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MASS MEDIA AND TERRORISM: EMOTIONS AND ASSUMPTIONS

This article tells about coverage of news in the media and news are related to the terroristic thematic. The author conducts research of news portals in order to prove that news often provokes in people an excessive fear of terrorism. Many scientists and experts already have identified direct interaction between the media and international terrorism. This article also provides their views. The base of the research were news materials about the events of mass shooting in Las Vegas, which occurred in October 2017. News portals such as Tengrinews, GulfNews, Reuters, RIA Novosti, Euronews were selected for the study. Data from the World Value Survey portal and data from the Global Terrorism Index were also used. A comparative analysis of the survey results from the WVS portal and the results of the news analysis was carried out. As a result of this study, you can understand that the media have a great influence on the mass consciousness of people. This article can be a good material for study for all people interested in this topic.

Key words: Mass Media, terrorism, mass consciousness, emotions, fear, news, survey.

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СМИ и терроризм: эмоции и предположения

В данной статье рассматривается освещение в новостях террористической тематики. Автором проводится исследование новостных порталов с целью доказать, что зачастую новости провоцируют в людях излишний страх перед терроризмом. Многие ученые и эксперты давно выявили прямое взаимодействие СМИ и международного терроризма. В данной статье также приводятся и их мнения. Базой исследования выступили новостные материалы о событиях массового обстрела в Лас-Вегасе, произошедшего в октябре 2017 года. Для изучения были выбраны такие новостные порталы, как Tengrinews, GulfNews, Reuters, РИА Новости, Euronews. Также были использованы данные с портала WorldValueSurvey и данные с GlobalTerrorismIndex. Был проведен сравнительный анализ результатов опроса с портала WVS и результатов анализа новостных материалов. В итоге данного исследования можно понять, что СМИ оказывают большое влияние на массовое сознание людей. Данная статья может стать хорошим материалом для изучения для всех заинтересованных в данной тематике лиц.

Ключевые слова: СМИ, терроризм, массовое сознание, эмоции, страх, новости, опрос.

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БАҚ және терроризм: эмоциялар мен болжамдар

Бұл мақалада БАҚ-тағы террористтік тематикаға қатысты жаңалықтар жайлы айтылады. Жаңалықтар адамдар арасында террористтер алдында артық қорқыныш пайда етеді – бұл жағдайды автор дәлелдемек оймен жаналық порталдарды зерттейді. Көптеген ғалымдар мен эксперттер БАҚ пен халықаралық терроризм өзара іс-қимыл жасайтынын көп рет анықтаған. Осы мақалада сол ғалымдардың да ой-пікірдері келтіріледі. Осы зерттеудің базасы болып Лас-Вегаста 2017 жылдың қазан айында орын алған массалық атысқа қатысты жаңалықтар болып келеді. Зерттеуге келесі жаналық порталдары таңдалды: Tengrinews, GulfNews, Reuters, РИА Но-

вості, Euronews. Оған қоса World Value Survey порталы және Global Terrorism Index мәліметтері қолданылды. WVS сауалнама нәтижелері мен жаңалықтар анализімен салыстырмалы жұмыс жүргізілді. Осы зерттеудің аяғында БАҚ адамның санасына үлкен әсер жасайтына көз жеткізуге болады. Осы мақала бұл тематика бойынша қызыққан барлық адамдарға зерттеуге қажет жақсы материал болып келе алады.

Түйін сөздер: БАҚ, терроризм, массалық сана, эмоциялар, қорқыныш, жаңалықтар, сауалнама.

The psychology of people is arranged for the following situation: they are interested in unusual and harsh news more than in other news. They have perceived soft and ordinary news easier. The society is just getting used to such kind of news. This can explain why people are so afraid of flying on a plane than travelling on a car, despite the fact that the number of victims from a traffic accident is much greater than as a result of air accidents. Air accidents covering wider by mass media than car accidents.

After observing the number of news views on the Tengrinews site, the author of this scientific article noted the tendency that hard news have much more views, which proves the statement given above. If you pay close attention to the topic of this article, it should be noted that journalists mustn't show their personal feelings about the news. No sympathy for the victims, no hatred of terrorists. Everyone has long known that fear is the ultimate goal of extremists (Griffith, Lee, 2002).

According to Nacos, international terrorists have three universal goals: to "seek attention by spreading fear and anxiety among their target audiences" and thereby to "demonstrate the impotence of a targeted government . . . to seek recognition of their demands, their grievances, and their causes . . ." and to gain "a degree of respectability and legitimacy in their target societies." Actually, this statement of Nacos totally proves that terrorists use mass-media as their tool of spreading a fear among people. Noting that "several students of terrorism" have charged that the media are central to accomplishing these goals, she offers a research-based critique of that view, saying that "My comprehensive content analyses of terrorism coverage in television and newspapers substantiate some but not all of their intuitive assumptions" (Nacos 1994: 54). Let's turn attention to Russell F. Farnen, who feels that terrorism is a "mainly international problem," and that, since it is international, "the power to name, label, and define terrorism is especially relevant to this discussion, since terror is so distant and beyond the average person's experience" (Farnen 1990: 103)

The subject of the research in this article is the news of the massacre in Las Vegas. Many sources talked about the possible connection of this event

with a terrorist act. Actually, there is no strong evince about it. Journalists face problems when they cover such kind of events. Often they occur in real time, and here the need arises to choose your own foreshortening and information occasion. Such steps are often subjected to inaccuracies and mistakes. Journalists are between two paths. Either be an insensitive observer of what is happening, or show sympathy for the victims of the terrorist act. In most cases, journalists choose the second one. The following statement is perfectly suits to the word written above. Accordingly, "terrorism is a product of freedom, particularly freedom of the press" (Jenkins 1983: 160, as quoted by Alali and Eke 1991b: 8). Author of this article totally agree with this statement.

It should be noted that this is extremely wrong. In the news there will be emotions that will also be passed on to the viewer, listener or reader. As a result public opinion is set up in such a way and it will be very beneficial for terrorists. In this case, the feelings of the journalist coincide with the feelings of the representative himself from the mass audience. The correspondent should be an intermediary between the news and the audience. However, here the media representative and the audience get together and, as it were, begin to sympathize and empathize with the victims (Lewis, J. 2005).

The negative feelings towards terrorists are increasing, and news related to them will discussed repeatedly, and will rise in conversations between people. Thus, it will be possible to consider that the terrorist action illuminated in the media achieves its goal. Logically, it is very beneficial for the media to justify the emotions of their audience. In the XXI century there is a tough race for the viewer, listener, reader. In a world where mass media and social networks thrive, such a race is simply necessary for survival and prosperity. However, the author of this article believes that if the world wants to fight terrorism, journalists should be much more careful when covering such kind of news.

Thus, the relevance of the topic is indicated by the situation in the world of mass media regarding news about international terrorism. Presence of the theory and non-observance of these theories in

practice essentially raises this issue about coverage of terrorist attacks in the news. According to Schmid, while it may seem simple “to present to the public things as they really are,” there are “at least three realms of reality,” with claims to be how things “really” are (Schmid 1992: 111).

In this article the poll of World Values Survey will be used WVS (www.worldvaluessurvey.org, 2014). WVS is a global network of social science scholars who are studying the change in the different meanings that are taking place in the world and their impact on social and political life, led by an international group of scientists, the WVS association and the headquarters- apartment in Stockholm, Sweden.

Thus, from this global network, the author of this article had chosen 8 countries for study: Germany, Kazakhstan, Poland, Qatar, Russia, Spain, United States of America, Yemen. The author selected five news portals. Accordingly, to these news portals, the author of this scientific article chose the countries that correspond to these portals with their audience.

Thus, we get:

Tengrinews: Kazakhstan

RiaNews: Russia

GulfNews: Yemen, Qatar

Reuters: USA

Euronews: Germany, Poland, Spain

It will also be important to refer to the global rating of terrorism for these countries. (GTI, 2016). From here, we receive the following information that Kazakhstan stands at 94th place with an index of 0.93. Russia is on the 30th place with the index of 5.43. Yemen is 6th with an index of 8.08. Qatar is at 112th place with an index of 0.23. Germany at 41 place with an index of 4.31. Poland shares its place with a number of countries with a zero index. Spain is 89th with an index of 1.20.

The object of the study is the emotions of media workers, as well as the assumptions that lead to increased fear and hatred of terrorism, as well as compassion for the victims. The subject of the study are news reports on the news about the mass shootout in Las Vegas. The purpose of this study is to prove that many journalists from Kazakhstan and abroad allow for emotions in news items. A large number of educational literature says that the journalist is only an informer of fresh, accurate and reliable information to the public. By the way, the question only concerns news items. No expert opinions, no commentary and no analytical materials.

For research in this article, news materials will be studied regarding the event that took place in Las Vegas in October this year. For the study will be collected absolutely all the news relating to the massacre. Thus, the following news portals were selected for the study:

- Kazakhstan news portal Tengrinews (14 news). (Tengrinews, 2017)

- European news portal Euronews (17 news). (Euronews, 2017)

- Russian portal RIA Novosti (14 news). (RIA Novosti, 2017)

- US portal Reuters (28 news). (Reuters, 2017)

- News portal GulfNews (22 news). (GulfNews, 2017)

Data from the portal and Global Terrorism Index 2016 will also be used. (GTI, 2016) Accordingly, there were investigated 14 news items containing information about the terrorist act in Las Vegas were found on the Kazakhstan news portal.

Thus, let's begin to study the content of news portals. The news was selected are related to the attack in Las Vegas, for more concentration and to avoid too big research. In the Kazakh news portal Tengrinews, it was found only 14 news, containing news about the incident in Las Vegas. Of these 14 news, three were quite emotional for the audience. Below are excerpts from news items as evidence.

Accordingly, there is the part of the text: “Also,” Amak “indicates that a few months before the attack, Paddock supposedly converted to Islam. Earlier, the news agency reported that the attack was a response to the group’s call for attacks in the countries fighting against the ISIS. However, the FBI of the United States did not find links with the shooter with the ISIS. The CIA also noted that they know about the statement of the ISIS and urged not to make hasty conclusions.” (Tengrinews, 2017, 3 October)

In the author’s opinion, this news may lead to the origin of fear of terrorists, and the article mentions the religion of Islam. People who read this news - a lot. More precisely, the views at the time of the study more than 21 000. It should also be noted that the viewing of other news varies between 10-15 thousand, and even less.

The following news have much more views. And, they are no less rigid in their content. Another news item contains the following content:

“After the shooting the responsibility for the incident was assumed by the militants of the ISIS. However, the FBI of the United States did not find an arrow from Las Vegas linking with a terrorist group. The CIA said they were aware of the statement of the ISIS and called for not making

hasty conclusions.” (Tengrinews, 2 October, 2017). This news has more than 35,000 views, and as you can see, again the news is about the possible connection of terrorist groups with this incident. Although this material clearly states that there is no connection, people unconsciously come up with the same line, which will associate this event with terrorism. How nevertheless it is easy for terrorists to attract attention.

The next news keeps emotions in itself. The text is as follows:

“The world is getting more and crueler, there are so many bloody incidents, now this shooter in Vegas with a few victims.” (Tengrinews, 2 October, “Shooting in Las Vegas”). These words belong to the political leader Tokaev, who published it in the social

network Twitter. The opinion of the author of this scientific article is clearly at variance with the logic of journalists who allowed the publication of this phrase by a political leader. Against the backdrop of the news about the possible connection of the incident with terrorist activities, public opinion in Kazakhstan is clearly a victim of a media attack by terrorists.

As it mentioned above, all news portals have materials related to shooting in Las Vegas. About 20%-30% of Kazakhstan news has some emotions or assumptions, which may lead to the enormous fear of terrorists. In addition, such kind of news have a big amount of views. The similar situation is on other informational portals.

Let investigate the Picture 1 below to prove this opinion.

	TOTAL	Country Code				
		Germany	Kazakhstan	Poland	Qatar	Russia
Very much	34.0%	9.4%	48.6%	18.4%	71.8%	37.0%
A great deal	28.5%	26.1%	27.0%	25.8%	10.7%	40.4%
Not much	25.3%	45.0%	12.8%	37.9%	8.4%	15.6%
Not at all	10.7%	18.7%	9.4%	15.1%	9.0%	5.1%
DE:Inapplicable; HT: Dropped out survey; Unknown	*	*	-	-	-	-
No answer	0.6%	-	2.3%	-	-	-
Don't know	1.0%	0.8%	-	2.8%	0.1%	1.9%
(N)	(12,495)	(2,046)	(1,502)	(966)	(1,060)	(2,500)
		Country Code				
		Spain	United States	Yemen		
Very much	32.0%	18.2%	66.9%			
A great deal	22.2%	34.5%	21.3%			
Not much	27.5%	36.0%	7.2%			
Not at all	17.4%	9.8%	2.1%			
DE:Inapplicable; HT: Dropped out survey; Unknown	-	-	-			
No answer	0.5%	1.4%	-			
Don't know	0.4%	-	2.5%			
(N)	(1,189)	(2,232)	(1,000)			

Selected samples: Germany 2013, Kazakhstan 2011, Poland 2012, Qatar 2010, Russia 2011, Spain 2011, United States 2011, Yemen 2013

Picture 1

Picture 1 presents the data of the worldwide survey, obtained on the WorldValueSurvey website. The topic of this survey is: Fear of terrorism. The Picture 1 shows 8 countries. Kazakhstan, which discussed above, has very unfortunate data. 75.6% of the citizens surveyed are afraid of terrorism. It is also important to take into account that Kazakhstan is on the 94th place with the index of 0.93. This once again proves that this fear is due to external influence on the subconscious of people. Actually, this is the impact of the media. In the above study, you can see that three news out of 14 had information that could mislead people, as well as capable of sowing fear. A

similar trend is also observed in foreign news items. Germany, Poland and Spain have less fear than other countries. These countries are consume news from Euronews. Other countries have big fear. In total we have 62,5% of those who have a great deal of fear of terrorism. As it had mentioned before, nowadays mass media hunts the number of their audience. Mass Media need to survive, and it needs to catch an attention of society. Accordingly, the author of this article has noted, that each of 5 news portals have material, that may catch a lot of attention. You also can meet some emotions and assumptions. Please, note that Reuters have 28 news materials related to

shooting in Las Vegas, and Gulf News has 22 news materials. In author's humble opinion, this amount too much for one accident. However, journalists realize: the more they publish such kind of news, the more they will have views on news in web site.

Picard and Paul D. Adams have shown how journalists, in their reporting of violent acts, can choose words that are either straightforward descriptions, on the one hand, or that contain implicit judgments about the act, on the other (Picard and Adams 1991[1987]). According to this statement, journalists really could choose how they can write about shooting in Las Vegas. Logically, they will seek profitable ways for their mass media institute.

Here you can see that the terrorist act is committed from a political point of view, and the media especially cannot refuse from publishing such news. The mass media, by their tradition, are on the side of society, and must support counter-terrorism operations. However, this fact does not mean that the media are in the service of an organization to combat terrorism. The modern information society assigns more functions to the media, not just simply informing the public, and the informer's speech by a particular party. The mass media should work at a conscious level to simultaneously meet the needs of society for the main events and thereby be fully responsible to the same audience for its security and protection from violence and terrorist acts. It is important for the media to remember

its educational function. The mass audience not only accepts and uses information, but also shapes public opinion based on it. Now, the media needs to pay attention to the psychological, ideological and geopolitical education of people. However, it is worth noting that in a democratic society it not allowed to impose an idea. Still, this trend is observed.

The Dutch journalist Mark Blaisse has been especially critical of the structural characteristics of the "free" media that make them susceptible to pressures that distort any attempt they might want to make to speak or write the objective truth. He cites the deterioration of news into mere entertainment, dominated by the profit motive and monopolistic tendencies. "The press is free: If you have the money, you can buy all the newspapers and radio and television stations you want" (Blaisse 1992: 138). This statement is a strong conclusion for this scientific article. Indeed, author of article totally agree with Mr. Blaisse. And it doesn't matter, that this statement was written in 1992. These words are actual to these days.

As a result, we can notice that journalist should be very careful in their profession. Especially when they are going to cover news, which related to extremist accidents. Every time news have a big power in creating public opinion, and mass media even can manipulate with it. Terrorists totally realize it. And journalists need realize it, too.

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