

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in “Newsweek” and “Time” Magazines. A Framing Perspective

*Shahzad Ali

Abstract

The article scrutinized the image and depiction of twelve Muslim countries in the mirror of Newsweek and Time magazines, projection of American mainstream media and American Foreign Policy, within the specific time period of ten years, from 1991 to 2001. To draw out the crux and kernel of magazines 219 selective articles were undertaken in order to get the real and true picture of twelve Muslim countries. The twelve Muslim countries have been particularly selected in accordance to their relation to America. The article will also help to analyze in understanding the harsh and mild, smooth and sardonic language and phrases of these magazines towards the selected twelve Muslim countries in order to pursue and protect the interests and the foreign policy of America. It is pertinent to mention here that out of the twelve Muslim countries, Iraq was the only Muslim country which received zero percent positive coverage, while on the other hand; Jordan received maximum positive coverage. Similarly, Afghanistan and Indonesia were the countries which received maximum negative coverage. The findings also depicted that 107 articles of Newsweek about the twelve Muslim countries were selected for content analysis out of which 17, 32, and 58 articles were favorable, unfavorable and neutral respectively. Similarly out of 112 articles of the Time related to the Muslim countries out of which 12, 34, 66 articles were favorable, unfavorable and neutral respectively. It was found that like Newsweek the ratio of unfavorable articles was greater as compared to favorable articles in Time. On the whole, it was found that out of 219 articles about Muslim countries in both the magazines were analyzed out of which 29, 66, 124 articles were favorable, unfavorable and neutral respectively. On the whole, It was found that overall ratio of negative coverage was greater than the proportion of positive coverage in both the magazines. In nutshell, it is concluded that portrayal of the twelve Muslim countries by Newsweek and the Time was negative as compare to positive portrayal.

Keywords: Muslim World, Portrayal, Image, Mass Media, Newsweek, Time, Mainstream elite media, American Allies, the U.S. enemies and Neutral Muslim countries

*Assistant Professor, Department of Mass Communication, Bahauddin Zakariya University, Multan

Introduction:

The enmity between the right and wrong, atheist and believer, paganism and Islam is not a novel phenomenon. It is as old as Homo sapiens. It is a locus standi that the confrontation between the right and wrong or truth and false started as the first man arrived on earth. This mundane place proved a threshold for the deep rooting of this tussle and later on this rivalry took the form of countries and religions. It is said that all the fights which had been fought on this earthly place were fought on the name of religion. It is a very illustrious adage that men fight for religion, die for religion but do not follow religion. So same is the case with Islam and west. The American media is projecting Islam and Islamic countries as *'others'*.

American mainstream media shifts, the direction of their foreign affairs coverage in accordance with the shifts in American foreign policy.¹ American mainstream media has been equating Islam with fundamentalism. It is said that this term is a concoction of American policy makers and contrivances of American and Western media moguls.² And due to the manipulative technique of repetition frequently used by the mainstream media, the term fundamentalism is conceived by the U.S. and Europe necessarily recourse to terrorism, radicalism, extremism and fanaticism words like fundamentalism, terrorist, extremist, militant and violent were found to be linked with three other words Muslim, Islam and Islamic.³

America mainstream elite media like New York Times, Washington Post, Newsweek, Time, CNN, CBS and NBC have been distorting the image of Islamic world.

Such words and phrases have been applied or associated with Islamic world. For example "Islamic militant from Pakistan", "Pakistan backed Muslim rebels", "Islamic terrorist training camp", "Islamic fundamentalist theme", rogue state "Taliban are the pawn of Pakistan", "Intelligence Agencies", "Pakistan maintained links with terrorists in the region", "Libya supports terrorists", "Iranian or Palestinian terrorist groups", "Pan Arab", "Fanaticism", "Libya's terrorism", "Militant Muslims" has been used for American enemies Islamic countries. Similarly positive and favorable words and phrases have also used for U.S. friendly countries like Jordan, Turkey, Egypt and Saudi Arabia.

In the light of above discussion, it can be said that two leading U.S. magazines *Newsweek* and *Time* like other mainstream media have been criticized for not being objective, fair and impartial in portrayal of Islamic world.

REVIEW OF LITERATURE

The western media and its representation of Islam and Muslims in deteriorating or affirmative way is not a novel topic of elaboration. It is being discussed by different men of letters, writers, researchers and authors either in negating or supporting style. The gist and crux of writings of aforementioned writing personnel is under mentioned for the better and ease apprehension of image of Muslims and Islam in the mirror of American mainstream media particularly in *Newsweek* and *Time* magazines:

Daniel Pipes heralded Muslims as fundamentalists and has urged the United States to adopt the policy of preventing fundamentalist opposition groups from seizing power in Islamic states.⁴

John Eposito has a different notion about Muslims and its fundamentalism. John argues that the Islamic threat to the West is a myth and that Islam is not antithetical to democracy and supporting traditions of social and political pluralism.⁵

John William strengthened the view of John Eposito by saying that fundamentalists are not our foes but our friends.⁶

Muhammad Abdul Yamini in his article entitled “Islam and West: The need for mutual understanding” depicted that mass communication, fiction and nonfiction are the lethal and venomous vehicles which are used by West for deteriorating the image of Muslims and Islam.⁷

Johan D. Vander Vyver in his article entitled “Religious Fundamentalism & Human Rights” has elaborated that the word “*Fundamentalism*” is negatively used in the context of religion. He has discussed various aspects of Islam and fundamentalism.⁸

Clarence J. Bouchat in his article entitled “A Fundamentalist Islamic Threat to the West” has depicted vividly that it is a misapprehension about Islam that is a link between west and Muslim world.⁹

Jonathon Sacks in his article entitled “The dignity of difference: how to avoid the clash of civilization” has tried to depict the contribution of religions in post September 11 scenario in three ways. It has been said that the Catholic, Croats, orthodox Serbs and Muslims in Balkans speak the same language and share the same race and only thing that divides them is religion. He has suggested the procedure for developing harmony among followers of several religions.¹⁰

Andrea Lueg in her article “The perception of Islam in Western debate” has scrutinized that Western portrayal of Islam and Muslims is based on false notions, aggression, fanaticism and brutality.¹¹

Edward W. Said in his article entitled “Islam through Western eyes” has criticized the negative role of Western media in projecting the image of Islam.¹²

Dr. Lousy Fatoohi, in his research article entitled “Ignorance and the distorted image of Islam”, has described that Western and United States journalists deliberately distorted the image of Islam and Muslims. He has tried to present true picture of Islam in light of Quran and *sunnah*.¹³

Agata S. Nalborzyk in his article entitled “The image of Islam in the Polish mass media before and after 11 September 2001” has described that Islamic countries belonged to the so called third world, which was treated by the Polish communist regime as friend and ally before 1989, media was forbidden to portray them in unfavorable manners. After 1989, the private Polish mass media had to earn money. Subsequently, the Polish mass media, previously positive image of Arabs and Arab countries, converted and highlighted in negative or distorted manner.¹⁴

Professor Samuel Huntington in his article titled “The Age of Muslim wars”, has linked Islam with violence. He advocates controversial clash of civilization theory.¹⁵

Kashif Z. Sheikh, Vincent Rice, and Hayg Oshagan, in their research article entitled “Press treatment of Islam what kind of picture do the media paint”, have scrutinized the image of Muslims in media and analyzed the articles of Times of London, The Los Angeles Times, the New York Times and The Detroit Free Press

from 1988 to 1992. The researchers expounded varied stories that were written and narrated about Muslims. According to the research about 53% of stories and fables depicted the Muslims of particular country and nationality and about 14% stories were concerned with the Muslim individuals. There were total 108 stories that referred to various groups and organizations and 71% of groups were from Middle East. Three Shiite groups of Lebanon were frequently depicted: The Hezbollah (23%), Islamic *Jehad* (12%) and Amal Militia (8%). Forty eight other groups were the subjects of stories, including PLO, the Islamic Salvation Front Algeria, and the Nation of Islam. The most frequently mentioned were Ayatollah Khomeini (13%) and Saddam Hussain (13%). It was found that 33 other Muslim individuals were subjects of stories, including king Hussain of Jordan, Louis Farra Khan of the nation of Islam, and Benazir Bhutto of Pakistan. Similarly, the analysis revealed that the term fundamentalist was used in 27% of the stories and that other negative terms (Fanatic, extremist, radical, terrorist or militant) were used in 26% of the stories, overall, 53% of the stories used one or more such negative terms to describe Muslim groups.¹⁶

Moreover, in this part of the article, few more researches about Islam are being described / mentioned. The name of topics, nature of researches and researcher are as under.

- ⊙ Wasif Shahid and others have researched about the negative image of Islam and Muslims in the West. The researchers have also highlighted the reasons for negative image and also formulated suggestions for the issue.¹⁷
- ⊙ Francis Ghiles has critically investigated about the nature of reporting by the Western Media pertaining to Islam and Muslim world.¹⁸
- ⊙ Jorgan Nielson and others have dealt with the image issues of Arabs and the West. The researchers have presented the mutual image of both nations.¹⁹
- ⊙ Eva Maria Von Kemnitz has presented the portrayal of Muslim by Portuguese press. She has done content analysis of Portuguese press during the specific time period from 1974-99.²⁰
- ⊙ Werner Ruf has critically analyzed Islam and the West. He has comprehensively put forward the notions of West regarding Islam. In this connection, judgments and bigotry or prejudice against each other have been highlighted.²¹
- ⊙ Daniel Norman in the article entitled “Islam and the West: the making of an image” has described about the construction, development and dissemination of image of Islam by the West.²²
- ⊙ Zebiri Kat has described the perception and approaches of Christian, Islamists and theologians about Islam and Muslims.²³
- ⊙ Jabal Muhammad Bauben has described the image and presentation of Prophet Muhammad (SAW) by the western media.²⁴
- ⊙ Steven Vertovee, in his research article has depicted that how the Islamic phobia was developed by the Western and United States mass media.²⁵
- ⊙ Dina Abdel Maged’s research article entitled “The British media fair or biased: The portrayal of Muslims after the London attacks” has depicted that by ignoring the external factors Western and British media misleading the readers and audience about the Muslims that Muslims are the root cause

of every problem . In view of the researcher that the audience in the West is the victim of lazy unexamined assumption about Islam. The historical context of the Palestinian Israeli conflict is always deliberately neglected by the Western media. The researcher concludes that the same thing can be said about the way the British mass media reacted to the London bombings.²⁶

Dr. Lousy Fatoohi, in his research article entitled “Ignorance and the distorted image of Islam”, has described the image and portrayal of Islam and Muslims is deliberately distorted by the western and US media. He has endeavored to present true picture of Islam in light of Quran and *sunnah*.²⁷

Karen Armstrong has described that “we constantly produce new prototypes to convey our apparently ingrained hatred of Islam. In the 1970s we were haunted by the image of immensely rich oil Sheikh; in the 1980s haunted by the frenzy Ayatollah’s”. In view of the researcher, since the Salman Rushdi Affair, Islam has become a religion that spells death to creativity and artistic freedom. The researcher concludes that none of these images reflects the reality, which is apparently more complex.²⁸

Professor Samuel Huntington in his article titled “The Age of Muslim wars”, has woven a link between Islam and violence. He advocates controversial clash of civilization theory. He clarified that present scenario is replete with Muslim wars. Muslims are in state of war either with the other Muslims or with the non Muslims. Muslim wars have replaced the cold war as the rudiment manifestation of international conflict. These wars include war of terrorism, civil war, and inter-state conflict.²⁹

Beside these works, other authors like Yusuf Al Khabbaz (2002), Gema Martin Munoz (2005), Ernest Zundel (2005), Philip Seib (2004), A. B. Badren (1982) , Joseph Brewada (1990) and J. M. Belkai (1978) also presented their view points about Islam, Muslims and Western & American media in their researches and articles.³⁰

After conducting review of literature of several researches related to Islam, Muslims and Islamic world, it was found that the method of content analysis was frequently used in the several studies in order to analyze the image of Muslim World in Western and United States mass media it may be concluded in convenient manner that attitude of western media towards Muslims is biased. Elite media of the United States and western world projected Islam and Muslims in negative and distorted manner. The findings of several previous studies revealed that media followed conspiracy theory as well as adopted manufacturing consent approach for portrayal of Muslim world after incident of 9/11. American mainstream elite media like New York Times, Washington post; Newsweek, Time, CNN, CBS and NBC have been distorting the image of Islamic world.

Moreover it was also found that such words and phrases have been applied or associated with Islamic world. For example “Pakistan backed Muslim rebels”, “Islamic terrorist training camp”, “Islamic fundamentalist theme”, rogue state “Taliban are the pawn of Pakistan Intelligence Agencies”, Pakistan maintained links

with terrorists in the region”,” Libya ‘s terrorism”, “Militant Muslims” have been used for American enemies Islamic countries . “Similarly positive and favorable words and phrases have been also used for U.S. friendly countries like Jordan, Turkey, Egypt and Saudi Arabia.

STATEMENT OF THE PROBLEM:

The study investigates the coverage and portrayal of the twelve Muslim countries in *Newsweek* and *Time* during the time period from 1991 – 2001.

Theoretical Framework:

Several studies have substantiated the concept of the propaganda model of Herman and Chomsky and manufacturing consent on solid grounds that American mainstream media has been remained instrument in the hands of foreign policy makers, White House or Pentagon. They carry out instruction of powerful elite in coverage of international events or in the other words, U.S. main stream media projects White House agenda in order to achieve the goals of American foreign policy around the globe. The research project is theoretically linked with the propaganda model of Herman and Chomsky. In this connection, the portrayal of Muslim world would be investigated with Perspective of slanting and framing. The Prime objective of the study is to analyze the positive, negative and neutral slant of each sentence of news articles of selected Muslim countries, appeared in both magazines. Moreover, the framing factor would also be applied in order to explore the overall impression of the news articles in both the magazines (*Newsweek* and *Time*).

Hypotheses:

The following hypotheses have been developed after conducting review of literature.

- H1. The proportion of negative framing of the twelve Muslim countries will be greater than the proportion of their positive framing in both the magazines.
- H2. The proportion of positive framing of U.S. allies will be greater than the proportion of positive coverage of neutral Muslim countries in *Newsweek* and *Time*.
- H3: The proportion of positive framing of U.S. allies Muslim counties will be greater than the proportion of positive portrayal of the U.S. enemies Muslim countries.
- H4: The proportion of positive framing of American enemies declared Muslim countries will be lesser than the proportion of positive portrayal of neutral Muslim countries in both the magazines.
- H5: The proportion of neutral framing of the twelve Muslim countries will be greater on cumulative bases than the proportion of positive or negative portrayal.
- H6: The proportion of negative framing of enemy Muslim countries will be greater than the proportion of positive portrayal in *Newsweek* and *Time*.

To investigate the coverage and portrayal of Muslim world in the two leading U.S. news magazines, *Newsweek* and *Time*, the research technique of content analysis has been applied.

PERIOD OF THE STUDY AND LOGIC BEHIND ITS SELECTION:

An eleven years period from 1991 to 2001 was selected for the study. The reason behind the selection of this specific era is the collapse of USSR and world

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in “*Newsweek*” and “*Time*” Magazines. A Framing Perspective

wide dissipation of communism, which resulted in drastic change of American foreign policy towards Islamic world. That was a beginning point for the miseries and catastrophic situation of the Muslim world. Consequently USA emerged as sole supreme power of the world. It is a prevailing perception that after the end of cold war in shape of disintegration of former USSR, Muslim world has been portrayed as enemy of the West and USA by the media conglomerates / media moguls of Europe and USA. Similarly, American foreign policy objectives, trends linked to Muslim world were modified and revised in the wake of end of cold war era. Subsequently, the Western media barons have extensively focused on Islamic world since the collapse of Kremlin (USSR). That is why; this specific era (1991-2001) has been selected for the study.

THE CRITERIA FOR SELECTION OF THE TWELVE MUSLIM COUNTRIES

Out of 57 Muslim countries, the twelve Muslim countries were selected for the purpose of analysis. The criteria for their selection included:

1. The geopolitical significance of these countries with perspective of American interests.
2. Intensity and nature of their diplomatic, political and economic ties with USA.
3. Population strength, economic condition, positions of armed forces and their status in OIC have been considered pivotal in their selection procedure.

CONSTRUCTION OF CATEGORIES FOR THE STUDY:

In this connection, the 12 countries were placed in three categories on the basis of their relations with USA. The category construction scheme is being given below.

- ☞ U.S. Allies (Friendly countries)
- ☞ U.S. enemy (Enemy countries)
- ☞ Neutral Countries

In each category, four countries have been included.

U.S. ALLIES

For this category, the four Muslim countries have been selected.

- ☞ Egypt
- ☞ Jordan
- ☞ Saudi Arabia
- ☞ Turkey

U.S. ENEMIES

For this category, the four Muslim countries have been selected.

- ☞ Afghanistan
- ☞ Iran
- ☞ Iraq
- ☞ Libya

NEUTRAL COUNTRIES

The following Muslim countries have been placed in the category of neutral countries on the basis of their nature, mode and intensity of their relations with U.S.

- ☞ Bangladesh
- ☞ Indonesia

☞ Malaysia

☞ Pakistan

OPERATIONAL DEFINITIONS OF KEY CONCEPTS/ TERMS USED IN THE STUDY:

MUSLIM WORLD:

It means all the members countries of OIC (Organization of Islamic countries) demographically speaking, Muslims are in majority in these countries. These 57 countries are independent Muslim Sovereign states of the world.

The basis of their inclusion in these three categories has been elaborated as under:

U.S. ALLIES: certainly only those Muslim states were declared U.S. allies those share cordial and friendly relations with USA in the area of politics, military, economics, trade and counter/ combating terrorism. In the category of U.S. allies, the following four Muslim countries were selected

- ✓ Egypt
- ✓ Jordan
- ✓ Saudi Arabia
- ✓ Turkey

After conducting analysis of various secondary sources I.e. Encyclopedia of Foreign Relations, state department reports and press statements of U.S. officials, the above mentioned four Muslim countries were declared U.S. allies. During cold war, they supported USA against expansion of communism in Middle East in the decades of 70s and 80s. Similarly, these Muslim states and USA cemented their friendly relations by signing several agreements in arena of defense/ Military and economics. In nutshell, it can be concluded in convenient manner; their friendly relations with the United States have been witnessed, above the board during thick and thin days of cold war, post cold war, Gulf war and American campaign of war on terror. Lastly, the relations between the Muslim countries (U.S. allies) and USA were friendly, smooth and cordial during the specific selected time period of the study (i.e. 1991-2001).

U.S. ENEMIES: In this category, four Muslim countries i.e.

Afghanistan, Iran, Iraq and Libya were included because external relation between these countries and the United States were hostile in the last decade of 20th century. It is an open secret that the United States never recognized the regime of Taliban in Afghanistan ultimately, after the incident of 9/11; U.S. forces attacked Afghanistan and toppled down the govt. of Taliban. Similarly the diplomatic/ external relations between USA and Iran remained hostile; due to the hostage crisis even USA broke her diplomatic relations with Iran in 1979-80. Clinton administration tagged Iran for supporting terrorism. Apart from the issue of terrorism, White House was not pleased with nuclear program of Iran, her aggressive attitude/ policy towards Israel. Several American administrations publicly criticized Iran and imposed economic sanctions. On the basis of unfriendly and antagonist relations, it was a plain sailing task for the researcher to include Iran in category of U.S. enemies. The relations of USA with Iraq and Libya were at the peak of hostility in the decade of 90s. Economic sanctions and trade embargo were imposed on both

the Muslim countries. Saddam Hussain and col. Qaddafi were publicly criticized by the U.S. administration. The first and the second Gulf war between USA and Iraq depicted the nature and intensity of hostility that is why Iraq was placed in the category of U.S. enemies. Similarly the tension escalated between USA and Libya over the issue of Lockerbie in the decade of 90s. Eventually UN imposed sanctions that blocked air travel to and from Libya. Americans were also not pleased with the nuclear program of Libya. It was an easier task to place Libya in the category of U.S. enemies.

NEUTRAL COUNTRIES:

Bangladesh, Indonesia, Malaysia and Pakistan were included in the category of neutral countries. On the basis of analysis of foreign relation among White House and the group of neutral Muslim countries, the conclusion was drawn out that the relations were neither hostile nor ideal friendly in the specific span i.e. 1991-2001. The diplomatic relations between Washington and the neutral countries were gone through the mountain of Ups and downs. For example, the history of diplomatic relation between Islamabad and Washington reflected the episodes of aids, sanctions, rewards and punishments in shape of Pressler and Glenn amendments. Same was the situation with Malaysia and USA, sometimes; both the countries cooperated with each other in the arena of trade and business. And similarly on umpteen times, America was not pleased over the issue of East Asia Economic Caucus and treatment with opposition leaders.

Same natures of relations were witnessed between Indonesia and USA. The relations were satisfactory in the field of business and commerce while the issue of East Timor affected the relations of Indonesia with USA. That is why; both the countries Indonesia and Malaysia were declared the neutral countries in light of their nature of relations with USA. Lastly, the relations between Bangladesh and the United States were neither remained excellent nor worst because geographical importance of the country was not pivotal/ greater with perspective of White House interest in this part of the globe. Since her independence, Bangladesh was neither hailed as U.S. ally nor as opponent. It was thus, convenient for the researcher to place the country in the category of neutral countries.

RESEARCH DESIGN/ METHODOLOGY: CONTENT ANALYSIS:

Keeping in mind the nature of the topic, the content analysis research method will be applied in order to examine the coverage of these Muslim countries in *Newsweek* and *Time*. All sorts of stories including govt. non govt. internal politics, military coup, foreign relations, war, terrorism, nuclear program, commerce, economics, sports, religion, obituary, art, culture, social issues, conflicts and controversies with neighboring states etc. relating to the Muslim world appeared in both the news magazines have been included in the population of the study. A sample of all stories from *Newsweek* and *Time* related to the Muslim countries would be drawn from table of contents appeared in both the news magazines during the specific time period of 1991-2001. Similarly, descriptive and historical methods of research will be used in order to analyze U.S. relations with these Muslim countries. Moreover, through email, data would be collected about editorial policy of both the magazines with special reference to Muslim countries.

FRAMING:

Rule 1

RULE FOR ASSESSMENT OF FAVORABLE/ POSITIVE ARTICLES

Each article would be considered favorable/ positive article if the ratio of positive sentences would be greater as compared to the negative and neutral sentences. Such articles will be labeled as favorable/ positive article.

Rule 2

RULE FOR ASSESSMENT OF UNFAVORABLE/ NEGATIVE ARTICLES

Similarly the principle was determined that if the ratio of negative sentences would be greater as compared to the positive and neutral sentences then the such article will be identified from the contextual point of view as unfavorable/ negative article.

Rule 3

NEUTRAL ARTICLES

The neutral articles would be identified by applying the following rule if the ratio of positive and negative sentences would be lesser than neutral sentences then such type of articles would be labeled as neutral article.

Rule 4

Assuming if numbers of positive and neutral sentences are found equal in numbers in any article, under such cases the article would be considered as friendly/ favorable article.

Rule 5

In order to avoid ambiguity or confusion for assigning the status of the category, it was determined that if the ratio of negative sentences are found equal in numbers to neutral sentences, in such cases, the type of article/ story would be labeled as unfavorable/ negative article.

It is relevant to mention here that slant in the article was identified/ labeled as positive, negative and neutral sentences in the first part of the current chapter. All the articles were analyzed from the contextual point of view in the light of the above mentioned rules/ application; framing was also assigned to these articles relating to the three categories of U.S. allies, enemies and neutral Muslim countries.

COVERAGE OF THE UNITED STATES ALLIES:

Table: 1 Total Coverage of United States Allies Muslim Countries in *Newsweek* and *Time* (1991-2001)

Name of country	Total articles in <i>Newsweek</i>	Total articles in <i>Time</i>	Total articles
Jordan	15	10	25
Egypt	10	14	24
Saudi Arabia	8	8	16
Turkey	23	14	37
Grand total	56	46	102

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in “*Newsweek*” and “*Time*” Magazines. A Framing Perspective

It is relevant to mention here that Purposive sampling technique was used in order to trace overall coverage of the Muslim World in both the magazines. The data of table No. 1 indicates that 102 articles about United States allies Muslim countries were published in both the news magazines.

COVERAGE OF THE UNITED STATES ENEMIES:

TABLE: 2 TOTAL COVERAGE OF UNITED STATES ENEMIES IN NEWSWEEK AND TIME (1991-2001)

Name of the country	Total articles in <i>Newsweek</i>	Total articles in <i>Time</i>	Total articles
Afghanistan	49	50	99
Iran	34	15	49
Iraq	97	82	179
Libya	3	06	9
Grand total	183	153	336

The data of table No. 2 depicts that 336 articles were published about United States enemies Muslim Countries in both the news magazines. The data shows that 179 articles about Iraq were published during 1991-2001.

COVERAGE OF THE UNITED STATES NEUTRAL COUNTRIES:

TABLE: 3 TOTAL COVERAGE OF NEUTRAL COUNTRIES IN NEWSWEEK AND TIME 1991-2001

Name of the country	Total articles in <i>Newsweek</i>	Total articles in <i>Time</i>	Total articles
Bangladesh	14	16	30
Indonesia	95	106	201
Malaysia	34	47	81
Pakistan	47	101	148
Grand total	190	270	460

The table No. 3 indicates that 460 articles were published about neutral countries in both the news magazines during the specific time period of eleven years (1991-2001).

In this category, maximum numbers of articles were published about Indonesia (201 articles).

TABLE 4: TOTAL COVERAGE OF MUSLIM COUNTRIES AND ISLAM IN NEWSWEEK AND TIME (1991-2001)

Name of magazine	<i>Newsweek</i>	<i>Time</i>	Total
Total week	551	547	1098
Total articles	1099	844	1943

The data of table No. 4 shows that 1943 articles about Muslim countries and Islam were published in 1098 issues of both the news magazines during the given time period of eleven years (1991-2001)

TABLE: 5 COMPARISON OF TOTAL COVERAGE OF U.S. ALLIES, ENEMIES AND NEUTRAL MUSLIM COUNTRIES IN NEWSWEEK AND TME (1991-2001)

Name of magazine	<i>Newsweek</i>	<i>Time</i>	Total
U.S. allies	56	46	102
U.S. enemies	184	153	337
Neutral counties	190	270	460
Grand total	430	469	899

SAMPLING PROCEDURE: The data of Table No. 5 indicates that 899 articles about twelve Muslims countries were published in both the news magazines (1991-2001) out of these 899 articles, 219 articles were selected with the help of simple random sampling for the purpose of content analysis. The break up of these selected 219 articles about twelve Muslim countries is given below.

Name of country	Total number of selected Article (<i>Newsweek</i>)	Total number of selected Articles (<i>Time</i>)	Grand total
Jordan	10	9	19
Egypt	7	9	16
Saudi Arabia	8	8	16
Turkey	9	10	19
Afghanistan	10	10	20
Iran	10	10	20
Iraq	10	10	20
Libya	3	6	9
Bangladesh	10	10	20
Indonesia	10	10	20
Malaysia	10	10	20

Pakistan	10	10	20
Grand total	107	112	219

It is pertinent to mention here that all articles of Egypt, Saudi Arabia and Libya (**census method was used**) were analyzed for the purpose of content analysis because the coverage of above mentioned countries was less than ten articles. That is why there was no as such need / requirement of sampling technique, all articles of these countries were undertaken for content analysis.

Overall Portrayal of Friendly Countries/ U.S. Allies with Perspective of Framing

Overall Portrayal of Egypt in *Newsweek* and *Time* with Perspective of Framing
Table 6

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	4 57.14%	3 42.85	7
Time	NIL	5 55.6%	4 44.4%	9
Grand total	NIL	9 56.25%	7 43.75%	16

The table No. 6 indicates that 16 articles about Egypt were analyzed; of which 9 (56.25%) articles were unfavorable while total number of neutral articles were 7 (43.75%).

Overall Portrayal of Jordan in *Newsweek* and *Time* with Perspective of Framing
Table 7

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	8 80%	1 10%	1 10%	10
Time	6 66.67%	1 11.11%	2 22.22%	9
Grand total	14 73.68%	2 10.52%	3 15.78%	19

The table No. 7 indicates that 19 articles about Jordan were selected for the purpose of analysis out of which favorable articles were 14 (73.68 %) while unfavorable articles (2, 10.52%) were lesser than neutral articles (3, 15.78%)

Overall Portrayal of Saudi Arabia in *Newsweek* and *Time* with Perspective of Framing
Table 8

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	1	7	8

		12.5%	87.5%	
Time	NIL	NIL	8 100%	8
Grand total	NIL	1 6.25%	15 93.75%	16

The table No.8 depicts that 16 articles of Saudi Arabia were analyzed; it was found that both the magazines dominantly portrayed the country in neutral manner.15 articles were favorable, out of 16 articles only one article was not in favor of Saudi Arabia

Overall Portrayal of Turkey in *Newsweek* and *Time* with Perspective of Framing
Table 9

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	1 11.12%	8 88.88%	9
Time	NIL	1 10%	9 90%	10
Grand total	NIL	2 10.52%	17 89.47%	19

The table No. 9 highlights that out of 19 articles of Turkey in *Newsweek* and *Time*; on the whole it was found that 17 articles were neutral while 2 articles were unfavorable.

Friendly Countries/ U.S. Allies
Table 10

Countries	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Egypt	NIL	9 56.25%	7 43.75%	16
Jordon	14 73.68%	2 10.52%	3 15.78%	19
Saudi Arab	NIL	1 6.25%	15 93.75%	16
Turkey	NIL	2 10.52%	17 89.47%	19
Grand total	14, 20% 20%	14, 20% 20%	42 60% 60%	70

The table No.10 indicates that 70 articles of U.S. allies were selected for the purpose of content analysis out of which ratio of favorable and unfavorable articles were found equal. It is a plain sailing to conclude that both the magazines overwhelmingly portrayed U.S. allies in neutral manner. It was also found that Jordan, among U.S. allies carried maximum favorable coverage in both the magazines.

Overall Portrayal of Enemies’ Countries/ U.S. Enemies with Perspective of Framing

Overall Portrayal of Afghanistan in *Newsweek* and *Time* with Perspective of Framing

Table 11

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	8 80%	2 20%	10
Time	NIL	7 70%	3 30%	10
Grand total	NIL	15 75%	5 25%	20

The table No.11 depicts that out of 20 articles of Afghanistan in *Newsweek* and *Time*, 15 articles were found unfavorable while on the other hand ratio of favorable article was zero percent.

Overall Portrayal of Iran in *Newsweek* and *Time* with Perspective of Framing

Table 12

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	6 60%	4 40%	10
Time	NIL	6 60%	4 40%	10
Grand total	NIL	12 60%	8 40%	20

The table No.12 communicates that 20 articles of Iran in both the magazines were investigated , it is convenient to conclude that on the whole the ratio of unfavorable articles(12,60%) was greater as compared to neutral and favorable articles (8,40%&Nil) of Iran in *Newsweek* and *Time*.

Overall Portrayal of Iraq in *Newsweek* and *Time* with Perspective of Framing

Table 13

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	NIL	10 100%	10
Time	NIL	NIL	10 !00%	10
Grand total	NIL	NIL	20 !00%	20

The table No.13 indicates that the ratio of favorable and unfavorable articles of Iraq in both the magazines was zero percent. While all the articles were found neutral.

Overall Portrayal of Libya in *Newsweek* and *Time* with Perspective of Framing
Table 14

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	1 33.33%	2 66.67%	NIL	3
Time	1 16.67%	1 16.67%	4 66.66%	6
Grand total	2 22.22%	3 33.33%	4 44.44%	9

The data of table No.14 depicts that ratio of unfavorable articles (3, 33.33%) was found greater as compared to favorable articles (2, 22.22%).

Enemy's countries/ U.S. Enemies

Table 15

Countries	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Afghanistan	NIL	15 75%	5 25%	20
Iran	NIL	12 60%	8 40%	20
Iraq	NIL	NIL	20 100%	20
Libya	2 22.22%	3 33.33%	4 44.44%	9
Grand total	2 2.89%	30 43.47%	37 53.62%	69

The table No.15 indicates that 69 articles of U.S. enemies were selected for the purpose of content analysis, of which ratio of unfavorable articles(30, 43.47%) were found greater as compared to favorable articles (2 ,2.89%). It is a plain sailing to conclude that both the magazines overwhelmingly portrayed U.S. allies in unfavorable manner. It was also found that Afghanistan, among U.S. enemies carried maximum unfavorable coverage in both the magazines

Overall Portrayal of Neutral Countries with Perspective of Framing

Overall Portrayal of Bangladesh in *Newsweek* and *Time* with Perspective of Framing

Table 16

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	2 20%	1 10%	7 70%	10
Time	3 30%	2 20%	5 50%	10
Grand total	5 25%	3 15%	12 60%	20

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in “*Newsweek*” and “*Time*” Magazines. A Framing Perspective
 The table No.16 highlights that out of 20 articles of Bangladesh in *Newsweek* and *Time*; on the whole it was found that 12 articles were neutral while 3 articles were unfavorable.

Overall Portrayal of Indonesia in *Newsweek* and *Time* with perspective of framing

Table 17

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	6 60%	4 40%	10
Time	NIL	7 70%	3 30%	10
Grand total	NIL	13 65%	7 35%	20

The table No.17 communicates that 20 articles of Indonesia in both the magazines were investigated , it is convenient to conclude that on the whole the ratio of unfavorable articles(13,65%) was greater as compared to neutral and favorable articles (7,35%&Nil) of Indonesia in *Newsweek* and *Time*.

OVERALL Portrayal of Malaysia in *Newsweek* and *Time* with Perspective of Framing

Table 18

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	NIL	2 20%	8 80%	10
Time	1 10%	4 40%	5 50%	10
Grand total	1 5%	6 30%	13 65%	20

The table No.18 depicts that out of 20 articles of Malaysia in *Newsweek* and *Time*, 13 articles were found neutral while on the other hand the ratio of favorable article was 5 percent .On the whole it was found that both the magazines portrayed Malaysia in neutral manner because the total numbers of neutral articles was 13.

OVERALL Portrayal of Pakistan in *Newsweek* and *Time* with Perspective of framing

Table 19

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	6 60%	NIL	4 40%	10
Time	1	NIL	9	10

	10%		90%	
Grand total	7 35%	NIL	13 65%	20

The table No. 19 indicates that 20 articles of Pakistan in both the magazines were investigated; it is convenient to conclude that on the whole the ratio of favorable articles (7, 35%) was greater as compared to unfavorable articles (Nil) of Pakistan in *Newsweek* and *Time*. While total numbers of neutral articles were 13 which comprised of 65% of the total coverage of Pakistan in both the magazines

Neutral countries

Table 20

Countries	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Bangladesh	5 25%	3 15%	12 60%	20
Indonesia	NIL	13 65%	7 35%	20
Malaysia	1 5%	6 30%	13 65%	20
Pakistan	7 35%	NIL	13 65%	20
Grand total	13 16.25%	22 27.5%	45 56.25%	80

The table No.20 indicates that 80 articles of neutral countries were selected for the purpose of content analysis out of which ratio of unfavorable articles (22, 27.5%) were found greater as compared to favorable articles (13, 16.25%). It is a plain sailing to conclude that both the magazines overwhelmingly portrayed these countries in neutral manner. It was also found that Pakistan and Indonesia among neutral countries carried maximum favorable and unfavorable coverage respectively in both the magazines

Table 21

Name of category	Number of favorable	Number of unfavorable	Number of neutral	Total articles
U.S. Allies	14 20%	14 20%	42 60%	70
U.S. Enemies	2 2.89%	30 43.47%	37 53.62%	69
Neutral	13 16.25%	22 27.5%	45 56.25%	80
Grand total	29 13.24%	66 30.13%	124 56.62%	219

The table No.21 depicts that overall 219 articles of the twelve Muslims countries were selected for purpose of analysis. It was found that the ratio of unfavorable articles (66, 30.13%) was found greater as compared to total number of favorable articles (29, 13.24%).It is easier to sum up that total number of neutral articles (124)

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in “*Newsweek*” and “*Time*” Magazines. A Framing Perspective
 were found greater as compared to favorable and unfavorable articles which comprised of 29 and 66 articles respectively in both the magazines.

Table 22

Magazine	Number of favorable	Number of unfavorable	Number of neutral	Total articles
Newsweek	17 15.89%	32 29.90%	58 54.20%	107
Time	12 10.71%	34 30.35%	66 58.92%	112
Grand total	29 13.24%	66 30.73%	124 56.62%	219

The table No.22 depicts that 107 articles of Newsweek about the twelve Muslim countries were selected for content analysis out of which 17, 32, and 58 articles were favorable, unfavorable and neutral respectively .Similarly out of 112 articles of Time related to the Muslim countries. It was found that like *Newsweek* ratio of unfavorable articles was greater as compared to favorable articles in *Time*.

Table 23

countries	Favorable/ friendly articles
Jordan	14
Pakistan	7
Bangladesh	5
Libya	2
Malaysia	1
Egypt	NIL
Saudi Arab	NIL
Turkey	NIL
Afghanistan	NIL
Iran	NIL
Iraq	NIL
Indonesia	NIL

The table No.23 depicts that out of the twelve Muslim countries; Jordan received the maximum number of favorable articles (14) while Pakistan and Bangladesh were declared second and third in this grading on the basis of number of favorable articles regarding the Muslim countries appeared in both the magazines.

Table 24

Countries	Unfavorable articles
Afghanistan	15
Indonesia	13
Iran	12

Egypt	9
Malaysia	6
Libya	3
Bangladesh	3
Jordon	2
Turkey	2
Saudi Arab	1
Pakistan	NIL
Iraq	NIL

The table No. 24 indicates that out of the twelve Muslim countries; Afghanistan received the maximum number of unfavorable articles (15) while Indonesia and Iran were placed as second and third in this grading on the basis of number of unfavorable articles related to these countries appeared in both the magazines.

Table 25

Countries	Neutral articles
Iraq	20
Turkey	17
Saudi Arab	15
Malaysia	13
Pakistan	13
Bangladesh	12
Iran	8
Egypt	7
Indonesia	7
Afghanistan	5
Libya	4
Jordon	3

The table NO. 25 depicts that out of the twelve Muslim countries; Iraq received the maximum number of neutral articles (20) while Turkey and Saudi Arab were declared second and third in this grading on the basis of number of neutral articles appeared in both the magazines.

POSITIVE AND NEGATIVE SENTENCES Of the U.S. ALLIES

Newsweek and Time magazines were replete of affirmative and negative sentences which were used for Muslim countries. Here are given few sentences either positive or negative that were used for the US's Allies as the specimen:

- "Turkey has sought to eradicate Kurdish nationalism by suppressing their language, culture and political right". (negative)
- "Fearful of the affect of Egypt's vital tourist business, the government insisted that attack had nothing to do with the country's Islamic insurgency, which has led to the death of the 1100 people, including at last 26 foreigners (negative) (Newsweek September 29, 1997).

- “The dream of more and more Egyptian cars is being realized, there are currently 30000 of cars in the country, and there is Mercedes plant under construction on the outskirts of Cairo” (Newsweek May, 13 1996). (positive)
- “Yet Islamic fundamentalism is a growing force in Egypt and some believe, an increasing threat not only to the country’s moderate and pro Western government but also to the comparative tolerance of Egyptian political and intellectual life” (Newsweek, October 26, 1992) (negative).
- “For the generals, fundamentalism represents a greater danger to Turkey’s system and security, says one Western European analyst. The staunch secularist in charge of the armed forces says Turkey’s constitution makes it their sacred duty to oppose the rising political influence of Islamists like Erbakan and his welfare party (RAFAH). His government winked at Rafah’s members’ efforts to impose Shariah (Islamic Law), encouraging women to wear veils and scarves in public and reach out to Iran, Iraq and Libya with drastic steps in a land like Turkey, where the separation of mosque and state is an article of faith” (Newsweek June 30-1987) (negative)
- “For the first time in a decade, economic problems have made many Saudis feel poor and the air of discontent has never been stronger -thousands of recent university graduates are unemployed-and although they preside over one of the world’s most rigidly fundamentalist states the high living royals are denounced as hypocrites by ultra Militant Muslims. But Saudi Arabia is far more reclusive and mysterious a nation than Iran was under Shah. Rebellions may be brewing out in the desert that foreigners haven’t even heard of” (Newsweek July 8-1996) (negative).
- “In the process the government has accrued, a record of human rights abuses that consistently alienates it from the community of modern democratic European countries it hopes to join”. (Newsweek, March 27, 1995). (negative)
- “Saudi Arabia is a sternly fundamentalist state, often criticized for its repressive stance toward women and human rights abuses. But such a mammoth undertaking bound to have its detractors. Complained that the buildings are too majestic, too extravagant and out of tune with the surrounding communities. Some Saudis experienced tough economy times, grumble about alleged waste and corruption”. (Time, April 12, 1999) (negative)
- “The projects have been widely applauded throughout the Muslim world. One of the most remarkable construction projects of the 20th century”. (Time, April 12, 1999) (Positive).
- “Saudi oil reserves are key to global energy markets, and thus to global growth and prosperity. Saudi Arabia has remained a stable and peaceful core in the area”. (positive)
- “1979 Saudi Zealots seized the grand mosque and turned it into a slaughterhouse”. (Newsweek, November 12, 2001) (Negative).
- “Geography by itself favors Turkey. Peacemaking efforts in Moldova, and Nagorno Karabakh, attempts to put the West into more active intervention in Bosnia, Turkey have enjoyed a stable multiparty democracy and free elections. The government allowed private companies to thrive, opened the economy to

foreign investment central Asians with Turkish heritage, are most inspired” (Time , October 19, 1992) (positive)

- “Turkish Red Crescent has been providing free food and medical care to civilians. Army promised to make restitution for any destruction for which its troops are responsible”. (Time , April 24, 1995) (positive)
- “Often treated with prejudice by the country’s Sunni Muslim majority. Fundamentalist leaning *Rafah party*’ the army is waging a ruthless war against the PKK” (Newsweek, March 27, 1995) (negative)
- “14 year separatist was in Eastern Turkey. Turkish shock Turned to fury-Islamists” (Newsweek, November 30, 1998) (negative)
- “MHP has a tradition of violence. The MHP must control Radical elements within the party. Both parties are reluctant to discuss Turkey poor human Rights record” (Newsweek, March 3, 1999) (negative)
- “Fields of the Assiut Region, a traditional hotbed of fundamentalism.” Worst cycle of terrorism and retaliation in Egypt”. (Time, April 4, 1994) (negative)
- More than 60 bridges and flyovers have been built in Cairo since 1998 economically; the country is on strong footing” (Newsweek, June 19, 1995). (positive)
- “Islamic insurgency, which has led to the deaths of 1,100 people, including at least 26 foreigners over the past five years. Islamic insurgents count convicted 72 Muslim Extremists of Subversion Cause of a bloodbath” (Newsweek, September 29, 1997) (negative)
- “Bitter Power struggles had split the royal family cancer free king. He is smart and reliable political intrigue and has earned reputation for womanizing; discontent has been rising over corruption”, (February 1, 1999) (negative)
- “With creative improvisation, Hussain managed to hold together his diverse population through turmoil and upheaval” (August 10, 1998) (positive).

POSITIVE AND NEGATIVE SENTENCES OF ENEMIES COUNTRIES:

The selected positive and negative sentences about enemy’s countries that appeared in both magazines are under mentioned:

- “The turbaned former philosophy professor has set the country on a new course toward greater freedom respect for the rule of law and a dialogue of civilization” (*Time* July, 6-1998). (negative)
- “Old lines Mullah are out to frustrate the reformist effort of “*Ayatullah Gorbachev*” *Time* July 6, 1997. (negative)
- “Such a horror is not known on this earth but Kabul must surely be close in”. (*Time* June 24, 1996) (Negative).
- “In fact, despite varied fundamentalist religious attitudes among the fighting group, this is not religious crusade but a basic power struggles” (Taliban) (*Time* June 24, 1996). (negative)
- “Women are house bound and initial relief over the Taliban victory is fading. (Residents of Kabul, generally too) cautious to express out loud any concern about the Taliban” (*Time*, 14 October, 1996) (negative).

- “The worry was that the Taliban would try to extend their rule and Islamic fundamentalist into pro-Moscow Tajikistan” (*Time* October 14, 1996) (negative).
- “Kabul fall to the Taliban did have its salutary effects; there was more food in the market than before the army of the ousted president of Burhanddin Rabbani took fight and petty officials were too terrified to solicit bribes from shop owners and good truckers” (*Time* 14 Oct, 1996) (positive).
- “Saddam pretends devotion when it suits, his purposes. He has gone from murdering clerics to proclaiming a Jihad and televising his prayers during the war” (*Time* March 18, 1991). (negative)

POSITIVE & NEGATIVE SENTENCES OF NEUTRAL COUNTRIES

The US’s magazines used mix language for neutral Muslim countries. Few selected sentences whether it been positive or negative are given below for the apprehension of readers:

- “By reputation, they operate clean, honest enterprises that often price their offerings below market”. (*Time* August 22, 1994) (positive)
- “Habibie is doing his best” (*Newsweek* Oct 26, 1998) (positive)
- “We have peace and want other to enjoy it. We need to shift from politics to economy” (February 14, 2000) (positive)
- “Beyond that, the current Government of President Abdurrahman Wahid has behaved erratically, at time inaptly” (*Newsweek* Jan 8, 2001) (negative).
- “The requires borrowing might fuel inflation strain the country financial system and derail the roaring economy (of Malaysia)” *Time* December 4, 1995) (negative)
- “Both have long been tainted by allegation, of cronyism, corruption and arrogance. He is coward. He is rouge leader and Libya is a rouge state”. (*Time*, February 12, 2001) (negative)
- “He is an evil man, who runs an evil regime”. (*Newsweek*, September 6, 1996) (negative)
- “About 3 million people through out the region heard the signals and sought refuge in special shelters” (*Time* May 13, 1991) (positive).
- “The secular demonstrators on the other hand, were largely peaceful. 2500, fanatics attacked a train and looted shops”. (*Time*, July 11, 1994) (Negative).
- “Where ever he goes in Pakistan, cheering admires swarm to welcome Imran Khan. They believe he will rescue Pakistan from anarchy and rampant corruption as the next part”. (*Newsweek*, November 25, 1996) (positive)
- “Abdul Qadir Khan is a national hero in Pakistan. The father of its bomb” (*Newsweek*, June 8, 1998) (positive)
- “Pakistan’s new PM, Nawaz Sharif won by a margin, democratically elected politician can only dream of his economic credential are as good as any Pakistani politician” (*Newsweek*, February 17, 1997) (positive)
- “Moeen Qureshi, has stunned the country with sweeping economic and political charges. His short term administration is probably the most revolutionary in Pak. short history.” (*Newsweek*, September 13, 1993) (Positive)

- “The whole nation has to pay price for the rise of fundamentalism Bangladesh has attracted more than 800 foreign aid, Agencies and NGO, whose program reach more than 12 million people”. (*Time*, April 17, 1995). (negative)
- “Welcome to Karachi one of the most dangerous city in Asia” (*Time*: October 3, 1994) (Negative).
- “Karachi’s Binoria’s red brick building in down town. Karachi is the nerve centre of militants including Harakatul Mujahidin, which Washington has declared a terrorist soap”? (*Newsweek*, July 3, 2000) (negative)
- “The country ,he is supposed to run is practically in ruin” (*Newsweek*, February 17, 1997) (negative)
- “Pro Taliban Islamists Radical Pakistani leader bloodily assault by a Pakistan trained militia group”. (*Newsweek*, November 12, 2001) (negative)

CONCLUSION: This article has presented a content analysis of 219 articles of the twelve Muslim countries which appeared in two leading U.S. news magazines: *Newsweek* and *Time* during 1991-2001. The twelve Muslim countries were placed in the three categories ; United States allies (Egypt, Jordan, Saudi Arabic and Turkey). United States enemies (Afghanistan, Iran, Iraq and Libya) and neutral countries (Bangladesh, Indonesia, Malaysia and Pakistan. The result of the study indicates that 1943 articles about 35 Muslim countries and Islam were published in 1098 issues of both the magazines during the specified period of eleven years , 1991-2001. It was also found that cumulative coverage of all twelve Muslim countries in both the magazines was comprised of 899 articles. Out of these 899 articles about the twelve Muslim countries, the content analysis of 219 articles was undertaken.

Over all it was found that proportion of negative coverage (30.13%) was greater as compared to proportion of positive coverage (13.24%). Both the magazines, on the whole, carried 11546 sentences about the twelve Muslim countries. Moreover, six hypotheses were developed and tested. All the hypotheses were supported. The first hypothesis stated that the proportion of negative framing of the twelve Muslim countries will be greater than the proportion of their positive framing in both the magazines. The hypothesis was accepted/ supported. The data indicated that all twelve Muslim countries received (30.13%) negative coverage while the ratio of positive coverage was (13.24%).

The second hypothesis predicted that the proportion of positive framing of U.S. allies will be greater than the proportion of positive coverage of neutral Muslim countries in *Newsweek* and *Time*. The result shows that hypothesis no.2 was accurate because positive coverage of neutral countries was 16.25% less than positive coverage of United States allies (20%). The findings of in-depth analysis of neutral countries depict that ratio of positive coverage of neutral countries did not exceed United States allies. Consequently, this ratio made a difference, thus the prediction came true.

The hypothesis No. 3 predicted that the proportion of positive framing of U.S. allies Muslim countries will be greater than the proportion of positive portrayal of the U.S. enemies Muslim Countries. The hypothesis was strongly accepted, as findings, show that the proportion of positive coverage of United States allies (20%) sentences, while United States enemies received (2.89%) percent positive coverage

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in “*Newsweek*” and “*Time*” Magazines. A Framing Perspective
in both magazines. It is pertinent to mention here that out of twelve Muslim countries, Iraq was the only Muslim country, which received zero percent positive coverage.

While on the other hand, Jordan received maximum positive coverage which was 73.68%. The reason is obvious, King Hussian (Late) of Jordan was the favorite of White House and relations between both the countries were cordial and friendly while Saddam Hussain of Iraq was declared enemy of United States.

Similarly, Afghanistan and Indonesia were the countries which received maximum negative coverage, total negative coverage of Afghanistan and Indonesia were 75% and 65% respectively.

The fourth hypothesis predicted that the proportion of positive framing of American enemies declared Muslim countries will be lesser than the proportion of positive portrayal of neutral Muslim countries in both the magazines. The prediction was also come true/ supported, as findings depict that neutral countries received 16.25%, positive sentences/ coverage while positive coverage of United States enemies was (2.89%) in both the magazines.

The fifth hypothesis predicted that the proportion of neutral framing of the twelve Muslim countries will be greater on cumulative bases than the proportion of positive or negative portrayal. This hypothesis was proved because the overall ratio of positive and negative coverage was (43.37%), while the proportion of neutral coverage of all twelve Muslim countries was (56.63%) in both the magazines.

The sixth hypothesis predicted that the proportion of negative framing of enemy Muslim countries will be greater than the proportion of positive portrayal in *Newsweek* and *Time*.

The findings also supported this prediction. It was found that United States enemies received 2.89% (184) positive coverage while the ratio of negative coverage was 43.47 (1372) sentences.

In short, it can be said that portrayal of Muslim countries in *Newsweek* and *Time* was more negative as compare to positive.

Suggestions for Newsweek and Time regarding coverage of the Muslim world.

After the collapse of USSR and dissipation of communism around the world, the mass media in the West and particularly in the United States have given relatively greater coverage to the Muslim world. As ill luck would have it, general perception regarding coverage of the United States media including *Newsweek* and *Time* is not positive or friendly. Consequently, most of the Muslim developed rightly or wrongly fishy and negative predisposition the way U.S. media portrayed Muslim world. As we are aware of this open secret, particularly after the tragic incident of 9/11, war was imposed on Iraq and Afghanistan, these hostile policies cultivated breeds of mistrust and hatred in mind of Muslims.

- The above mentioned sorry state of affairs demands that the magazines, *Newsweek* and *Time* should contribute in positive and constructive manner. Both the magazines should discharge their role for the task of conflict resolution. In this connection, in my view it is highly recommended that such writing which focuses on

world peace, international cooperation and human development should be given prominent coverage and space.

- Similarly, Newsweek and Time should adequately highlight positive features of Muslim world. For instance, Muslim countries like Malaysia, Egypt and Turkey has visibly achieved progress in sector of commerce, trade and industry. Instead of highlighting only feuds, tension turmoil in political arena, it is suggested that both magazines at least give appropriate coverage to the socio economics development of Muslim world. Idiomatically speaking, editorial management of *Newsweek* and *Time* should give due credit to the “devil”.

- Muslim world/ countries are not lagging behind in arena of Art, culture, architecture and civilization/ historical places, it is suggested that both magazines should project soft image of Muslim countries by doing this, it will dispel and debunk misperception in minds of American that all Muslim are rustic, uncivilized and barbaric.

- In this connection, as we know there are specific pages for sports, travel and culture activities in both the magazines, these pages may be utilized for projection of above mentioned soft features of Muslim countries. For instance, Muslim countries are abundant of tourist spots; Malaysia, Indonesia, Pakistan, Jordan, Egypt and Turkey are rich in culture and civilization. Similarly Muslim countries namely Iran has been producing massage oriented cinema movies, Pakistani singer and musician Nustrat Fateh Ali Khan proved his worth around the world in the decades of 90s. In the arena of sports Pakistan won world championship and British Open title for umpteen times. Pakistan also remained world champion in hockey, snooker, and cricket. Other Muslim countries namely Saudi Arab, Iraq, Iran and Libya have performed very well in soccer competitions both the magazines should also adequately highlight sports activities of Muslim world.

- Similarly, several Muslims NGOs have been rendering meritorious services for betterment of oppressed and deprived mankind, by constructing hospitals, establishing banks for community development like Grameen bank in Bangladesh etc. It is suggested that both the magazines should at least at minimum level project the contributions of Muslim world in the arena of art, film/ cinema, fashion sports and culture. Reason is obvious, every fifth person is Muslim on this planet, and secondly the United States media has dominantly focused Muslim World, Particularly after the tragic incident of 9/11. Due to American policy on war on terror, external relations between Muslim countries and USA have been deteriorating with each day passing day. Due to media coverage of Muslim World, Common man took every Muslim in the negative manner. Such soft coverage of Muslim world in both the magazines would erase misconceptions in minds of European and American that Muslim countries are not always waging wars but rather than involve in healthy activities.

- Both magazines are acknowledged as widely read magazines in the United States and abroad, by examining negative portrayal of Muslim world, it is suggested that “*Time*” and “*Newsweek*” should adopt policy of objectivity, impartiality and fairness regarding the coverage of Muslim world. In this connection, Positive and

constructive criticism may be applied rather than hyper critical and cynical approach in order to depict political, social, economic and cultural matter of the Muslim countries. After conducting content analysis of articles appeared in *Newsweek* and *Time*, the list of words and phrases were prepared regarding portrayal of the Muslim world. . It was found that several negative phrases and words were frequently used to depict the Muslim countries. Words like fundamentalism, extremists’ fundamentalists, extremists’ fanatics, terrorists, frenzy etc were associated/ tagged to describe Muslim and Islam. It is suggested that pejorative terms/ words should not be used, if used by the writers; the editorial committees should used technique of gate keeping process in order to edit such articles. By doing so both the magazines would contribute meritorious services for establishing cross cultural understanding between Muslim world and the United States.

- Both magazines should also publish and encourage such articles written by the Muslim experts of media ,politics ,international relations and religion on such issues as democracy, women's rights , common misperceptions and stereotypes in the media include the notion that Islam is not compatible with democracy or modern culture and civilization, that the Holy Quran teaches violence or aggression that Muslims around the world hate Americans, that Islam does not respect women's rights, and that all Muslims are Arab and interfaith relations. In my view , such scholarly articles would go long way to help out all and sundry of the United States to perceive real teachings of Islam. Similarly such writings would erase ambiguities in the mind of the readers regarding conditions of the Muslim countries as being portrayed in distorted and negative manner by the mainstream media of the West and the U.S.

- *Newsweek* and *Time* should publish detailed interviews of foreign ministers, Prime ministers and Presidents of Muslim countries in order to obtain their version on various issues i.e. war on terror, relations with USA, Jihad and Islam, *Islamic Madrassas* , religion and extremism etc

- The last but not the least, it is suggested that *Newsweek* and *Time* should invite writings of religious scholars, intelligentsia and journalists from Muslim world. Due to this activity common man of the United States would be familiarize to point of view of the Muslim world. They would be able to understand both the sides of the coin. In my view, by presenting point of view of both flanks, all aspects of Panorama and scenario would be more conspicuous as well it would be plain sailing for the readers of both the magazines to comprehend the real situation.

References:

1. Werner J. Serien and James. W. Tankered. *Communication Theories*. New York: Longman, 1988. P. 106.
2. Said, W. Edward. *Covering Islam: How the Media and the Experts Determine How We See the Rest of the World*, New York: Qintage books, 1997.
3. Mirza, Wael Sabri. “*Factor Analysis of the Impact of Mass Media on Viewers*” *Discourses on Power and Violence*, Ph.D dissertation, McGill University, Montreal, 1996. PP: 538-539.

4. Daniel, Pipe. "There is no Moderates Dealing with Fundamentalist Islam". *The National Interest*, No. 41, Fall 1995. P: 48-57
5. Esposito, John. *The Islamic Threat: Myth or Reality?* New York: Oxford University press, 1992.
6. William, John. *The Revival of Islam in the Modern World*. America, 1990. P-240.
7. Mohammad, Abdou Yamani. "Islam and the West: The Need for Mutual Understanding", *The American Journal of Islamic social Sciences*. Vol. 14, No. 1, Spring 1997. 87-98.
8. Johan D. Vander Vyer. "Religious Fundamentalists and Human Rights". *Journal of International Affairs*, summer, 1996. 50, No. 1. 21-40.
9. Clarence J. Bouchat. "A Fundamentalists Islamic Threat to the West", *Studies in Conflicts and Terrorism*. Vol. 19, No. 4, 2002. 339-352.
10. Jonathan Sacks. "The Dignity of Differences, How to Avoid the Clash of Civilization". *Orbis*. Vol. 46, No. 4, Fall 2002. 601-609.
11. Leug, Andrea. *The perception of Islam in Western Debate*. California: California publication, 1999. P-53
12. Said, Edward. Islam through Western Eyes. Available at www.islamonline.net/english/vielms. Visited on 16-4-05
13. Fatoohi, Lousy. Ignorance and the distorted image of Islam". Available at www.themodernereligion.com. Visited on 22-4-06
14. Nalborzyk, Agata. "The image of Islam in the polish Mass Media before and after 11 September, 2001". Available at www.inst.at/trans/15Nr/014/nalborczyk/15.htm. Visited on 16-04-06
15. Samuel, Huntington. "The Age of Muslim Wars". *Newsweek*, January 2002.
16. Sheikh, Kashif; Prince Vincent & Oshagan, Hayg. "Press Treatment of Islam: What Kind of Picture do the Media Paint", *Gazette* 56, 1995, Netherlands. 139-154.
17. Shahid, Wasif, Konin Gasveld and Sjoerdvon. (2001) "The Negative Image of Islam and Muslims in the West: Causes and Solutions", [in] Wasif A. R. Shahid, Sjoerd Van Koningsveld [Eds] *Religious Freedom and the Neutrality of the State: the Position of the Islam in the European Union*. Peters, Leuven, 2001. 174-194
18. Ghiles, Francis. *Reporting the Muslim World in Western Media*. University of Jordan Press, 1998.P: 15-28.
19. Nielson, Jorgan and Khasawnih Sami. *Arabs and the West: Mutual Image*. Aman: University of Jordan press, 1998.
20. Kemniz Von. Era Maris. "Muslim as Seen by the Portuguese Press. 1974 - 99: Changes in the Perception of Islam" [In:] Wasif. A. R. Shahid, Sjoerd Van. Komingsveld [Eds]. *Intercultural Relations. And Religions Minorities. Muslims in the European Union*. Peters, Leuven, 2002. 7-26.
21. Ruf, Werner. "Islam and the West. Judgments Prejudices". *Political Perspectives, Agenda*, Verlag, Muenster, 2002.
22. Norman, Daniel "Islam and the West: the Making of an image one World". *Oxford*, 1993. 302-337

American Print Media & Muslim World: Portrayal of the U.S. Allies, Enemies and Neutral Muslim Countries in "Newsweek" and "Time" Magazines. A Framing Perspective

23. Kate Zebiri. "Approaches to Islam by Christian Islamists, Muslims and Christians Face to Face One World". *Oxford*, 1997. 183-229.
24. Bauaben. Jabal Muhammad. "Image of Prophet Muhammad in the West". A study of Margoliouth and Watt. Leicester: *The Islamic Foundation*, 1996
25. H. Vertovec, Steven. "Islam Phobia and Muslim Recognition Britain" [in:] Y vonne Yazbeck Hadded, *Muslims in the West. From Sojourners to Citizens*. Oxford University Press. Oxford, 2002. 23-28.
26. Amged, Dina Abdel. "The British Media Fair or Biased: The Portrayal of Muslims after the London Attacks". Available at www.islamonline.net/english/vielms. Visited on 28-07-05
27. Fatoohi, Lousy. Ignorance and the distorted image of Islam". Available at www.themodernereligion.com. Visited on 22-4-06
28. Karen. Armstrong. *Muhammad: A Biography of the Prophet*, London: Phoenix press, 2001.
29. Samuel, Huntington. "The Age of Muslim Wars". *Newsweek*, January 2002.
30. Khabbaz, Yusuf. "How the West tries to use Islam and terrorism to serve its own priorities". Available at www.muslimmedia.com Visited on 16-8-02
- Munoz, Gema Martin. "Islam's women under Western Eyes". Available at www.islamonline.net. Visited on 29-7-05
- Zundel, Ernest. The West, War and Islam". Available at www.radioislam.com. Visited on 29-7-05
- Philip, Seib. "New Media and the Clash of Civilization". *Parameters*, 34 winters 2004. 71-85.
- Badran, A. B. "Editorial Treatment of the Arab Israeli Conflict in United States European Newspapers: 1980-1982". *Doctoral Dissertation*, University of Massachusetts. Dissertation Abstract international, V. 45:3021A.
- Belkaou, J. M. "Images of Arabs and Israelis in the Prestige Press: 1966-1974". *sssJournalism Quarterly*, V. 55, 1978.732-733.
- Brewada, Joseph. "Super Power Prepares Middle East War: Final Solution to Arab Problems". *Executive intelligence Review*, 1990. 28-30.