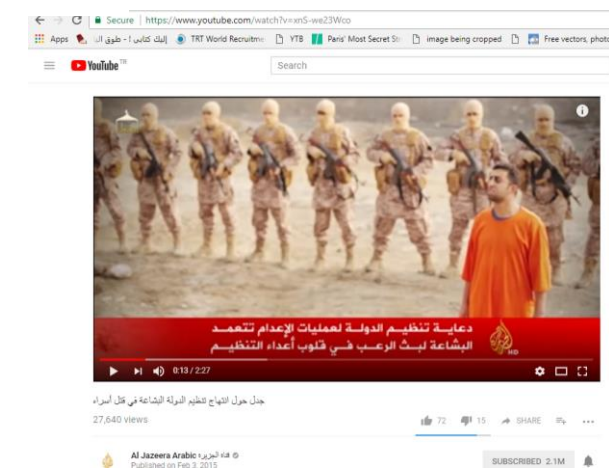
AJ C



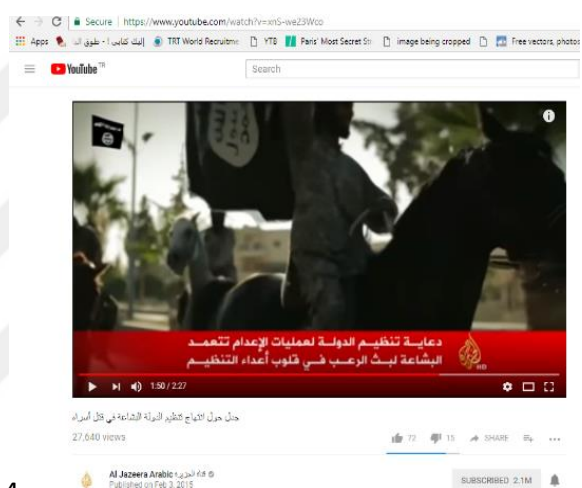
AJ D



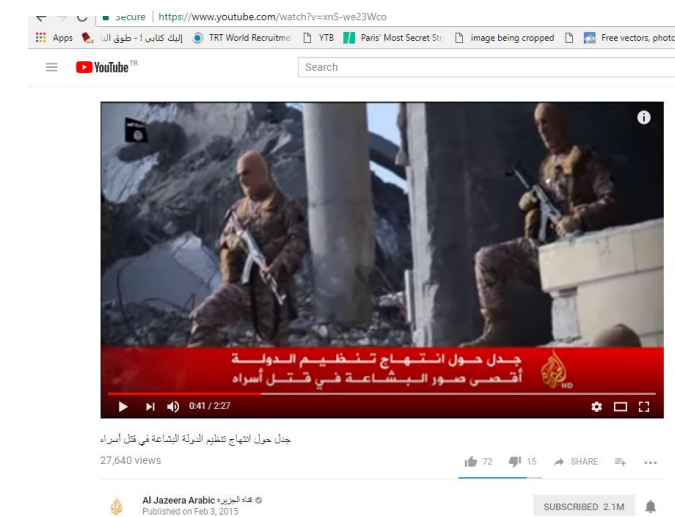
AJ 1



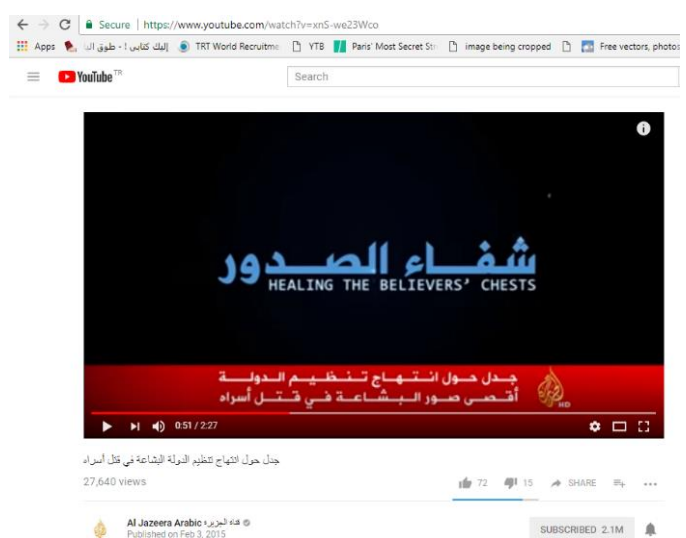
AJ 2



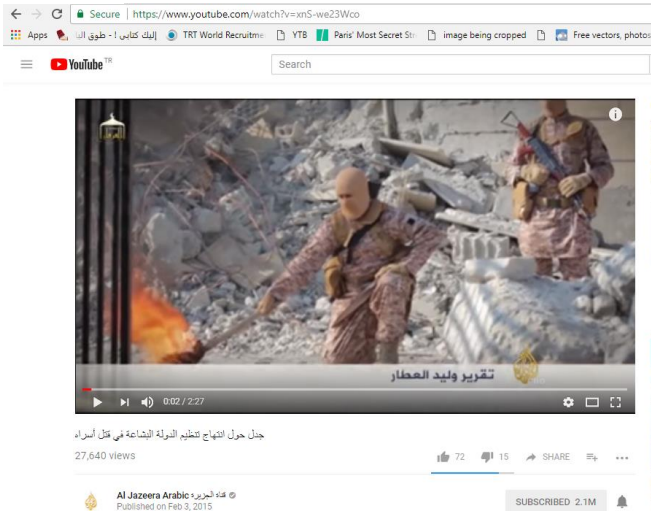
AJ 3



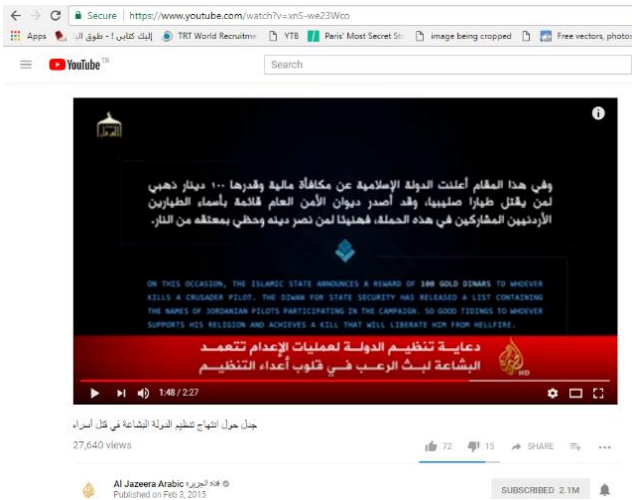
AJ 4



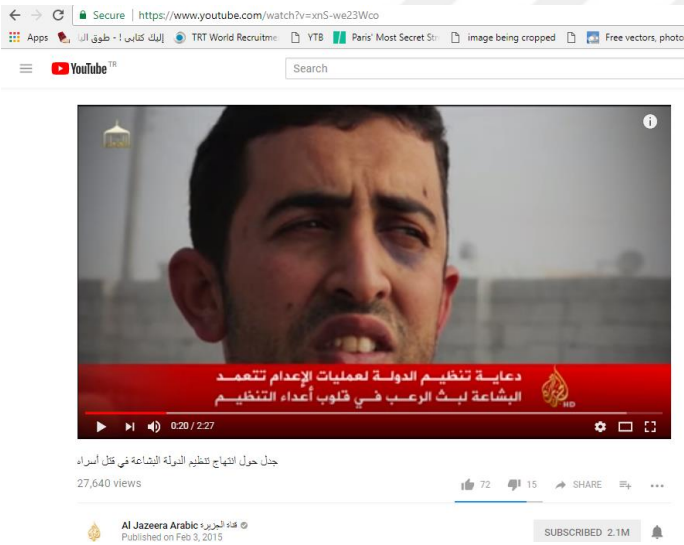
AJ 5



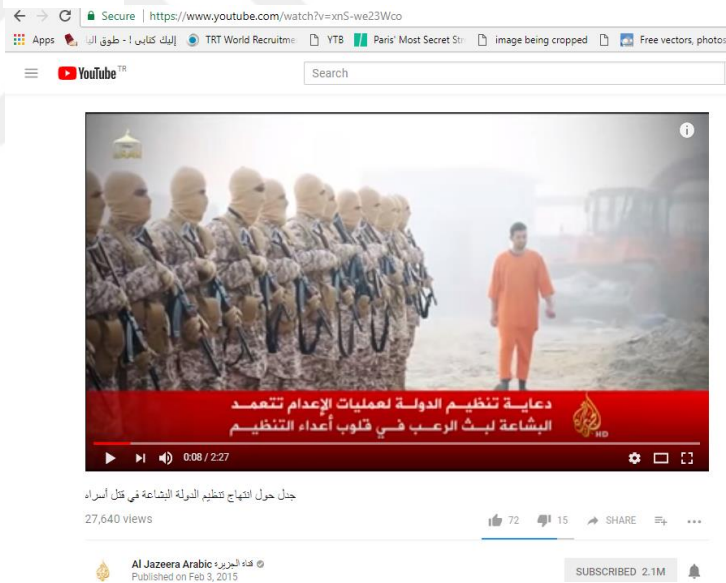
AJ 6



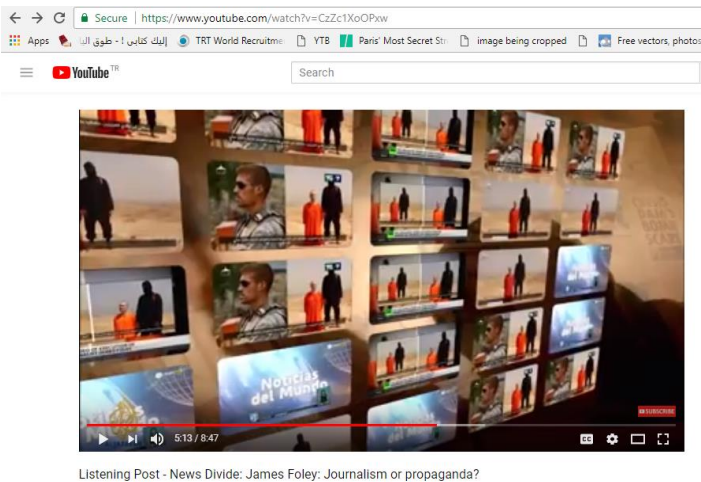
AJ 7



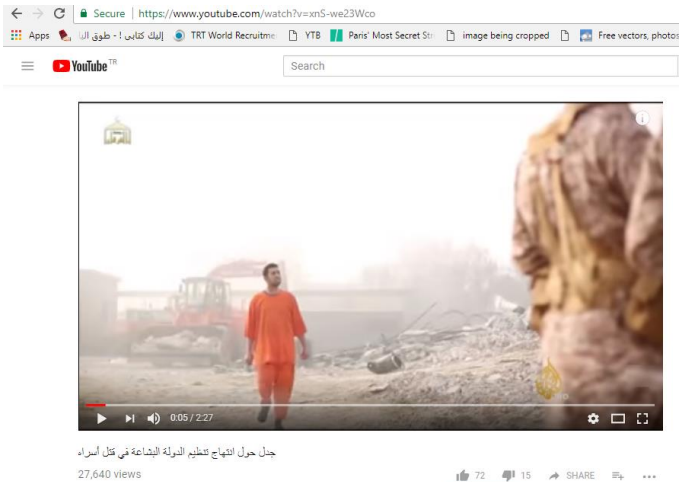
AJ 8



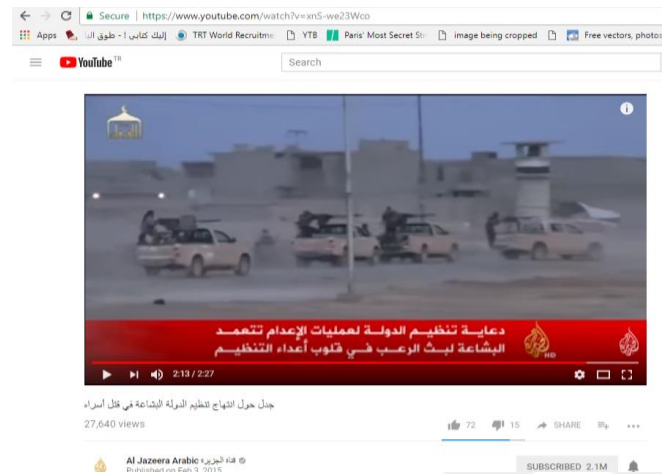
AJ 9



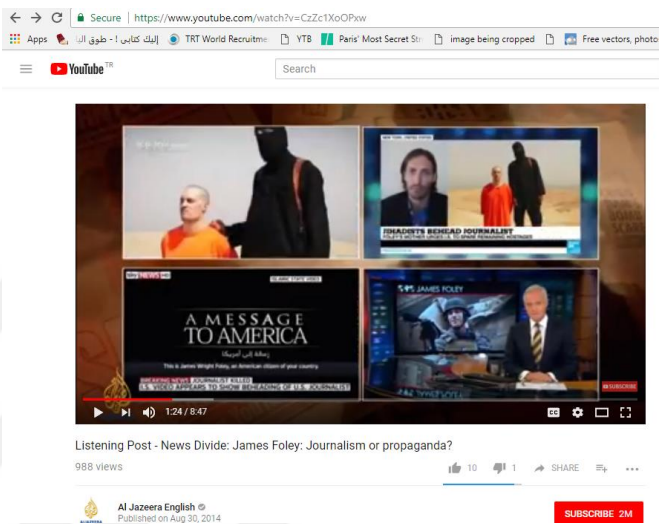
AJ 10



AJ 11



AJ 12



3- RT

(Russia Today) - (Table 3)

	The names used in the report	The duration and nature of program	The scenes (Photos or videos)	Comments
https://www.youtube.com/watch?v=A5mrvyobgTE https://www.youtube.com/watch?v=ycmS7PGLJEA	V1: ISIS – Islamic state V2: Jihadists – Islamic State	V1: Live Development news 1:19Min – Ameera David Aug 19, 2014 V2: Analytical report , 3:31 Min Aug 21, 2014	V1: Photos from ISIS and scenes V2: Jihadi John Speaking – scenes and photos of ISIS Video	V1: Execution – A message to America – Beheaded – brutal murder V2: British accent – ideology – brutal murder – posted online
https://www.youtube.com/watch?v=xQqIE9yvi8Y https://www.youtube.com/watch?v=RiJO_ojU8M	V1: organization – Daesh – terrorist V2: terrorist – extremists – Daesh	V1: special edition 23:22Min – Selam Msafer Feb 11, 2015 V2: Development News 16:14 Min Feb 4, 2015	V1: Videos and photos from ISIS Video and from previous ISIS Video. V2: Video and photos from ISIS videos	V1: Brutal, execution, terrorist organization – criminal - Savagery organization. V2: no terms specifically describing ISIS

SCENES OF THE 4 MENTIONNED LINKS (Videos) ABOVE (Table 3)

RT A

Secure | <https://www.youtube.com/watch?v=A5mrvyobgTE>

Apps | [إليك كتابي ! - طوق البيا](#) | [TRT World Recruitme](#) | [YT8](#) | [Paris' Most Secret Str](#) | [image being cropped](#) | [Free vectors, photo](#)

YouTube® Search



LIVE RT JOURNALIST BELIEVED DEAD

BEIJING 00:01 IRAQI ISLAMIC STATE JIHADISTS TAKE CONTROL OF THE CITY OF TIKRIT

0:02 / 1:19

US journalist reportedly beheaded by Islamic State

29,614 views

83 13 SHARE

RT America ©
Published on Aug 19, 2014

SUBSCRIBE 532K

The radical Islamic State released videos and photos on YouTube Tuesday night, reportedly

RT B

Secure | <https://www.youtube.com/watch?v=ycmS7PGLJEA>

Apps | [إليك كتابي ! - طوق البيا](#) | [TRT World Recruitme](#) | [YT8](#) | [Paris' Most Secret Str](#) | [image being cropped](#) | [Free vectors, photo](#)

YouTube® Search



LIVE RT EXECUTIVE DECISION

BERLIN 12:16 FERGUSON: SIX ARRESTED IN OVERNIGHT PROTESTS OVER POLICE KILLING OF TWO BLACK MEN

0:03 / 3:31

UK to ISIS: Hundreds of Britons flock to Islamic State

28,056 views

229 37 SHARE

RT ©
Published on Aug 21, 2014

SUBSCRIBE 2.5M

RT C

RT D

Secure | <https://www.youtube.com/watch?v=xQqIE9yvi8Y>

Apps | [إليك كتابي ! - طوق البيا](#) | [TRT World Recruitme](#) | [YT8](#) | [Paris' Most Secret Str](#) | [image being cropped](#) | [Free vectors, photo](#)

YouTube® Search



تنظيم "داعش" يعلن إعدام الطيار هزاد الكساسبة
حرقا والجيش الأردني يتوعد بالقصاص من القتل

1:18 / 23:22

داعش يعلن إعدام الطيار الأردني حرقاً - حلقنا الخاصة

1,521 views

7 5 SHARE

RT Arabic ©
Published on Feb 11, 2015

SUBSCRIBE 1.3M

RT D

Secure | https://www.youtube.com/watch?v=RjJO_ojU8M

Apps | [إليك كتابي ! - طوق البيا](#) | [TRT World Recruitme](#) | [YT8](#) | [Paris' Most Secret Str](#) | [image being cropped](#) | [Free vectors, photo](#)

YouTube® Search



داعش.. بعد الكساسبة

00:15 MOSCOW

داعش.. بعد الكساسبة

192,094 views

173 60 SHARE

RT Arabic ©
Published on Feb 4, 2015

SUBSCRIBE 1.3M

RT 1

Secure | https://www.youtube.com/watch?v=A5mrvyobgTE

Appsإليك كتابي ١ - طوق الباءTRT World RecruitmeYTBParis' Most Secret Strimage being croppedFree vectors, photo

YouTube®Search

RT

ISIS RELEASES VIDEO OF EXECUTION OF AMERICAN JOURNALIST JAMES FOLEY

NEW YORK — 30:01 — POLL SUGGESTS 37% OF YOUNG FRENCH ADULTS SUPPORT 'ISLAMIC STATE'

0:19 / 1:19

SHARE

...

RT 5

US journalist reportedly beheaded by Islamic State

29,614 views

RT America

Published on Aug 19, 2014

SUBSCRIBE 532K

RT 3

Secure | https://www.youtube.com/watch?v=ycmS7PGLJEA

Appsإليك كتابي ١ - طوق الباءTRT World RecruitmeYTBParis' Most Secret Strimage being croppedFree vectors, photo

YouTube®Search

RT

BRITONS JOIN ISLAMIC STATE RANKS, CAMERON WORRIED OVER ALARMING TREND

LONDON — 1:13:6 — REBELGUN EXX ARRESTED IN OVERNIGHT PROTESTS OVER POLICE KILLING OF TWO BLACK MEN

2:15 / 3:31

SHARE

...

UK to ISIS: Hundreds of Britons flock to Islamic State

28,056 views

RT

Published on Aug 21, 2014

SUBSCRIBE 2.5M

RT 5

Secure | https://www.youtube.com/watch?v=xQqlE9yvi8Y

Appsإليك كتابي ١ - طوق الباءTRT World RecruitmeYTBParis' Most Secret Strimage being croppedFree vectors, photo

YouTube®Search

RT

BRITONS JOIN ISLAMIC STATE RANKS, CAMERON WORRIED OVER ALARMING TREND

LONDON — 14:16 — RT-ASST-62 CHN LIANS KILLED BY MILITARY SHERLING IN EASTERN UKRAINE ON WEDNESDAY

10:19 / 22:22

SHARE

...

داعش يعلن إعدام الطيار الأردني حرقاً - حلقتنا الخاصة

1,521 views

RT Arabic

Published on Feb 11, 2015

SUBSCRIBE 1.3M

RT 2

Secure | https://www.youtube.com/watch?v=xQqlE9yvi8Y

Appsإليك كتابي ١ - طوق الباءTRT World RecruitmeYTBParis' Most Secret Strimage being croppedFree vectors, photo

YouTube®Search

RT

BRITONS JOIN ISLAMIC STATE RANKS, CAMERON WORRIED OVER ALARMING TREND

LONDON — 10:36 / 22:22

10:36 / 22:22

SHARE

...

داعش يعلن إعدام الطيار الأردني حرقاً - حلقتنا الخاصة

1,521 views

RT Arabic

Published on Feb 11, 2015

SUBSCRIBE 1.3M

RT 6

RT 4

Secure | https://www.youtube.com/watch?v=ycmS7PGLJEA

Appsإليك كتابي ١ - طوق الباءTRT World RecruitmeYTBParis' Most Secret Strimage being croppedFree vectors, photo

YouTube®Search

RT

BRITONS JOIN ISLAMIC STATE RANKS, CAMERON WORRIED OVER ALARMING TREND

LONDON — 1:13:6 — FOLLOW US ON @RT.COM

0:56 / 3:31

SHARE

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UK to ISIS: Hundreds of Britons flock to Islamic State

28,056 views

RT

Published on Aug 21, 2014

SUBSCRIBE 2.5M

RT 6

Secure | https://www.youtube.com/watch?v=ycmS7PGLJEA

Appsإليك كتابي ١ - طوق الباءTRT World RecruitmeYTBParis' Most Secret Strimage being croppedFree vectors, photo

YouTube®Search

RT

BRITONS JOIN ISLAMIC STATE RANKS, CAMERON WORRIED OVER ALARMING TREND

LONDON — 14:16 — RT-ASST-62 CHN LIANS KILLED BY MILITARY SHERLING IN EASTERN UKRAINE ON WEDNESDAY

1:15 / 3:31

SHARE

...

UK to ISIS: Hundreds of Britons flock to Islamic State

28,056 views

RT

Published on Aug 21, 2014

SUBSCRIBE 2.5M

General sum up of the tables below (Table 4):

VIDEO	CONTROL	SEDUCTION	LACK OF PROFESSIONALISM	THE GAME	COMMENT
The videos in 3 channels	The same photos and scenes of the videos repeated in the 3 channels show that there is some kind of control over the way the story is covered. As the videos themselves are the story the visual aspects are covering the narrative the cables are working on. The visual part is dominant and the visual part is the video.	The videos are not that seductive for the news cable directly but they are indirectly. As the media doesn't exist in the vacuum and the audience itself is looking for these stories as they have news part and the visual part also in its difference seems seductive for the audience for eager point of you probably. Media needs audience and audience need to know about these stories, ignoring them is not an option from the journalism values point of view. From other side they are generating viewers which are the ultimate target of media. So they have a seductive part.	Talking about lack of professionalism leads to the question about the space the journalist and the news cables have here to practice their professionalism. The space is narrow as all what they have is a video prepared by the source who has a message, an agenda and a propaganda. So ISIS puts the journalist in front of a new space to show their professionalism just in the way they are treating or commenting the visual part of the story which is the full part of the story in fact.	To decide on who win the game we need to study the audience a bit deeper to see if the way Media tried to deflect the videos worked , did it affect the message ISIS wanted to get about itself? Or the video affect was in the favor of ISIS regardless of the effort media provides to affect this visual message of ISIS. Looking at the tables we have above we can see that the visual part of videos where always stronger and more present than the comment on them, naturally if we have an image and a sentence, the image looks more effective so in a way or another ISIS has a strong presence in the game.	A study needs to be led about the audience reaction and comments on the news cables covering to stand clearly on the way these models have been working. From what we have the strategies of sources in our examples shows a dominance from the sources side.

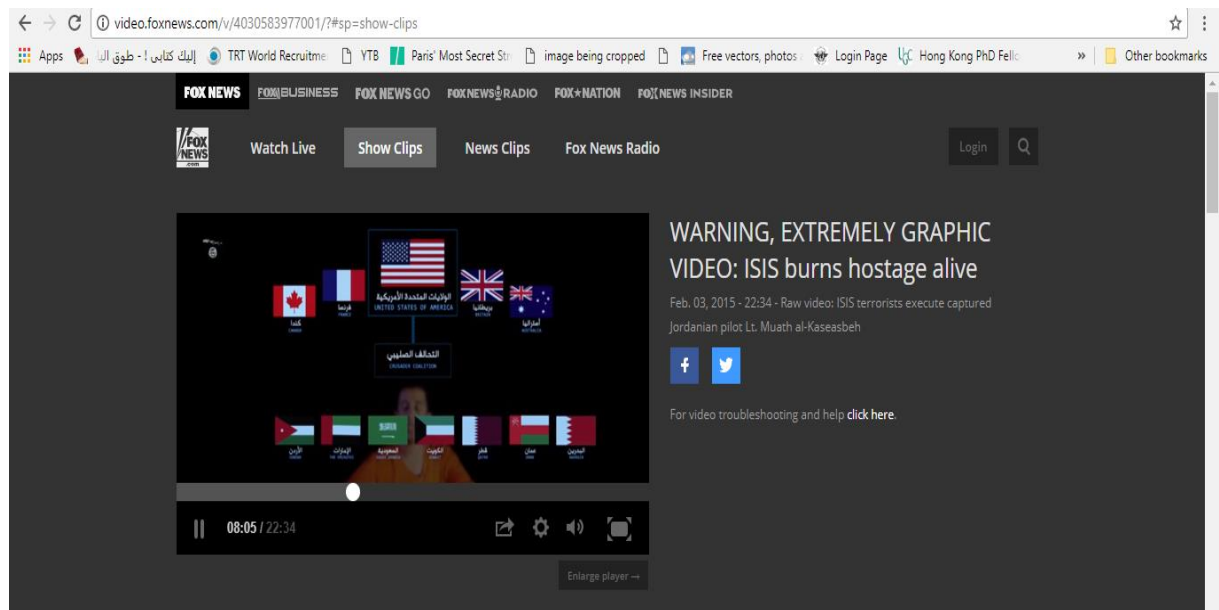
SPECIAL CASES

1- FOX NEWS

Channels like FOX News, they put the original ISIS Video about burning the Jordanian pilot full on the website. The video is fully in Arabic, but some special messages have been translated into English in the video.

<http://video.foxnews.com/v/4030583977001/?#sp=show-clips>

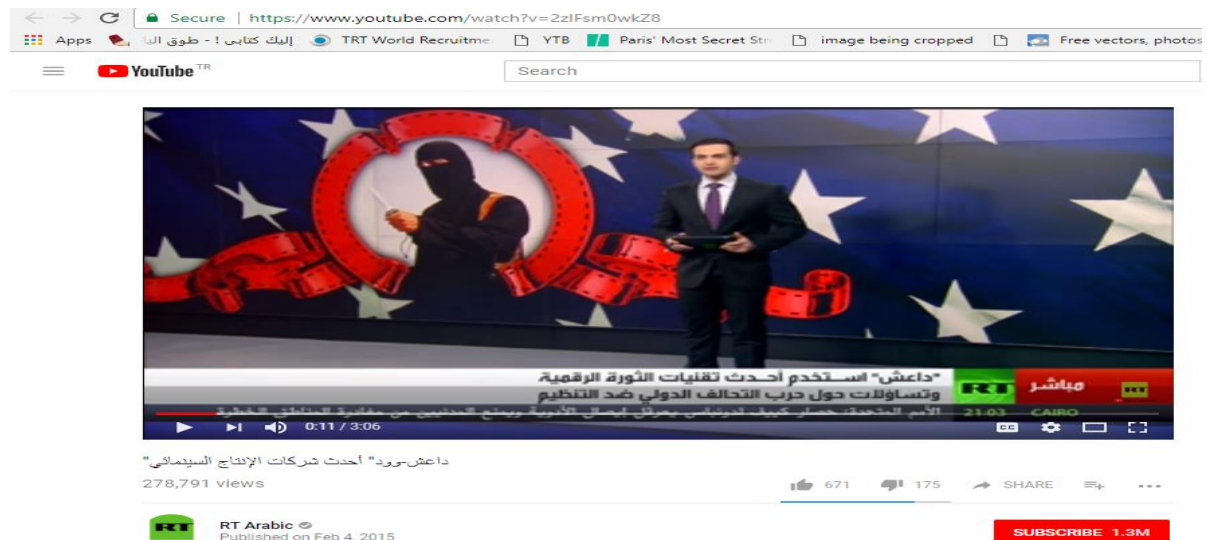
The video contains scenes of almost all the Arabic and English speaking news channels all over the world talking about ISIS capturing the Jordanian pilot after crashing his plane on Raqqa.



2- RUSSIA TODAY

DAESWOOD

<https://www.youtube.com/watch?v=2zIFsm0wkZ8>



An episode talking just about the cinematography techniques used by ISIS. This episode explores ISIS focus on audiovisual production from a technical point of view and present ISIS as a huge movie production company.

PRIMARY DEFINERS

The notion suggests that in any field of social life, de facto sources exist, particularly accredited because of their representativeness, their institutional status” this was the definition given to the notion by British team led by Stuart Hall, 1978 (Sociology of journalism, P57 following a study that they worked on. This definition supposes that, there is what is called the secondary definers who are discussing and developing what is considered as de facto or realities shared by

the primary definers. The secondary definers in this definition take a much marginalized position and their part of the story is not taken that seriously in front of the primary definers. The first theories and information about primary definers were based on studies focusing on delinquency. This theory supposing that there are primary definers and secondary definers and the way every one of them is profiled and framed was not completely accepted by Schlesinger and Tumber who have intervened about 15 years later elaborating the primary definers' subject. They loaded a lot of critics without contesting the existence of the primary definers. They worked just on more brooding and dynamic vision. Schlesinger and Tumber 1995 focused on a couple of points that the first team of Hall didn't put into consideration : the primary definers are not talking with one voice, from the same institution another voice can get out and have a different voice than the first one and positioning themselves also as primary definers, Second was about the possibility of having journalists in the position of primary definers by putting some social de facto into problems, the possibility of having the primary definers changing from one another and lastly the possibility of having some initiatives initiated by some primary definers fully failing (Schlesinger et Tumber, 1995). The direction in which Schlesinger and Tumber took the subject permits us to use it in our case. Looking at ISIS as primary definer as they are the one who are sharing and broadcasting their videos and make them available for media, looking at them as primary definer, Media take the position of secondary definers working on requalifying the information and the stories coming from ISIS. Working on the term using Primary source and secondary sources instead of definers. ISIS was trying to define terms, languages and names, and media having just these videos from ISIS was trying to define its proper terms, names and language in a kind of

requalifying the content or the stories. To elaborate this subject better we will be in need to stop at the analysis of some codes that was clearly and intentionally showed in ISIS videos and the way media tried to requalify them or treat them:

- Victims Dress codes : in the two videos subject of the study here, the victims appeared in Guantanamo Bae dress, this movement touches the communities in many countries where the Guantanamo bae detainee in majority is coming from and gives a sense of we are making justice against those who have been put your sons and Muslims basically in jail. This use of symbols and paying attention to details show how these videos have been prepared carefully for an agenda and with a message that the senders use all tools to make it significant and powerful. A part of that all the fighters in the videos ISIS fighters, they dress in grey exactly like American soldiers. A visual games where the rules are exchanged where ISIS wanted to show we are bringing justice to its place. Using the images in the memories of the audience.
- Narrative codes (Religious recital): the narration of ISIS in all its videos is fully with religious aspects, religious terms and religious explaining. When they wrote the title of the video burning the Jordanian pilot alive. The title was: Healing the breasts. They wrote it on the screen accompanied with a recital for a part of the Quran and satisfy the breasts of a believing people. This is a way to show that what they are doing is in accordance with what Islam asks from them as Muslim fighters. This is not the only part where they used Quran. At the end of the video when they didn't find anything from the Quran or Hadith (Prophet says) they used a small paragraph they attributed it to Ibn Tamiya who is one of the most famous Muslim scholars in the 12th century. They used this paragraph trying to justify burning a person alive, which is forbidden in clear texts in Quran. So they started

the video with recitation of Quran and finish it with a text attributed to a scholar. In between we find music in the form that is known in Muslim words to be Islamic melodies.

- Action Movies Codes and revenge: The videos are prepared in a process with all necessary visual and sound effects. Starting with showing the “evil” its bad action of bombing and explaining the context blaming Muslim and Arab countries to be the helpers of the evil and at the end of the day they are coming up with the revenge. Slow motion scenes, songs and music, lightening system and sound effect. With the killer in cold blood tale. They arrived to create their heroes who are provoking reactions and conversation like the English accent of the so called “Jihadist John”, the way the killer is speaking they built this tale like in movies. From its side media was trying to deflate the power of the video, to requalify the story. We notice in the majority of the reports we have been tracking for this study that the majority of this signals and messages haven not been a center of focus although they are the main elements in the content. Here media found itself in the position of secondary sources where the primary sources put a story in a way that cannot be change all what the secondary sources can do is to choose what to show from the video and comment it the way they want.

Conclusion

In front of these 2 videos of ISIS, the media found itself in front of a complicated situation where there is a story they have two options to deal with, whether to cover or to ignore it, putting into consideration the consequences and the implications. Having a story with all these active and important parts involved in, governments, coalitions, journalists and terrorists doesn't make from covering it an option. Acknowledging the story in itself is a journalistic value. But also to not be just an agency getting the ISIS message in full to a larger audience, there is a work to be handled by editing rooms and editors. This work is to explain to the audience what these videos are meant to say or to and trying to deflect them. But as the analysis shows us these efforts to deflect the story were not that effective to give the expected result. As these editors found themselves in front of a video that every single second of is a sophisticated piece of propaganda. The visual evidence which is the video from ISIS is very important for the story, sharing scenes and photos and telling people that the videos is extremely graphics, people like to watch what they have been told to not watch, so they will go and watch it. The videos are prepared to provoke a reaction any reaction from any kind. They are not expecting to be praised as they are beheading and burning people. But they are expecting a reaction and any reaction of any kind for them probably is a win. Making the story without mentioning the video also is not logical neither credible because the video itself is the story. News found itself in front of this complex equation a video available even online, an audience expecting to be informed, a terrorist group intending to provoke reaction and to get its message through and they have been doing all to get that. The result came out like this:

Some channels, especially Aljazeera choose to not show any scenes of the videos on the main story (Breaking news and main news) but in analytical emission and report they were obliged to show scenes of the videos and some photos as these photos and that video are the real story if they want to talk about it. CNN showed some pictures with blurring effect, but that blurring just invited people to go and find the full videos in its integralities, in the reports and the TV emissions also.

Looking at the strategies of sources and the units we have been using to analyze these 2 videos in the 3 channels we have, we have come out with, the fact that ISIS as it positions its self as the only source of the story permit it to have an upper hand in the story. The control came from this side instead of the model that Neveu has developed which was basically about accrediting some news organizations. The source of control in this model is about having the story that you want to cover as it has sort of importance. These two elements: story and importance are available at ISIS. They are not accrediting the journalists or the news organization to get to the place where the event is taking place, they are controlling the narrative of the story putting it in the form of videos and photos. Although the media tries to tell the story in their way and explaining it in the way they want, still ISIS has the control over the core of the story and any direction the analysis took, it serves ISIS to get the audience to hear about them and to install fear. Any single image with the victims in Guantanamo bay dressing. With its fighters in their military dressing, with their hero in mask and black dressing serves their message. The control here is not about the access to the message in opposite the message meant to get wherever it can. The control is about the message itself, which is formed in a way that will keep its core, it is a visual message not focusing basically in the ideology or the principals rather than the image and the effects. The messages of

Al-Qaida as they were arriving to the news organizations like Aljazeera were different and have no element of control or seductions as they were not supported with breaking news or with actual actions that the media and the audience care about. They were about literature. One other elements as it has been mentioned by Aljazeera, these videos are available online, if you don't cover the story, people will go to the videos online and at the end media don't exist in a vacuum but with audience who are expecting a reaction. The audience if they didn't get that reaction from their media they will turn away and that is not serving the news organizations from an economic point of view.

The model which is seduction. ISIS videos as we see had that element in a way or another as the video story was on the 3 channels, breaking news list and they got hours of live covering, analysis and comments. The seduction element yet was different than the one Neveu mentioned, which were reduced to organizing the event, offering gifts to the organization attendees. The elements were about having a story package. With videos and photos, breaking news, about things the world was looking for to hearing about involving some of the main parts in the events: journalist from USA and pilot from Jordan which are the main parts of the coalition. Above all the violence element and the brutality that make the story looks different from its type. Perhaps the world witnessed some brutal events like this before, but the journalists are not used to have that brutality documented, praised joined by sound effects, music and visual effects. The terms used by the channels covering the story, all of them met on some terms like "brutality" these terms shows kind of the elements of seduction and attraction the story had for the news. A channel like Aljazeera was focusing on deflecting the effort of ISIS to link between ISIS and Islam, CNN was focusing on terrorism actions without

pushing on terms like extremism and RT was basically on the part of giving part of the responsibility for the coalition operation. These videos are new, violent, shocking and a continuation of a story that audience wants to know where it got. These elements are seduction elements for the media to get their breaking news band up and to get the audience to them also. No channels, shows the moment of beheading or burning but a part of that all of them showed photos and videos. Three of them showed the photo of jihadi John preparing to behead the journalist which means that scene with a British accent of the killer was a success for ISIS. Also, all of them showed the pilot walking in slow motion surrounded by the ISIS fighter which means also that the scene was a success for ISIS. These two scenes had their element of seduction that the news cables couldn't resist whether it is a professional obligations or just editorial choice.

These news cables are professional, they can be approached by subjectivity, propaganda or whatsoever else but it is hard to face them with the approach of lack of professionalism. They are kind of the cables which are shaping the news in our world today. The lack professionalism that Neveu talked about is about journalist who are not getting to the place where the story is taking place because of the lack of financial sources, lack of interest or just laziness of those who are working on the story. In ISIS case even if the journalists are willing to get to the place but, they do not have access. There for their professionalism use is limited to commenting, analyzing and trying to show the ISIS message from their own windows instead of ISIS message.

The other unit is about "the game" the ecology of news. In this direction media is in between the responsibility to inform, to broadcast and the worry being just a tool used by ISIS to get its message. In between these two elements videos that

have been prepared carefully that every second and every photo should take a part of the ISIS message, a video which is the story. So the game seems to be played well by ISIS, when we see the analysis table, we have, we find the scenes that have been repeated almost on all the three channels, we have the same terms. While the news cable seems to think they have chosen the best way to treat this content. They install in the mind of the audience the image that ISIS might be proud of, like brutality, justice on ISIS standards to the dressing way in their videos, the type of music.... The game as a concept has been developed from Y- agenda and propaganda theories as a term referring to the engagement of different parts in a kind of game where everyone is pushing for his own agenda. The story is in the hand of ISIS, the audience and the journalism value oblige media to consider the story as it engages journalist and pilot of countries members in the coalition and they have been reported to be captured by ISIS, so no way to ignore the story. While treating the story, it won't make a lot of sense if the video wasn't shown at least in part. One these parts are shown there some of the audience will go trying to see the remaining part and to watch what they have been told to not watch as it is an extreme brutality. As a result, ISIS doesn't lose anything during this process, every single photo, word; analysis is a win for them.

From the coverage we analyzed within these three cables, we can see how the clothing code, the reciting and narrative are meant to serve the message to the maximum. The title of the pilot video is taken directly from a Qur'anic verse directly.

Notes:

If there is one more thing to add, it is about FOX where the ISIS video in its integrity is still on the company website (full) with no change, no comment. It is just like ISIS a production agency and FOX is the client. Why that video has been shared on their website that way is a question, but the most important question, why it is there till now? Before opening the video there is a sentence: Warning: Extremely graphic video: ISIS burns hostage alive. Russia Today prepared a full special episode talking just about the audiovisual skills of ISIS: Daeshwood.



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TEZ ONAY SAYFASI

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