

A CRITICAL STUDY ABOUT THE COVERAGE OF ISLAMIC WORLD IN NEWSWEEK AND THE TIME MAGAZINE

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FIRST SECTION

ABSTRACT

The first and foremost objective of the study was to evaluate and analyze the coverage of Six Islamic Countries in the two U.S leading magazines- Newsweek and the Time Magazine, during the specific time period of two years (2001-2002).

The researchers have presented. Content analysis, of 49 news articles regarding six Islamic countries, out of which 25 articles were selected from Newsweek and 24 articles were chosen from the Time Magazine. Five hypothesis were developed, formulated and tested in this regard. All hypotheses, except hypothesis no. 5, were strongly supported from the data. The study found the countries those have friendly relations with U.S.A got over

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located in Asian Countries such as Indonesia, Bangladesh, Pakistan, and India. (1)

Islam today, suffers from the major handicap of a deficient media network which has retarded its growth. The deficient media networks in Muslims countries are tied up with powerful head works in the Western world. These head works of the media manipulate the flow of information work to the disadvantage of Islam and the Muslim world. Moreover, Western media exaggerate and distort the nature of the Muslim culture, the political realities of the Muslim world, and diverge relations with the West. They also lead to ignorance and cultural stereotyping of Muslim culture and the Muslim world. (2).

Specifically, with limited opportunities for actual encounters between Americans and Muslims, mass media has functioned as an agent which directs American consumers how and what to think about Muslim nations and their people. The reality of Muslim nations so created by mass media has further perpetuated the dichotomy between Western and Muslim Nations. Generally speaking the US media has highlighted unwarranted stereotypes about Muslims and their culture. (3)

The western media highlights Islam and Muslims disposition and it can be explained by the origins of their religion, it is war like, conquest - hungry and full of contempt for the unbeliever. Islam as a whole, then is the aggressor against the West. It embodies a theology of conquest and victory but no theology of defeat "According to the American News Magazine Time "This is the dark side of Islam which shows its face in violence and terrorism, intended to overthrow modernizing, more secular regimes that support them". (4)

SIGNIFICANCE OF TOPIC

The Q arises that why it is important for the United States to understand Islam. The reason which apparently seems is that Islam's population is growing dramatically and Muslims are making an impact in economics, politics, and social life in the United States. American Muslims have a global view of Muslims World and can have a positive role to play in shaping it. Another significant factor is this, that for the first time in history. Islam is a making an impact on American caliber and politics even in last Presidential election 2000, both candidates cited Islam as one of the three great religion of their country. Recently, after the tragedy of world Trade Center and Pentagon, U.S President and British P.M visited Islamic Centers in their respective Countries for the purpose of appeasing feelings of Muslims towards west and Christianity.

It is assumed that after the fall of U.S.S.R Islamic world is projected as enemy of the west and USA by western media. So this topic is important because without understanding the role of Muslim Leaders, Muslims movement and Islamic Culture, the U.S Mass media would not be able to project the image of Islam in objective manner.

OBJECTIVES OF RESEARCH

The basic objective of the proposed study was to evaluate portrayal of Islamic world by the U.S media with reference to Newsweek and the Time magazine, during specific time period i.e. 2001 to 2002. There is a general impression that in the view of national interests, mass media of USA gives more positive coverage to US allies.

RESEARCH METHODOLOGY

To achieve the objectives of the study, following research methodology was applied. According to the nature of the topic, the quantitative research procedure was applied in order to evaluate the role of Newsweek and the Time magazine in building the image of Islamic world.

Virtually, the method of content analysis was used for the proposed study. As far as sampling technique was concerned, the method of simple random sampling was used. A sample of all news articles from Newsweek and the Time magazine pertaining about Islamic world was selected from 2001 to 2002. And these news articles of Newsweek and Time magazine were analyzed quantitatively. Moreover, through mailed questionnaire data was collected about editorial policy of Newsweek and Time magazine.

RESEARCH DESIGN

For this study two major American magazines "News week" and "Time" were selected. The criteria for their selection included:

- Publication from the large population centers of the United States
- Representation in the six concerned Muslim countries through their correspondents.

A sample of all articles on the six countries was drawn from the table of contents of both Newsweek and Time magazine.

REVIEW OF LITERATURE

Mass media in the United States plays an enormous role, not only in shaping Public opinion, but also in influencing the decisions of top government executive and resolving foreign policy issues(7). The powerful U.S Mass Media disseminates widely the U.S standpoint on various national and international issues. They however, have been widely criticized for not being objective and fair in their coverage of national and international events and affairs(8). The same role and situations is considered true in case of Newsweek and the Time Magazine, the two leading magazines of U.S.A. Even a Judge of the U.S Supreme Court gave the verdict "That the constitution guaranteed a free press, not a fair press"(9). The coverage of foreign news by the American Press has also been criticized as biased and negative.

There is a common perception in America that the Muslims are fundamentalists and terrorists, which is due to ignorance about Islam and the Muslims by the Americans. Dr. Carl W. Ernst, Head of the Department of Religious Studies, University of North Carolina, further stated that the media of developed nations has also played a role in creating this image. He said that common Americans know only about "Hammas" and "Osama bin Laden" because U.S media gives so much coverage to them and portrays them as terrorists. He give the reason because of this; Americans do not know about Islamic scholars and Islamic culture, their approach about Islam and Muslims is highly negative (10).

developing countries in general and Islamic world in particular. (13).

Christmas, Bank Holiday, Traffic Jams and Noting hill carnage is news. But killings of innocent Palestinians, Bangladesh Floods and Massacre, genocide of Muslims in Indian Gujrat is not given adequate coverage.

B.B.C broadcaster and columnist for Arab News, Jeddah, Saed Niaz Ahmad, in his article, highlighted one way flow of information, and role of western media in projecting Islamic world. He mentioned that "The arrival of Pope in any country is an event that is considered fit enough to run as steamer in news papers throughout the world. But Hajj, an annual congregation of more than two million Muslims is hardly reported by the same media. It usually goes as filler. (14)

After the incident of September, 11, Saudi Arabia has come under strong criticism in the U.S. media and has been accused of not doing enough to crack down the terrorists and help the U.S. led anti-terror campaign. This was confessed by President Bush and he also urged that necessary action would be taken against the media who are involved in it. (15)

But the situation is same and Islam is regularly equated with fundamentalism, a concoction of the imagination of the U.S policy makers and contrivance of U.S and western media barons. (16). And the term fundamentalism is understood by the US and Europe essentially as recourse to "terrorism", "radicalism", "extremism", and "fanaticism". Wael Sabri Mirza's study reveals heavy usage of words such as "fundamentalism",

Prof. Dr. Khalid, presented a content analysis of news coverage of six Muslim countries in four major American newspapers from the years 1995 to 1997. Overall, the study found that the media representation in four major American newspapers of all six Muslim countries under study was very negative. This supports the propaganda framework which had predicted that unfavorable events and issues would receive considerable media attention, while other more peaceful, positive and developmental activities would be ignored or perhaps even denigrated (20).

In a similar vein Karim H. Karim deplors 'the dominant portrayal of Muslims as villains who victimize Christians and Jews... "and shows how in the times of conflict, Northern propagandists have highlighted medieval images of Muslims as being essentially violent and barbaric" (21)

John Esposito, a prominent professor of religion and international affairs at Georgetown University, has "argued that to equate Islam and Islamic fundamentalism uncritically with extremism is to judge Islam only by those who wreak havoc—a standard not applied to Judaism and Christianity" (22).

Akbar S.Ahmad in his article titled "The Challenge Of Islam In The 21st Century" has mentioned four broad, simplified categories of Muslim rulers. The first is cleric ruler such as in Iran. The western media presented this category in such a ridiculous manner that it has become image of Muslim cleric, indeed of Islam itself- a dark, scowling, evil looking, beard figure in black robes.

battle of Islam against Christianity, or against unbelievers. In Europe and USA all these perceptions of threats exist, some time side by side and other times separately (24).

Mass media studies show that besides governmental efforts to keep the freedom of press within bounds when the American interests are at stake, the managers of the mass media also deem it their national duty to pursue the goals of American foreign policy (25). See for example studies like Parenti's *Innovating Reality: The Politics of Mass Media*; Bagdikian's *The Media Monopoly*, Herman and Chomsky's *Manufacturing Consent -Political Economy of the Mass Media*; Graber's *Mass Media and American Politics*, Exoo's *The Politics of Mass Media*; Bartholomew's *The Uncertain Guardians: The News Media as a Political Institution*; and Herman and McChesney's *The Global Media: The New Missionaries of Global Capitalism* (26).

Edward p. Djerejian, director of the James A Baker III Institute realizes the discretionary behavior of western media and stresses the need of a coherent policy toward Islam. He gave some key points of the policy toward Islam, which he elaborated when he was secretary of state for near Eastern Affairs. Some of the major points were.

- Cold war is not being replaced with new competition between west and Islam.
- Americans recognize Islam as one of the world's great faiths.

geographic position made it a valuable partner in Western alliance systems to contain the spread of communism. The agreements of SEATO and CENTO placed Pakistan in the United States sphere of influence. Pakistan was also used as a base for United States military reconnaissance flights over Soviet territory. During the Cold War years, Pakistan was considered one of Washington's closest allies in Asia. (28)

However, the U.S. suspension of military assistance during the 1965 Indo-Pakistan war generated a widespread feeling in Pakistan that the United States was not a reliable ally. Even though the United States suspended military assistance to both countries involved in the conflict, the suspension of aid affected Pakistan much more severely. Gradually, relations improved, and arms sales were renewed in 1975. Then, in April 1979, the United States cut off economic assistance to Pakistan, except food assistance, as required under the Symington Amendment to the Foreign Assistance Act of 1961, due to concerns about Pakistan's nuclear program (29).

The Soviet invasion in Afghanistan in December 1979 highlighted the common interest of Pakistan and the United States in peace and stability in South Asia. In 1981, the United States and Pakistan agreed on a \$3.2-billion military and economic assistance program aimed at helping Pakistan deal with the heightened threat to security in the region and its economic development needs.(30)

Congress waived restrictions (Symington Amendment) on military assistance to Pakistan. In March 1986, the two countries agreed on a second multi-year

SAUDI ARABIA U.S. RELATIONS

Although Saudi Arabia and the United States obviously did not share any borders, the kingdom's relationship with Washington was the cornerstone of its foreign policy as well as its regional security policy. Saudi Arabia's unique role in the Arab and Islamic worlds, its possession of the world's largest reserves of oil, and its strategic location make its friendship important to the United States. "Diplomatic relations were established in 1933; the U.S. embassy opened in Jeddah in 1944 and moved to Riyadh in 1984. The Jeddah embassy became a U.S. consulate. Meanwhile, a U.S. consulate opened in Dhahran in 1944". (34)

The United States and Saudi Arabia share a common concern about regional security, oil exports and imports, and sustainable development. Close consultations between the U.S. and Saudi Arabia have developed on international, economic, and development issues such as the Middle East peace process and shared interests in the Gulf.

The United States-Saudi security relationship steadily expanded during the Cold War. This process was facilitated by the shared suspicions of Riyadh and Washington regarding the nature of the Soviet threat to the region and the necessity of containing Soviet influence. As early as 1947, the administration of Harry S. Truman formally assured Abd al Aziz that support for Saudi Arabia's territorial integrity and political independence was a primary objective of the United States.(35)

U.S.-Turkish relations focus on areas such as strategic energy cooperation, trade and investment, security ties, regional stability; and human rights progress(41). Relations were strained when Turkey refused to allow U.S. troops to deploy through its territory to Iraq in Operation Iraqi Freedom, but mutual interests remain strong across a wide spectrum of issues.

It is reported that even under conservative estimates, U.S. assistance to Turkey in its various forms throughout the 1980s amounted to well over \$1 billion a year (if one includes concessional loans and grants, U.S. military construction funds, navy ship transfers, Defense Industrial Cooperation industrial machinery; and the U.S. share of international programs and loans such as NATO infrastructure, Airborne Warning and Control Systems (AWACS), World Bank project loans, United Nations Development Program funds, and Dependable Undertaking Funds). But perceptions of the international balance of power began to change during the second Reagan administration and during the administration of President George Bush appropriations for Turkey's defense needs, while still significant, became less urgent to the United States. (42)

The bottom line in the U.S.-Turkish relationship during the Cold War was that, when U.S.-Soviet relations were troubled, relations between the United States and Turkey were generally good. Good relations were founded on U.S. military and economic assistance as well as a U.S. guarantee of Turkey's security—a guarantee that served as a deterrent against a Soviet

border humanitarian assistance program aimed at increasing Afghan self-sufficiency and helping Afghans resist Soviet attempts to drive civilians out of the rebel-dominated countryside. During the period of Soviet occupation of Afghanistan, the U.S. provided about \$3 billion in military and economic assistance to Afghans and the resistance movement. (46)

The U.S. provides financial aid for mine-clearing activities and other humanitarian assistance to Afghans through international organizations. The U.S. is the largest provider of humanitarian assistance to Afghanistan. The aid effort has continued despite a U.S. cruise missile attack on a terrorist camp in Afghanistan associated with Usama bin Laden in 1998 and with the military action taken against terrorist and Taliban targets in October 2001. (47)

The U.S. Embassy in Kabul was closed in January 1989 for security reasons, but officially reopened as an embassy on January 17, 2002.(48) Throughout Afghanistan's difficult and turbulent 23 years of conflict, the U.S. supported the peaceful emergence of a broad-based government representative of all Afghans and actively encouraged a UN role in the national reconciliation process in Afghanistan.

Today, the U.S. is assisting the Afghan people as they rebuild their country and establish a representative government that contributes to regional stability, is market friendly, and respects human rights. The U.S. and Afghanistan are also working together to ensure that Afghanistan never again becomes a haven for terrorists.

Administration chose to support Iraq in the war with Iran was to provide about \$5 billion in loan guarantees for agricultural exports to Iraq between 1983 and 1990. Iraq also received U.S. Export-Import Bank guaranteed loans and insurance from mid-1987 through early 1990, totalling \$267 million. Another major issue has been U.S. support for Iraq's military effort, in order to avoid an Iranian victory that most observers believed would have disastrous consequences for U.S. interests. During 1982 to 1990, the United States shared intelligence on Iranian troop strength and positioning to help Iraq repel Iranian offensives (52). In line with improved relations with Iraq during the 1980s, the Administration approved 771 licenses for dual use technology (civilian-equipment that may have military applications) exports to Iraq; of those, 82 were to military-related facilities or institutions. (53)

As the lead nation in the international coalition which removed the Ba'ath regime, the United States has assumed extensive responsibility for the well-being and development of Iraq. The U.S. Government is carrying out a multi-billion dollar program to assist in the reconstruction of Iraq (54).

IRAN U.S. RELATIONS

During the administration of president Lyndon B. Johnson, good relations with Iran were a top priority for

and of Iranian nationals against the United States. U.S. contact with Iran through The Hague covers only legal matters.

Commercial relations between Iran and the United States are restricted by U.S. sanctions and consist mainly of Iranian purchases of food and medical products and U.S. purchases of carpets and food. The U.S. Government prohibits most trade with Iran(55).

There are serious obstacles to improved relations between the two countries. The U.S. Government defines its areas of objectionable Iranian behavior as the following:

- Iranian efforts to acquire nuclear weapons and other weapons of mass destruction;
- Its support for and involvement in international terrorism;
- Its support for violent opposition to the Middle East peace process; and Its dismal human rights record.

The United States has had discussions with Iranian representatives within the UN framework on the issue of Afghanistan and reserves the right to similarly discuss other issues when it serves U.S. interests. The United States believes, however, that normal relations are impossible until Iran's policies change.

Upon taking office in 1993, the Clinton Administration moved to further isolate Iran as part of a strategy of "dual containment" of Iran and Iraq. In 1995 and 1996, the Clinton Administration and Congress added sanctions on Iran

Relations worsened again in January 2002 over allegations of Iran's sale of arms to the Palestinian Authority and reputed meddling in Afghanistan, and President Bush named Iran as part of an "axis of evil" in his January 2002 State of the Union message. On July 12, 2002, President Bush issued a statement supporting those Iranians demonstrating for reform and democracy, a message he reiterated on December 20, 2002 when he inaugurated a new U.S. broadcast to Iran, Radio Farda ("Tomorrow" in Farsi). The statements signaled a shift in U.S. policy from attempting to engage and support Khatemi and his faction to publicly supporting Iranian reformers and activists. Some interpreted the U.S. shift as a move toward a regime change policy for Iran.

Despite the apparent policy shift, in May 2003 both countries acknowledged that they are conducting direct talks in Geneva on Afghanistan and Iraq. This marked the first confirmed direct dialogue.

Senior Administration officials reportedly are discussing U.S. policy options, including regime change, military action, the future of the U.S. -Iran dialogue, and the IAEA assessment of Iran's nuclear program on May 29, 2003, but the outcome of the deliberations, if any, has not been announced (56).

POSSIBILITY OF MILITARY ACTION

The aftermath of the U.S.-led war on Iraq, coupled with heightened U.S. concerns about Iran's WMD programs and links to terrorism, has led to speculation that Iran might

news from inside Washington's beltway and New York's board rooms. Intelligent, entertaining, authoritative and to bring deeper meaning to the present by looking to both the future and the past.(58)

To a large extent that is what TIME still aims to do today - offering readers cutting edge analysis and colorful context to the news events of the day. TIME's regional editions offer a combination of international reach and local reporting that draws on TIME's unique and unrivalled editorial network around the world. TIME brings to each and every market around the world the same exemplary level of journalistic rigour and expertise and does not pursue different editorial policies in different regions. TIME reports the news, unbiased, well sourced and credibly reported. (59).

CIRCULATION OF TIME MAGAZINE

Worldwide Editions: Global Circulation: 5,357,658

Global Audience: 30,052,031

TIME Asia Circulation: 304,317

TIME Asia Audience: 1,217,268 (60)

COUNTRY CIRCULATION

Pakistan: 10,341

Saudi Arabia: 2,158

Turkey: 2,809

Iran: 401

Newsweek Hankuk Pan

Circulation: 70,000

The Bulletin with Newsweek

Circulation: 70,000 (63)

Newsweek Asia

Circulation 230,000

Distribution:

Through out Asia, including China, Hong Kong, India, Indonesia, Japan, Malaysia, Myanmar, Pakistan, Philippines, Singapore, South Korea, Taiwan and Thailand.

REGION WISE CIRCULATION

Newsweek East Asia

Circulation 207,000

Distribution:

All countries covered by Newsweek Asia excluding west Asia (Bangladesh, India, Pakistan and Nepal)

Newsweek South East Asia:

Circulation 132,000

Distribution: Brunei, China, Hong Kong, India, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Taiwan and Thailand(64).

Table No. 2 .Overall Coverage Of Six Muslim Countries in The Time Magazine

Country	Total articles	Total sentences	Positives	Negative	Neut ral
Pakistan	05	310	86	98	126
			27.74%	31.61%	40.64 %
Saudi Arabia	05	351	184	34	133
			52.42%	9.68%	37.89 %
Turkey	--	--	--	--	--
Afghanistan	05	480	79	151	250
			16.45%	31.45%	50.08 %
Iraq	05	341	15	68	258
			4.39%	19.94%	75.65 %
Iran	01	35	17	12	6
			48.57%	34.28%	17.14 %

Table No. 5
Overall Cumulative Coverage Of Six Muslim Countries in Newsweek and The Time Magazine

Total articles	Total sentences	Positives	Negative	Neutral
49	3380	815	788	1777
		24.11%	23.31%	52.57%

POSITIVE AND NEGATIVE COVERAGE OF FRIENDLY MUSLIM COUNTRIES

The first hypothesis stated that the proportion of Positive coverage of friendly Muslim Countries (Pakistan, Saudi, Arabia, Turkey) will be greater than the population of their negative coverage. The data supported this prediction strongly. Pakistan carried out 599 sentences in total in which 190 sentences were positive that makes 32 percent positive coverage, Saudi Arabia got 715 sentences in total in which 287 sentences were found positive that makes 40.1 percent and Turkey got 283 sentences as a whole in which 118 sentence were positive that makes 41.7 percent positive coverage, (See the Table IA).

While negative coverage of these Countries were as follows: Pakistan 22 Percent, Saudi Arabia 11.5 Percent and Turkey 14.1 percent negative coverage (See the Table IB).

Collectively Pakistan, Sandi Arabia and Turkey got 37.3 percent positive coverage and on the other hand the

POSITIVE AND NEGATIVE COVERAGE OF U.S. OPPONENT MUSLIM COUNTRIES (U.S. ENEMIES)

The second hypothesis predicted that the proportion of the negative coverage of U.S opponents (Afghanistan, Iraq, Iran) or U.S enemies will be greater than the proportion of their positive coverage. The data strongly favor this prediction. The negative coverage Afghanistan have got is 32.4 percent, Iraq 24.9 percent and Iran got 34.7 % (See the Table II A) and positive coverage of these countries were as follows 16.3 percent, 4.9 percent and 18.4 percent respectively (See Table II B) As a whole the negative coverage of above mentioned countries were 30 Percent and positive coverage was 12.3 Percent (See the Table II A & B)

Table II A
Negative Coverage Of U.S Enemies

<i>Country</i> (Total Sentences)	<i>Afghanistan</i> (815)	<i>Iraq</i> (674)	<i>Iran</i> (294)
Negative Sent	264	168	102
Percentage	32.4	24.9	34.7
Total	534 / 1783		
Total %	30		

Table III
Comparative positive coverage of U.S Allies and U.S. Enemies

Country (Total sentences)	<i>U.S. Allies</i>			<i>U.S. Enemies</i>		
	Pakistan (599)	Saudi Arabia (715)	Turkey (283)	Afghanistan (815)	Iraq (674)	Iran (294)
Positive Sent	190	287	118	163	38	54
Percentage	32	40.1	41.7	16.3	4.9	18.4
Total	595 / 1597			220 / 1783		
Total %	37.3			12.3		

COMPARATIVE NEGATIVE COVERAGE OF U.S ALLIES AND U.S. ENEMIES

It was predicted in forth hypothesis that proportion of negative coverage of U.S. enemies will be greater than the proportion of negative coverage of the U.S. allies. The data support this prediction, in negative coverage Afghanistan got 32.4 percent and Carried out 264 negative sentences out of 815 sentences, Iraq got 674 sentences in total and 168 in negative thus make 24.9 percent, Iran got 294 sentences in which 102 were negative that makes 34.7 percent on the other side in U.S. allies Pakistan got 22 Percent negative coverage, Saudi Arabia got 11.5 percent and Turkey carried out 14.1 percent negative coverage (See the Table IV)

efforts for peace and personal qualities were acknowledged. Praised. Thus, for this reason the minor difference (i.e. 0.8%) occurred otherwise finding would support this prediction too.

CONCLUSION

This dissertation has presented a content analysis of 49 news articles of six Islamic countries in two major American news magazine: Time and Newsweek, during a specified period i.e. 2001 to 2002. These six Muslim countries were divided in two categories: U.S. Allies (**Pakistan, Saudi Arabia, Turkey**) and U.S. enemies (**Afghanistan, Iraq, Iran**). The study found that the countries those have friendly relations with United States (U.S) got overall positive coverage. As predicted in hypothesis one: The proportion of positive coverage of U.S. friendly Islamic countries will greater than the Proportion of their negative coverage. The hypothesis two which stated that the proportion of negative coverage of U.S. enemies will be greater than the proportion of their positive coverage the findings support this hypothesis too.

In third hypothesis it was predicted that: the proportion of positive coverage of U.S. allies will be greater than the proportion of positive coverage of U.S. enemies. The findings prove this prediction true.

The forth hypothesis stated that: the proportion of negative coverage of U.S. enemies will be greater than the proportion of negative coverage of U.S. allies. This hypothesis also got favorable results.

other decisions like Pakistan's efforts in hunting Al – Qaeda also gained considerable positive coverage but the stance of both magazines over Islam and about Religions parties found very negative. For example when Muthida Majlis-e-Amal (MMA) succeeded to establish their government in two border provinces; N.W.F.P and Balouchistan. Newsweek and Time both magazine openly express / apprehensions in number of articles that religions parties could help Al – Qadia from fleeing Afghanistan. On the other side there coverage towards Islamic teachings in Mudersas was very negative. They wrote students of Islam as "Angrily Students of Religion" "Rouges No More" etc.

This sort of coverage gave the impression that Islam is the religion behind which support Rogue elements and Terrorism.

SAUDI ARABIA

While covering Sandi Arabia Both Magazines were extremely positive. In three articles out of ten randomly selected articles not a single sentence found negative and overall negative coverage was very minor. Saudi Royal family members were describe respectfully and the magazines give considerable space to their opinions and visited to America,

The study reveals the fact that the reason behind this positive coverage is due to oil, geopolitical position role of Sandi Arabic in first Gulf War and American arms sales to Saudi Arabia. The Kingdom of Saudi Arabia is the biggest oil exporting Country to United States and United

AFGHANISTAN

Afghanistan is the country at top in the list of U.S. declared enemies got very negative coverage. Even in one article not single sentences found positive and remaining articles positive coverage was very little. Overall in the coverage of Afghanistan Taliban's were portrayed as fundamentalist, fanatics, Islamic militants etc. Who made Afghanistan a "Macca of Terrorism".

All the coverage was full of stories of Taliban's crimes such as forbidding women to leave home without a close male relative, strict rules on veil, restriction on mix gathering and jobs of women. Both magazines extremely criticize on Burqa, and give enormous coverage to those women who uncovered their faces after Taliban's defeat and enjoying the "Freedom", expressing this joy by dancing and by uncovering themselves.

IRAQ

Iraq as well considered as enemy of America and got as a whole negative coverage, and almost all the articles were extremely negative. Iraq president Saddam Hussain who was declared the most dangerous man for the peace of world and united states by the American president George W.Bush; was portrayed by both magazines as the most evil man on the earth.

Saddam Hussain who was once dearest person to U.S during Iran – Iraq war at once become the most dangerous person on earth after 9 / 11 and to determinate this message both magazine wrote plenty of articles.

The news articles analyzed in this study were filled with apparently deliberate attempts by U.S Journalists, and this study support the propaganda frame work that unfavorable events and issues would receive considerable media attention, while positive and developmental activities will be ignored or perhaps even denigrated.

SUGGESTIONS

Being the most powerful media in the world the responsibility of U.S. mass media particularly Newsweek and Time magazine, for the cause of world peace, international cooperation and human development become manifold. On the other side Islamic world should devote more concerted efforts toward realization of progressive Islamic system of life which could lead their societies on the road to peace, prosperity and International Integration as well as to dispel and debunk misconceptions about Islam on the international plat form. In accordance with this, something more should be done by both: U.S mass media (Particularly Newsweek and Time Magazine) and Islamic world for the cause of Better International understanding.

SUGGESTION FOR U.S. MASS MEDIA, PARTICULARLY NEWSWEEK AND TIME MAGAZINE

- U.S government and media should reconsider their media policy.
- Unbiased and un-rivalry policy should be adopted and media should not present Islamic countries as fundamentalist and fanatics.

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