

US Mass Media and Muslim World: Portrayal of Muslim by “News Week” and “Time” (1991-2001)

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Abstract

This study investigated the coverage and portrayal of 12 Muslim countries by Newsweek and Time magazine during the given period from 1991-2001. In this connection, these 12 Muslim countries were placed in 3 categories on the basis of their nature of relations with USA. In each category, four Muslim countries were included:

1. US Allies (Egypt, Jordan, Saudi Arabia & Turkey)
2. US Enemies (Afghanistan, Iraq, Iran & Libya)
3. Neutral Countries (Bangladesh, Indonesia, Malaysia & Pakistan)

Moreover, six hypotheses were developed and tested

The researcher has conducted content analysis, of 219 articles regarding twelve Islamic countries, out of which 107 articles were selected from Newsweek and 112 articles were chosen from the Time Magazine. It was found that 1943 articles about Muslim countries (35) were published in 1098 issues of both magazines during the time period of 11 years (1991-2001). In this connection the content analysis of 219 articles of twelve Muslim countries would be undertaken. The findings indicated that 107 articles of Newsweek pertaining to 12 Muslim countries were analyzed; it was found that all these countries received greater negative coverage (31.84%, 1794 sentences) as compared to ratio of the positive coverage (12.79%, 721 sentences). The Newsweek carried 5634 sentences about Muslim countries. Similarly the content analyses of 112 articles of Time magazine related to 12 Muslim countries were undertaken. The magazine carried 5965 sentences of which 12.65% (755) sentences and 29.50% (1760) sentences were positive and negative respectively. It means that the proportion of negative coverage (29.50) of Muslim country was greater than the ratio of positive coverage (12.65%) in Time magazine. On the whole, the both magazine carried 11546 sentences, of which 30.77% (3553) sentences and 12.64% (1460) sentences were negative and positive respectively. It was, therefore, concluded that overall ratio of negative coverage (30.77%) was greater than the proportion of positive coverage (12.64%). The findings indicated that except hypothesis no. 2, all remaining hypotheses were strongly proved. In nutshell, it is concluded that portrayal of all (twelve) Muslim countries by Newsweek and Time magazines was dominantly negative.

Keywords: Islam, Terrorism, Muslim, Image, Fundamentalist, News Week and Time Magazine.

Introduction

Islam today, constitute one of the most pervasive and powerful transnational force in the world. After Christianity, followers, of Islam are the second largest in the world. The total population of Muslims around the world is approximately 1.2 billion (World Population Data Sheet, 2004).

It means that every fifth person on this planet earth is Muslim. Similarly, Muslims are majority in some 57 countries (www.oic.org).

It is said that Islam is the principle religion that extends from Morocco on the Atlantic through North and East Africa and into Sub Saharan Africa, across the broad expanse of central and South West Asia to the head waters of the Indus, in the table land of Tibet, and southward to the Java Sea (Ahmad, 2005).

Muslim world is subdivided into regional civilization and local cultures: Turkish, Caucasian, Central Asian, Persian, African, South and South East Asian and European. (Saleem, 2002).

Apart from these 57 Islamic countries Muslim, exist in growing and significant number, in the United States, India, Russia, China and Europe particular in UK.

The confrontation between Islam and the West is not a new phenomenon. The history bears witness to the fact that the conflicts and military confrontation between west and Islam date back to the time of prophet Muhammad in the seventh century and run through the Byzantine empire, the crusades, the Spanish re-conquered, the fall of Constantinople, the eras of colonial and national independence, cold war era, post cold war era and above all, after the incident of 9/11 (Greg, 2000, p.53).

It is claimed that main stream media of west and US have been disseminating false information about Islamic world since the several decades. Due to the distorted images, developed and manipulated by the media, Islam is the name of negativity in the West. It is generally believed that Western and United States mainstream media often misrepresents and inaccurately interprets /portrays, Islam, Islamic world and its manifestation.

The elite media in the United States including the newspapers: Like New York Times and Washington post; the magazines: like Time and News Week, electronic media including: like ABC, CBS, NBC & CNN have been highlighting Islamic world in negative and unfavorable manner. It is said this anti Islamic campaign has reached to enormous proportion with the demise of communism. As Trinka James has mentioned in her article that analyst, in Islamic world believe that negative image of Islamic country is primarily a conspiracy of American foreign office to invent a new bogey and enemy to fill vacuum created by the collapse of Soviet Union and world wide dissipation of communism, particularly demise of communism in former USSR (Trinka,1995). Since then, the American main stream elite media has projected a distorted image in following alarming signals. “Beware or Islamic fundamentalism, the Muslims is coming, the roots of Muslim rage, Islamic fundamentalists call for a holy war” etc. (Saleem, 2002).

These headlines are self explanatory and depicting negative images of Islam and Muslim world. Who is responsible for the negative image of Islam, Muslim and Islamic world? Answer is obvious. Certainly US elite media is behind this machination. In present era no one can deny the significance of American mass media because they play vital role in the two ways, first they build public opinions, second; they influence the decisions of high ups as well as resolve foreign policy matters (Krishna.,Nancy and Douglas ,1993).

Similarly, mass media play enormous role in the process of foreign policy making. In this connection, US elite media contribute as observer, participant and catalysts (Ibid).

American mass media as for as dissemination of foreign news is concerned, has been working as the agenda and line of direction of American foreign policy. They disseminate widely White House stand point on various international issues. That is why, due to the manufacturing consent role of the

US elite media, they have been criticized by all and sundry, for not being objective and fair in their coverage of international events and affairs (Sparrow, 1999). America main stream elite media like New York Times, Washington Post, News Week, Time Magazine, 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” have been used for American enemies Islamic countries. Similarly positive and favorable words and phrases have also used for US friendly countries like Jordan, Turkey, Egypt and Saudi Arabia.

In the light of above discussion, it can be said, two leading US magazine News Week and Time magazine like other main stream media have been criticized for not being objective, fair and impartial in portrayal of Islamic world.

Review of Literature

Before 9/11, there has been only a limited supply of research about coverage and portrayals of Muslims and Islam by the Western Media. Most of the research project regarding images of Islam based on quantitative method of research. For the most part, quantitative studies have focused on specific types of Muslims, mainly Arab community. Brief introduction or crux of these studies is being described in this first part of the article.

- J J Terry has investigated /conducted a content analysis of American newspapers about nationalism of Arab world (Terry, 1971).
- In another study, JJ Terry has focused coverage of Western Press regarding Arab in America. The research has explored the myths and realities about Arabs constructed by the media (Terry. 1975).
- Abu Laban and Zeady research about portrayal of Islam (B.Abu and Zeady, 1975).
- V M. Mishra, in his research article has analyzed news stories of Middle East in five major media outlets of United States. The portrayal positive or negative, of Middle East in United States media was the prime focus of the study (Mishra, 1978).
- Edward Said, another study about orientalism has also discussed about role of Western Media in manipulation of images of Islam (Said, 1978).
- M. O. ASI has conducted a content analysis of news stories about Arab and Israel appeared / reported in ABC, CBS, and NBC between specific time periods of 1970-79. In his doctoral dissertation, M. O. ASI, the researcher has presented comparison of coverage of Arabs and Israelis in United States media, positive, negative or neutral treatment of news stories about Arabs and Israelis by United States media was the core objectives of his PhD thesis (ASI 1981).
- Edward said has also critically analyzed the work about covering of Islam by Western Media (said, 1981).
- E. Ghareeb, in his article has critically analyzed the portrayals of Arabs in the American news media (Ghareeb, 1983).
- O. M. W. Sulleiman has analyzed and presented perceptions of American about Arabs and its effect on Middle East (Sulleiman, 1983). Other broader investigations are limited in social-scientific terms, in that they are mainly literary critics lacking quantifiable evidence to support their hypothesis. The studies about portrayal of Arabs, in particular and Muslims in general, by the social scientists, are as under:

In his doctoral dissertation, N. H, Ghandonr has presented his analysis about coverage of the Arab world and Israel in American news magazines. In this connection, news stories pertaining to Arab

and Israel, published in American magazines (the time frame of 1975 to 1981) were undertaken by the researcher (Ghandonr, 1984).

I. S, Mousa (1984) in his study has highlighted the role of United States media in building or distorting the image of Arabs (Mousa, 1984).

- J J. Terry research about Arab Stereotypes in popular writings (Terry, 1985).

The above mentioned social scientists have presented their point of view about portrayal of Islam without any support of quantifiable evidence by proving or discarding their hypothesis.

M. W, Suleiman in his study entitled the Arabs in the mind of America has described the perceptions, stereotypes and point of view of American about Arabs. He (1998) has described an historical indictment of news treatment of both Muslims and Middle East by analyzing news coverage. His findings indicate that in 1950, president Gammal Abdel Nasser of Egypt becomes of focus of a aggression and vindictive campaign that characterized him as Hitler on the Nile and as a crypto communist at the same time. The Palestinian Liberation Organization and Palestinian peoples as a whole were presented as terrorist, particularly when an act of terrorism captured headlines regardless of whether or not the PLO denounced the action.

Similarly Libyan leader Moammer Qaddafi was declared by United States govt. as practically the sole instigator of international terrorism. Moreover, Qaddafi’s human identity was strapped from him as he was labeled and depicted as a mad dog. In view of the researcher, more recently, Saddam Hussain has been target of Western anger and portrayed as a “mad man” (Suleiman, 1988).

Al-Zahram in his doctoral-dissertation, acknowledged as one of a few systematic studies about coverage of Islam-have concentrated specifically on media portrayal of Muslims. He has analyzed news coverage of Muslims on ABC TV news and in the New York Times from 1979 to 1987. His results were consistent with those of other studies which have found generally that coverage of Muslims and Arabs tend to be negative and that most stories focus on crisis events (Al-Zahrani, 1988).

D. A. Graber in his book entitled Mass Media and American politics has analyzed the role of media and significance of media in American politics. This book is conducive to under stand the impact of United States mass media in portraying the negative image of Muslims (Graber, 1989).

Similarly, John William has also similar point of view in this regard. He advised that the United States must become aware that fundamentalists are not our enemies, but our partner and potential friends, who can be talked to and who can be understood (William, 1990).

Dr. Mughees, in another study, has analyzed the United States policy about the Kashmir conflict. In this connection, the portrayals of Kashmir conflict in the New York Times in light of United States policies have been under taken (Shiekh, 1991).

In his master level research, Dr. Mughees has critically investigated and attempted to explore the relationship between a nation foreign policy and its press. The editorial contents of the New York Times and the Times of London were primarily focused by the researcher. Basically, the master level thesis has focused the case of Pakistan, and United States foreign policy towards her (Pakistan). Impact, contributions and significance of the United States media has been analyzed in this connection (Ibid, 1992).

Dr. Mughees, in another research article, has attempted to find out the role of New York Times, in presenting the case of Kashmir conflict. In this connection, the coverage of New York Times during 1947-48 & 1987-90 were analyzed with perspective of the conflict. United States foreign policy and press performance regarding the case of the Kashmir conflict was the hallmark of the research article (Ibid).

John Eposito’s point of view about boggy and bug bear of Islamic fundamentalism is different from Daniel pipe. 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 (Eposito, 1992).

- Daniel Norman in the article entitled “Islam and the West: the making of an image” has described how the image of Islam was constructed, developed and disseminated by the west (Norman, 1993).

Hussain and Naureckas has elaborated that Islam is also a significant religious and cultural force in western nations. Like other religious groups, Muslims come from all nations, races, and creed and colour. The researchers also have highlighted the ethnic diversity of Islam. Glimpses or crux of researches pertaining to coverage of Islam direct or indirect manner, are being described in this part of the article (Husseini and Naureckas, 1993).

Dr. Mughees Uddin in his doctoral dissertation has analyzed role of United States elite press the New York Times, the Washington post and the Los Angeles Times, in framing of United States foreign policy with perception of Pakistan. The editorial contents of these newspapers during 1980-92 were analyzed by the researcher (Shiekh, 1994).

Dr. Mughees has also written a comprehensive research article on editorial framing of United States elite press about Islamic movement FIS, in Algeria (Ibid, 1994).

Similarly, in another research article, he has critically presented the role and impact of the United States media about foreign affairs coverage (Ibid).

Ksilova and R Zemenkov in their book titled "United States and Islamic world" have also attempted to analyze various aspects of relations between United States and Islamic world. (ksilova, 1994)

Prof. Dr. Mughees Uddin, in his article entitled "Image of Iran in the Western Media" has highlighted the way Western Media presented the image of Iran after Islamic revolution. The negative and derogatory role of Media in building distorted image of Iran was prime focus of the study (Shiekh, 1995).

While on the other hand Daniel Pipe has different point of view about fundamentalist. He categorically proclaimed that all Muslim fundamentalists are dangerous and has urged the United States to adopt a policy of preventing fundamentalist opposition groups from seizing power in Islamic countries. Daniel Pipe was strongly opposed to the Clinton administration negotiations with Palestinian, Egyptian and Algerian fundamentalist movements. According to pipes, the seizure of power by these groups would lead to disastrous consequences, including a threat to the survival of Israel, political unrest in the Gulf, high energy cost, an accelerated arms race, more international terrorism, and unending wars (Pipe, 1995).

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 investigated portrayals of Muslims in the media, drawing upon an analysis, of articles appearing in the Times of London, The Los Angeles Times, the New York Times and The Detroit Free press from 1988 to 1992. The research examined the types of stories that were written about Muslims, how Muslims were characterized, and over all tone of the stories. The first hypothesis, which predicted that most coverage would be international, was tested through an examination of story datelines. This hypothesis was generally supported. Its assessment is presented in the form of table.

Table: Story Date Line

Date time	No. stories	Percentage
United States	83	21%
Europe (other then UK)	71	18%
Lebanon	62	15%
Middle East (other than Lebanon)	59	15%
Great Britain	42	10%
Asia	53	13%
Other	30	8%
Total	400	100

The second hypothesis, which predicted that the most of the coverage would take place during crisis events and times of war and conflict, was measured by categories pertaining to the general context of the story. The data also confirmed the expectation of the second hypothesis. Fifty six percent of the stories were either about crisis, event or war and conflict.

The following tables give a break down of stories by general topic.
Table story topic

Date line	No. stories	Percentage
Crisis events	121	30%
War and conflict	101	25%
Islamic world politics	58	15%
Other miscellaneous	68	17%
Religion	52	13%
Total	400	100

The findings indicate that most stories (53%) concerning Muslims were explicit about the particular country and nationality of Muslims. Similarly, the 14% of stories dealing with Muslim individuals another dimension of coverage of Muslims is given in following table.

Table: Reference to Muslims in particular Nations

Nations	No. of stories	Percentage
Middle East (other than Lebanon, Iraq and Iran)	33	16%
Lebanon	29	14%
Asia (other than India)	26	12%
Bosnia	24	11%
Europe (other than Bosnia and Great Britain)	21	10%
India	17	8%
Africa	18	8%
Iran	14	7%
Iraq	11	5%
Great Britain	11	5%
United States	9	4%
Total	213	100

Of the 108 total stories making reference of groups or organizations, 71% were about groups from the Middle East. The most frequently mentioned were three Shiite groups in Lebanon:

- The Hezbollah (23%)
- Islamic Jihad (12%)
- 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%)
- Saddam Hussain (13%)

Thirty three other Muslims 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 (Sheikh & Vincent, 1995).

Prof. Dr. Mughees in his another article entitled “Framing Islamic fundamentalism” the case of Hamas (400 Palestinian Deportees / expellees) & United States elite press” has critically investigated the role of United States elite media in framing the concept of Islamic fundamentalism (Ibid, 1996).

Jabal Muhammad Bauben has described that how the Western media constructed, depicts and presents the image of Prophet Muhammad (SAW) (Bauben, 1996).

Prof. Dr. Mughees has also conducted research about the editorial treatment of United States foreign policy in the New York Times regarding Pakistan (Shiekh, 1997).

Sami G. Hajjar in his article entitled “The United States and Islamic fundamentalists: the need for dialogues” has concluded that some influential scholars argue that the United States should not engage in dialogue with Islamic fundamentalists oppositions groups because all are extremist, in view of the author, the basic assumptions about Islamic fundamentalists that underline the anti dialogue portion are faulty. There are fundamentalists whose advance position that are at least compatible with the percepts of Western liberalism. Sami further adds that engaging such moderates is justified in light of American national interests (Hajjar, 1997).

Zebiri Kate has described the perception and approaches of Christian and Islamists and theologians about Islam and Muslims (Kate, 1997).

Dr. Mughees Shiekh has also conducted research and presented his findings in the form of research article regarding the image of Pakistan in the New York Times during time period of 1980-90 (Shiekh, 1998).

Dr. Mughees has also written a comprehensive and critical article about treatment of western and United States media about Iranian revolution (Ibid, 1998).

Francis Ghiles has critically investigated about the nature of reporting by the Western Media pertaining to Islam and Muslim world (Ghiles, 1998).

Jorgan Nielson and others have comprehensively focused on Arabs and the West. The researchers have presented the mutual image of both nations (Nielson, 1998).

Karim H. Karim has extensively presented in depth critical analysis regarding the Islamic peril. In his book, he described the role of Western and United States media in proposing distorted misconception of Islam and Muslim. (Canada, largest newsweekly) illustrate this stark contrast in treatment. The stories were, respectively, the suspected involvement of Sheikh Omar Abdul Rehman in the 1993 bombing of the World Trade Center and the deadly clash of the Branch Devidians with United States Federal Agenda in Waco Texas, the article about Sheikh Omar were punctuated with references such as Muslim Clerics” Islamic Holy war, Sunni Worshipers, Muslim fundamentalist, Islamic fundamentalist, movements, in Time, Islamic Link, Muslim sect, Sunni Sect, Islamic Community, the Islamic movement, Islamic populism, Muslim fundamentalism, and Islamic fundamentalists, extremists Muslims terrorist group, Muslim militant, in MacLean; however, the there north American magazines completely avoided using the adjective Christian to describe the Branch Devidians, even though they did report that three leader had claimed to be Christ and quoted from scripture (Karim, 2000).

Another article entitled “The Deep Roots of Islamic Terror” featured two photos: one of a street banner declaring “Jihad is our way”, another of the Koran with Osama Bin Ladin hovering in the background. It cited the holy book on violence, and traced Islamic resurgence to *Sayyid Qutb*, supposed cultural shock at discovering sexual promise security in America (Robert, 2001).

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

Wasif Shahid and others have conducted research about the negative image of Islam and Muslims in the West. The researchers have also pinpointed reasons for negative image and also devised suggestions for the issue (Shahid & Konin, 2001).

Samuel Huntington categorically declared, in a News Week article the contemporary era as the age of Muslim wars he argued that 9/11 was merely the extension of Muslim wars into America. He further pinpointed that these wars were rooted in the rise of Islamic consciousness. He concluded that “the enthusiastic support given to the United States war on terrorism by the west in contrast to the Luke warm support in the Muslim world verified his worst fears about the clash of civilization (Huntington, 2002).

- 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 (Kemnitz, 2002).
- Steven Vertovee, in his research article has explained the way Islamic phobia was developed by the Western and United States mass media (Vertovee, 2002).

- Werner Ruf, has critically analyzed Islam and the West. He has comprehensively described the point of view of West regarding Islam. In this connection, judgments and bigotry or prejudice against each other, have been highlighted (Ruf, 2002). In these articles, Western perception about Islam and Muslims were critically analyzed by the researcher. Karen Armstrong’s research entitled “the true, peaceful face of Islam” (Armstrong, 2002).

Another article by Karen on “Islamic terrorism”, has comprehensive discussed the image of Islam (Ibid).

Similarly, another researcher Palvin Chu, has described the way Western Media distorted image and meaning of Islamic faith (Pauline, 2002).

Charles Hayens in his article has presented his point of view related to terrorism and Islam (Hayens, 2002).

Muqtedar Khan in his article entitled “A Memo to American Muslims”, has also attempted to put up point of view of Muslims pertaining to their image in Western Media (Khan, 2002).

James Turner Johnson in his article entitled “Jihad and just war” has critically addressed the issue (Johnson, 2002).

Abdul Hakim Murad in his research entitled “recapturing Islam from terrorists” has focused on issues of Islam and terrorism (Murad, 2002).

Another article of Edward Said entitled “untimely mediations” has described the issue. (Edward, 2003).

Coverage and Image of Islam Since 9/11

Dr. Aslam Abdullah in his article entitled “Muslims and the media since post September 11”, has mentioned the role of Western Media regarding Islam in last decade of 20th century. The media in general, have published several stories pertaining to Islam and Muslim in USA and the existing cultural diversity. The media coverage of the 1992-95 war in Bosnia and the genocide in Kosovo in 1999 demolished the myth of Muslim as Middle Eastern community. These two conflicts shattering the myth of monolithic Islamic world in the West, due to the media coverage the people started to realize that there blond hair, blue eyed Muslims and European Muslims and that Muslims can be victims as well as perpetrators:

After 9/11, the American media excessively used some terms such as Islamic terrorist, Muslim fundamentalist, *Wahhabi* zealots, *Shia* extremist, *Sunni* bomber, *Islamic* Jihad, *Arab* killer, and *Islamic* suicide bomber etc.

These terms have become popular vocabulary, as being used by print and electronic media since 9/11. The headlines on CNN, FOX, CBS or MSNBC, and news reports or opinionated columns in the New York Times, or the Los Angeles Times, have succeeded in creating public perception of Islam that is directly contradicted by Muslim denunciation of terrorism and the reality prevalent in the Muslim world.

Violence or terror is not the only issue where Muslims have been projected in derogatory way. The Western Media have labeled disproportionate criticism with blend of biasness and bigotry from on issues related to women, human rights, child welfare, and relations with non Muslims, patriotism and democracy.

Since 9/11, Islam has been portrayed in the media a faith /religion that need to be changed if it is to survive in present world neither “Christianity”, “Judaism”, “Hinduism” nor “Buddhism” has ever been exposed to such harsh criticism even if the members of these communities were involved in violent acts directed against American or the Western world in general.

Media Coverage of Islam Post September 11

The United States and Western Media coverage of Islam and Muslims post September 11 can be classified in five categories:

- Informative
- Appreciative
- Accusative
- Provocative
- Offensive

In view of Dr. Aslam Abdullah informative articles by and large were neutral they presented a text book like description of Islam and Muslims.

- Appreciative article focused more on groups and institutions that were strong in their condemnation of terrorism or violence.
- The accusative articles focused on raising doubts about the real intention of Islam and Muslims.
- While provocative articles focused on intellectual challenges Muslims face in defining their religion in the modern world. In view of the author Islam so called incompatibility with democracy, human rights, and equality of gender, was the subject of articles in this category. Offensive articles were totally off of the mark as they pronounced writer's judgment about Islam inherently capable to adopt modernity and civility. It can be concluded that articles in the last three categories proved more controversial and questionable (Abdullah, 2005).
- Dina Abdel Maged's research article entitled "The British media Fair or biased": The portrayal of Muslims after the London attacks" has pinpointed that by ignoring the external factors, Western reports in general and British reports in particular, give the audience the impression that the problem always has to do with Muslim themselves. In view of the researcher, the Western audience is the victim of lazy" unexamined assumption about Islam. An example would be the Palestinian Israeli conflict, in which the historical context is neglected most of the times, the way the conflict is reported gives the impression that Palestinian actions are unreasonable and illogical. The same thing can be said about the way the British mass media reacted to the London bombings (Maged, Islamonline.com 2005).
- Magda Abu Fadil in his research paper entitled "Is coverage of Arabs, Islam good?: Western Media under scrutiny" has highlighted that countless websites revealed reports of misinformation stereotyping, anti Muslim and anti Arab venom, indicates new media are double edged sword that have also made traditional news outlets increasingly irrelevant.

Adding fuel to the fire, faith based news from United States evangelical Christians have further damaged the Arab/Muslim psyche, already bruised by attacks in Afghanistan Iraq, Palestinian. According to the Columbia Journalism Review a May/June 2005 issue, pro-war United States conservative's evangelicals control at least six TV networks, each reaching tens of millions of homes, and virtually all of the nations. Over 2000 religious radio stations, third world, lobbying power in Washington and adherents view, including senior Pentagon officials who believes Islam is an evil religion, set off international alarms. The researcher has quoted several examples which unveil biasness of Western and United States mass media (www.pj.lan.edu, 2005)

Dr. Saleem Kidwai in his article United States and Islam has focused on American phobia of Islam and pinpointed several reasons behind this boggy. Similarly the writer has highlighted causes behind anti American sentiments in the Muslim world (themodren.religon.com, 2005).

Agata S. Nalborzyk in his article entitled "the image of Islam in the polish mass media before an 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 present them in an unfavourable light. After 1989, the private polish mass media had to earn money. Consequently many journalists were made to write about Muslim women and other

matters related to negative image of Islam. Subsequently, the polish mass media, previously positive image of Arabs and Arab countries, converted and highlighted in negative manner.

In view of the writer, until September 11, 2001, Muslim issues appeared in the polish media rather incidentally, such as Rushdie affair or the wars, particularly the Gulf war, the war in former Yugoslavia or the revolution in Afghanistan. Much has been said, written and broadcast about Islam after 9/11 in the polish mass media.

Initially the polish mass media presented Muslims as fundamentalists and terrorists but gradually, in view of writer, the polish mass media adopted a careful policy based on systematic research in depicting image of Islam. The author suggested it is necessary for the media to adjust their existing incorrect views and procedure and adopt preventive strategy i.e. a well balanced and prejudice sensitive approach (. Nalborzyk, 2006).

- Similarly, Dr. Ahmad Shafaat in his article entitled “Western Media’s bias: we are not helpless against it” has described that Western Media is not biased against any other religion except Islam. Moreover the author has pinpointed several factors behind this bigotry attitude of Western media towards Islam (themodren.religion.com, 2006).

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 pictures of Islam in light of Quran and *sunnah* (Fatoohi, yahoo.com, 2006).

Statement of the Problem

This research article investigates the coverage and portrayal of 12 Islamic countries by New Week and Time Magazine during the time period from 1991 – 2001.

Hypotheses:

The study would be based on these hypotheses, after review of literature these hypotheses have been developed.

- H1. The proportion of negative coverage of all twelve Muslim countries will be greater than the proportion of their positive coverage.
- H2. The proportion of positive coverage of friendly Muslim countries (US allies) will be greater than the proportion of positive coverage of neutral Muslim countries.
- H3: The proportions of positive coverage of US allies Muslim countries will be greater than the proportion of positive coverage of the US enemy declared Muslim Countries.
- H4: The proportion of positive coverage of US enemy declared Muslim countries will be lesser than the proportion of positive coverage of neutral countries
- H5: The proportion of neutral coverage of all twelve Muslim countries will be greater on cumulative bases as compared to the proportion of positive or negative coverage
- H6: The proportion of negative coverage of enemy Muslim countries will be greater than the proportion of positive coverage.

Research Design

For this research, the two leading US magazines, News week and Time has been selected. An eleven years period from 1991 to 2001 has been selected for the study. The reason behind the selection of this specific era is, after the world wide collapse of USSR and dissipation of communism, 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 revived 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) have been selected for the study.

Out of 57 Muslim countries, twelve Muslim countries have been 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.

In this connection, these twelve Muslim countries have been placed in three categories on the basis of their nature of relations with USA. In each category, four Muslim countries have been included.

These three categories are as under:

1. US allies (friendly countries)
 - Egypt
 - Jordan
 - Saudi Arabia
 - Turkey
2. US enemies (Enemies declares)
 - Afghanistan
 - Iraq
 - Iran
 - Libya
3. Neutral countries
 - Bangladesh
 - Indonesia
 - Malaysia
 - Pakistan

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 News Week and Time Magazine. A sample all stories from News Week and Time Magazine related to the Muslim countries would be drawn from table of contents of both News Week and Time Magazine (1991-2001). Similarly, descriptive and historical methods of research would be used in order to analyze US relations with these Muslim countries as well as the growth of US mass media in chronological order, would be described.

Moreover, through email, data would be collected about editorial policy of both magazines with special reference to Muslim countries.

The Unit of Analysis

The unit of analysis in the study is each single sentence of the article of both magazines. The article of magazine as a whole serves as contextual unit.

Category Construction

Each sentence of a news article will be coded as one of three main categories-positive, negative and neutral-keeping in view the likelihood of their cultivation of positive, negative or neutral coverage portrayal of these twelve Muslim countries.

Positive Sentences

Sentences which depict development and positive changes in political, economic and social sector promotion of peace and harmony, involvement in the accords/ agreement leading to peace and prosperity with other countries will be coded as positive.

Negative sentences:

Sentences which reflect social strife, natural and human steered deaths and destruction, political instability, catastrophic, chaos and anarchy, shabby living conditions, and political, economic and social intra state and interstate conflicts and deposes will be coded as negative sentence.

Neutral Sentences

The sentences which don’t clearly mention emphasis on either positive or negative aspects of the concerned Muslim state’s economic political and social life will be coded as neutral sentence.

Findings

Coverage Of Friendly Countries/ Us Allies

Table No. 1: Overall coverage of Jordan in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	9	263 52.6%	100 20%	137 27.4%	500
Time magazine	9	265 56.5%	51 10.87%	153 32.6%	469
Grand total	18	528 54.48%	151 15.58%	290 29.92%	969

The table no. 1 indicates that the two magazines carried 969 sentences about Jordan of which 54.48% (528) sentences were positive, while 15.58% (151) sentences were negative, and 29.92% (290) sentences were neutral.

Jordan is considered as friend of USA. That is why, the proportion of positive coverage (54.48%) of Jordan in the both magazine was greater as compared to the proportion of negative coverage 15.58%.

Table No. 2: Overall coverage of Saudi Arabia in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	8	24 5.2%	128 27.9%	306 66.8%	458
Time magazine	8	30 7%	57 13.5%	337 79.5%	424
Grand total	16	54 6.12%	185 20.97%	643 72.9%	882

The table no. 2 indicates that the two magazines carried 882sentences about Saudi Arabia of which 6.12% (54) sentences were positive, while 20.97% (185) sentences were negative, and 72.9% (643) sentences were neutral.

The proportion of positive coverage (6.12) of Saudi Arabia was surprisingly smaller than the pro-proportion of negative coverage in the both magazines. Because the relations between the Saudi and United States are cordial and friendly, yet ratio of negative coverage is indicating different state of relations between the both countries. The both magazines have highlighted grave concern over the issue of Islamic groups, point of view/ displeasure of Saudi regarding presence of allied forces in the country. Saudi royal family supported the Taliban regime, their stance towards Israel occupations of

Palestine's territory were the factors, due to this, ratio of negative coverage was greater than positive coverage.

Table No. 3: Overall coverage of Turkey in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	9	04 0.75%	174 32.89%	351 66.3%	529
Time magazine	10	24 3.99%	180 29.9%	397 66%	601
Grand total	19	28 2.47%	354 31.3%	748 66.1%	1130

The data of table no. 3 indicates that the both magazines carried 1130 sentences about Turkey of which 2.47% (28) sentences were positive, while 31.3% (354) sentences were negative, and 66.1% (748) sentences were neutral.

Turkey has been included in the list of United States allies but surprisingly the proportion of positive coverage (2.47%) was smaller as compared to proportion of negative coverage (31.3%). It is pertinent to mention here that the both magazine expressed their apprehensions, when Islamic Rafah Party won the election at local and national level. Similarly, political scenario in the country and her relations with Greece and Cyprus were negatively portrayed by the both magazines.

Table No. 4: Overall coverage of Egypt in News week and Time Magazine

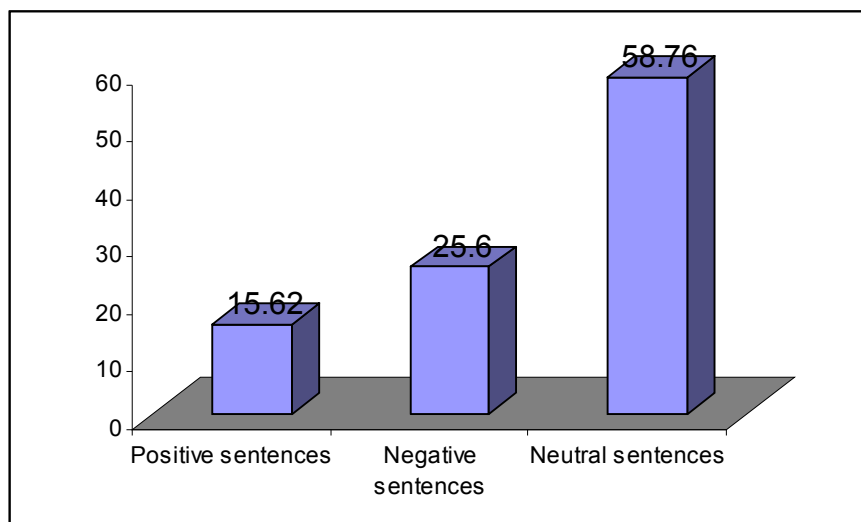
Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	7	8 2.85%	116 41.4%	156 55.7%	280
Time magazine	9	4 0.55%	213 29.6%	502 69.8%	719
Grand total	16	12 1.20%	329 32.93%	658 65.86%	999

The table no. 4 shows that the both magazines carried 999 sentences about Egypt of which 1.20% (20) sentences were positive, while 32.9. % (329) sentences were negative.

So, proportion of negative coverage (32.93%) was greater than the proportion of positive coverage (1.20%). Although, the relations between Egypt and United States are smooth, cordial and friendly. Both magazines have criticized Islamic factor, its nourishment in Egypt. On the other hand, the United States media has supported Hosni Mubarak policies about Middle East.

Table no. 5: Overall coverage of United States allies, friendly countries

Total article	Positive sentences	Negative sentences	Neutral sentences	Total sentences
69	622 15.62%	1019 25.6%	2339 58.76%	3980



The table no 5 shows that the both magazines carried 3980 sentences about United States allies (Egypt, Jordan, Saudi Arabia and Turkey) of which 15.62% (622) sentences were positive, while the proportion of negative and neutral coverage was 25.6% and 58.7% respectively. In other words, it can be said that the ratio of negative coverage (25.6%) of US allies was greater than the proportion of positive coverage (15.62%).

Coverage of United States Enemies

Table No. 6: Overall coverage of Afghanistan in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	36 6.22%	328 56.7%	214 37%	578
Time magazine	10	25 5.89%	244 57.54%	155 36.51%	424
Grand total	20	61 6.08%	572 57.08%	369 36.82%	1002

The table no. 6 indicates that Afghanistan received 6.08% positive coverage and both magazines carried 1002 sentences about Afghanistan. As it was expected that the proportion of negative coverage would be greater in case of Afghanistan because Afghanistan’s relation with USA is not friendly. USA has not recognized the rule of Taliban. That’s why the proportion of negative coverage (57.8%) was greater than the proportion of positive coverage (6.08%).

Table No. 7: Overall coverage of Iran in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	24 4.42%	272 50.18%	246 45.38%	542
Time magazine	10	42 6.91%	290 47.7%	275 45.3%	607
Grand total	20	66 5.74%	562 48.91%	521 45.34%	1149

The table no. 7 depicts that the both magazines carried 1149 sentences about Iran of which 5.74% (66) sentences were positive, while 48.91% (562) sentences were negative, and 45.34% (521) sentences were neutral.

The relations between both countries are not friendly. So nature of hostile relations reflected in the proportion of negative coverage (48.91%), which was quite greater than the proportion of positive coverage (5.74%). The both magazine have criticized Iran's policies regarding Middle East and her support for Hezbollah.

Table No. 8: Overall coverage of Iraq in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	0	64 10.28%	558 89.71%	622
Time magazine	10	0	63 9.81%	579 90.18	642
Grand total	20	0	127 10.04%	1137 89.95%	1264

The table no. 8 indicates that the both magazines carried 1264 sentences about Iraq of which ratio of positive coverage was zero percent. It is pertinent to mention here that Iraq is the only country out of total twelve Muslim countries in this research which received 0% positive coverage. While Iraq received 10.04% and 89.95% negative and neutral coverage respectively. White House declared Saddam Hussain as enemy of United States and proof is zero percent positive coverage. The both magazine have published several articles about the presence of weapons of mass destruction, (WMD) in Iraq, Saddam policies about Kurds, Iran and Israel etc.

Table No. 9: Overall coverage of Libya in News week and Time Magazine

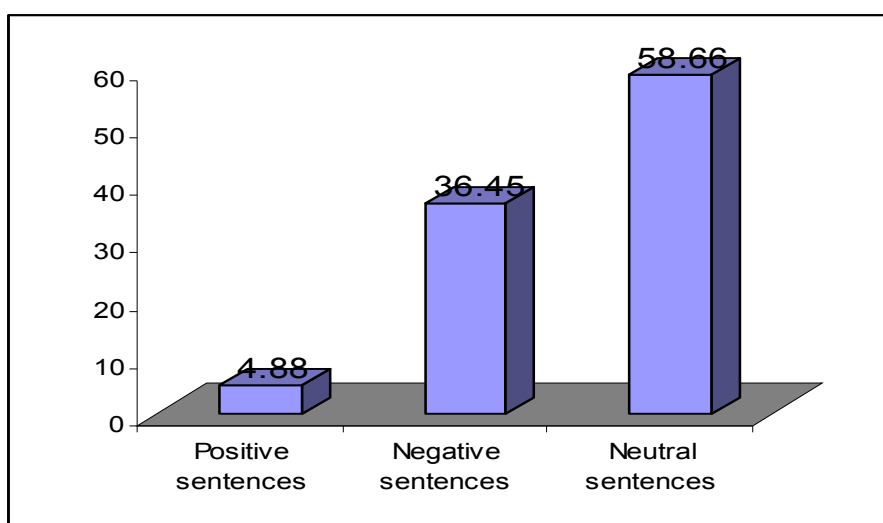
Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	3	22 28.57%	35 45.45%	20 25.97%	77
Time magazine	6	35 12.86%	76 27.94%	161 59.19%	272
Grand total	9	57 16.33%	111 31.80%	181 51.86%	349

The table no. 9 shows that the both magazines carried 349 sentences about Libya of which 16.33% (57) sentences were positive, while 31.80% (111) sentences were negative, and 51.86% (181) sentences were neutral.

It is relevant to mention here that when Col. Qaddafi surrendered before the instruction of United States Government, eventually the both magazines published the more favourable contents about Libya, and Mr. Qaddafi.

Table No. 10: Overall coverage of United States Enemies in News week and Time Magazine

Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
69	184 4.88%	1372 36.45	2208 58.66%	3764



The table no. 10 shows that both the magazines carried 3764 sentences about United States enemies (Afghanistan, Iran, Iraq and Libya) of which 4.88% (184) sentences were positive, US enemies received 36.45% negative coverage.

The data of table 10 also highlights that the proportion of negative coverage (36.45%) of US enemies was greater than proportion of positive coverage, of these 4.88% declared enemies of United States.

Coverage Of Neutral Countries

Table No. 11: Overall coverage of Bangladesh in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	94 23.5%	71 17.75%	235 58.75%	400
Time magazine	10	128 32.16%	79 19.84%	191 47.96%	398
Grand total	20	222 27.81%	150 18.79%	426 53.38%	798

The table no. 11 depicts that the both magazines carried 798 sentences about Bangladesh of which 27.81% (222) sentences were positive, while 18.79% (150) sentences were negative, and 53.38% (426) sentences were neutral.

As mentioned earlier, Bangladesh has been placed in the category of neutral or normal relations countries, as well as geopolitical significance of Bangladesh is not considered greater /pivotal in view of American interest /agenda in South Asia. Nevertheless, the proportion of positive coverage (27.81%) of Bangladesh was greater than the pro-portion of negative coverage 18.79% in the both magazines. Political turmoil, natural calamities e.g. floods, hurricane, typhoons, and issue of Tasleema Nasreen were primarily highlighted by the both magazine.

Table No. 12: Overall coverage of Indonesia in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	13 2.85%	265 58.24%	177 38.90%	455
Time magazine	10	5 0.89%	315 56.14%	241 42.95%	561
Grand total	20	18 1.77%	580 57.08%	418 41.14%	1016

The data of table no. 12 shows that pro-portion of negative coverage (57.08%) of Indonesia was greater as compared to the pro-portion of positive coverage (1.77%). In both magazines total sentences were 1016.

News Week and Time Magazine have criticized the Indonesian policies regarding East Timor and other separation movements; political turmoil, Suharto's rule, economic condition and Islamic groups were primarily focused by the both magazines.

Table No. 13: Overall coverage of Malaysia in News week and Time Magazine

Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	24 3.33%	201 27.91%	495 68.75%	720
Time magazine	10	80 16.39%	164 33.6%	244 50%	488
Grand total	20	104 8.60%	365 30.2%	739 61.17%	1208

The table no. 13 indicates that the both magazines carried 1208 sentences about Malaysia of which 8.60% (104) sentences were positive, while 30.2% (365) sentences were negative, and 61.17% (739) sentences were neutral. The data also shows that proportion of negative coverage (30.2%) of Malaysia was greater than the proportion of positive coverage (8.60%).

Both magazines have shown biasness about political stability of the country as well as great dynamic leadership of Mahatir Muhammad. The both magazine have unnecessarily highlighted the issue of confrontation between Mahtir Muhammad and his former member of the cabinet.

Table No 14: Overall coverage of Pakistan in News week and Time Magazine

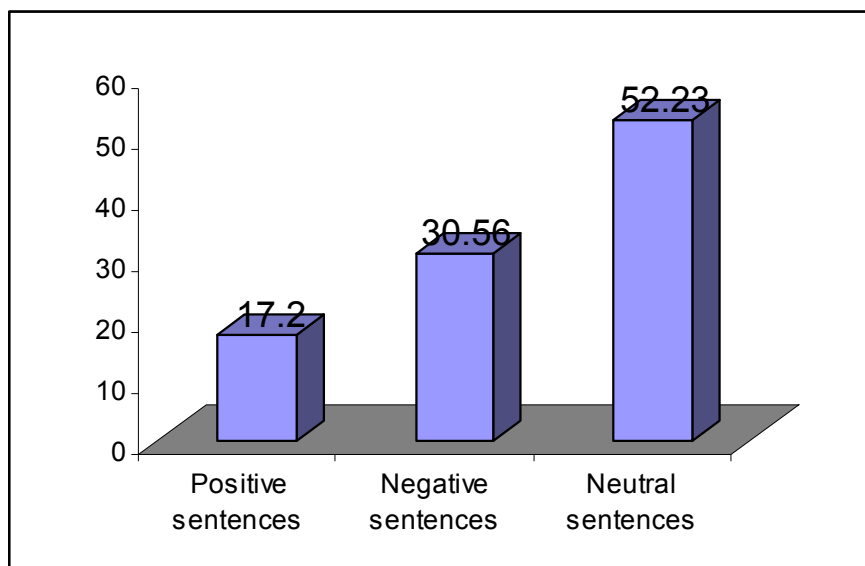
Name of magazine	Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
News week	10	193 45.95%	39 9.28%	188 44.76%	420
Time magazine	10	117 32.5%	28 7.77%	215 59.72%	360
Grand total	20	310 39.74%	67 8.58%	403 51.66%	780

The table no. 14 shows that the both magazines carried 780 sentences about Pakistan of which 39.74% (310) sentences were positive, while 8.58% (67) sentences were negative, and 51.66% (403) sentences were neutral. The data also indicates that proportion of positive coverage (39.74%) of Pakistan was greater than the proportion of negative coverage (8.58%) in the both magazines.

The reason behind this greater proportion of positive coverage is unconditional support of General Pervaiz Musharaf to American policies after 9/11 (White House call it war on terror). Similarly, the both magazines have given favourable response to liberal and Pro western, United States stance of Benazir regime. News week and Time Magazine have focused Kashmir issue, elections, nuclear program, and Islamic groups. Similarly few articles were published about Imran Khan a legend of cricket (founder of Cancer Hospital project), interim rule of Moeen Qureshi as well as, General Pervaiz Musharaf policies were focused and analyzed by the both magazines..

Table No. 15: Overall coverage of Neutral countries in News week and Time Magazine

Number of articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
80	654 17.20%	1162 30.56%	1986 52.23%	3802



The table no. 15 shows that both the magazines carried 3802 sentences of which 17.20% (654) sentences were positive, 30.56% (1162) were negative and 52.23% (1986) sentences were neutral.

The data of table 15 also highlights that the proportion of negative coverage of (30.56) was greater than positive coverage (17.20%).

Table No 16: Comparative Coverage of us Allies, us Enemies & Neutral Countries in Newsweek and Time Magazine

	Total article	Positive sentences	Negative sentences	Neutral sentences	Total sentences
US Allies	69	622 15.62%	1019 25.6%	2339 58.76%	3980
US enemies	69	184 4.88%	1372 36.45	2208 58.66%	3764
Neutral countries	80	654 17.20%	1162 30.56%	1986 52.23%	3802

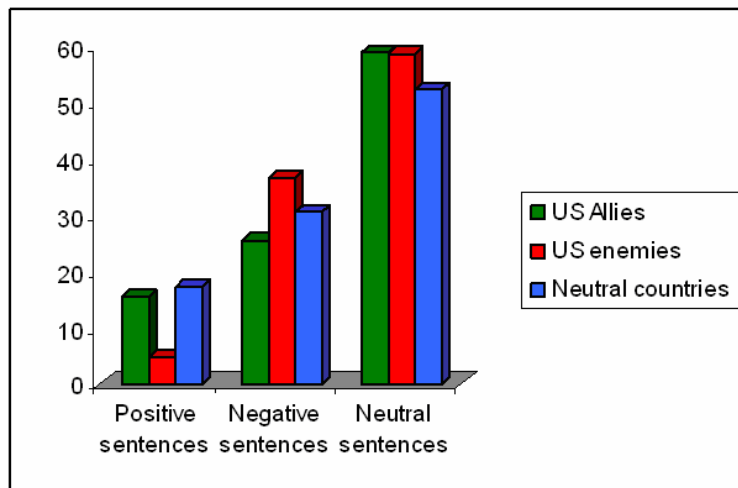
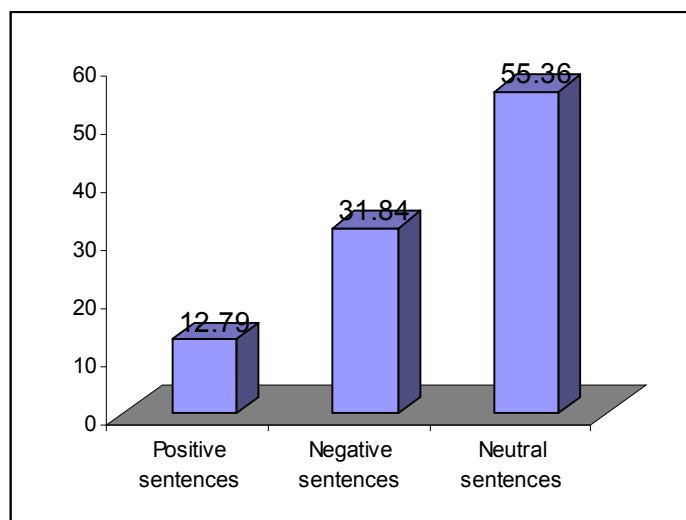


Table no 17: Cumulative coverage of all Twelve Muslim countries in News week

Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
107	721 12.79%	1794 31.84%	3119 55.36%	5634



The table no. 16 depicts that 107 articles published in News week were quantitatively analyzed. The all Muslim Countries received more/greater negative coverage (31.84%) as compared to the ratio of positive coverage (12.79%).

Table No. 18: Cumulative coverage of all Twelve Muslim countries in Time Magazine

Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
112	755 12.65%	1760 29.50%	3450 57.83%	5965

The table no. 17 shows that content analysis of 112 articles related to twelve Muslim Countries were undertaken. Time Magazine carried 5965 sentences of which 12.65% (755) sentences were positive, 29.50% (1760) were negative and 57.83% (3450) were neutral news were received. Like News week, the proportion of negative coverage (29.50%) of Muslim countries was greater than the proportion of Positive coverage (12.65%) in Time magazine.

Table No. 19: Cumulative coverage of all twelve countries in News week and Time Magazine

Total articles	Positive sentences	Negative sentences	Neutral sentences	Total sentences
219	1460 12.64%	3553 30.77%	6533 56.58%	11546

The table no. 18 shows that overall content analysis of 218 articles about twelve countries in News week and Time Magazines were under taken.

The first hypothesis predicted that proportion of negative coverage of all twelve Muslims will be greater than the proportion of positive coverage. The data of table no. 18 supported the prediction. Table no. 18 shows that proportion of negative coverage of all twelve Muslim countries was 30.77% (3553) sentences than the proportion of positive coverage 12.64% (1460) sentences. It means that overall proportion of negative coverage was greater than the proportion of positive coverage. The table no. 18 also indicates that the both magazines carried 11546 sentences, of which 56.58% (6533) sentences were neutral.

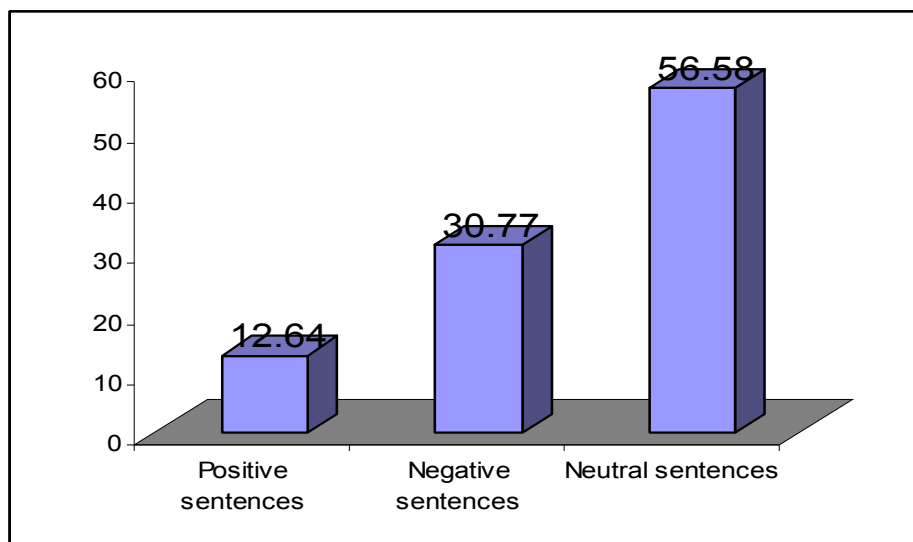


Table No. 20: Positive coverage of friendly & neutral countries in Newsweek and Time magazines

Name of the country	Total articles	Positive sentences	Total sentences
US Allies (Egypt, Jordan, Saudi Arab, Turkey)	69	622 15.62%	3980
Neutral countries (Bangladesh, Indonesia, Malaysia, Pakistan)	80	654 17.20%	3802

The second hypothesis predicted that proportion of positive coverage of friendly Muslim countries (United States allies) will be greater than the proportion of positive coverage of neutral Muslim countries. The data of table 19 did not support the prediction because the proportion of positive coverage of neutral countries was slightly greater than the proportion of positive coverage of United States allies (See table no. 19). The data shows that neutral countries received 17.20% (654) positive sentences while United States allies received 15.62% (622) positive coverage in the both magazines.

Table No.21: Positive coverage of United States Allies and Enemy countries

Name of the country	Total articles	Positive sentences	Total sentences
US Allies (Egypt, Jordan, Saudi Arab & Turkey)	69	622 15.62%	3980
US Enemy countries (Afghanistan, Iran, Iraq & Libya)	70	200 5.23%	3817

The third hypothesis predicted that proportion of positive coverage of friendly Muslim countries (United States allies) will be greater than the proportion of positive coverage of US enemy declared Muslim countries. The data of table 20 supported the prediction the data strongly supported the hypothesis. Because the proportion of positive coverage of US Allies was 15.62% (622) sentences while United States enemies 5.23% (200) positive coverage in the both magazine (see table 20).

Table No. 22: Positive coverage of Neutral and Enemies countries

Name of the country	Total articles	Positive sentences	Total sentences
Neutral countries	80	654 17.20%	3802
Enemy countries	70	200 5.23%	3817

The fourth hypothesis predicted that in the proportion of positive coverage of US enemy declared Muslim countries will be lesser than the proportion of positive coverage of neutral countries. The data of table no. 21 strongly supported this prediction. The data shows the positive coverage of neutral countries greater than the proportion of positive coverage of enemy countries (see table 21). The neutral countries received 17.20% (654) positive coverage, while positive coverage of enemy countries was 5.23% (200) sentences.

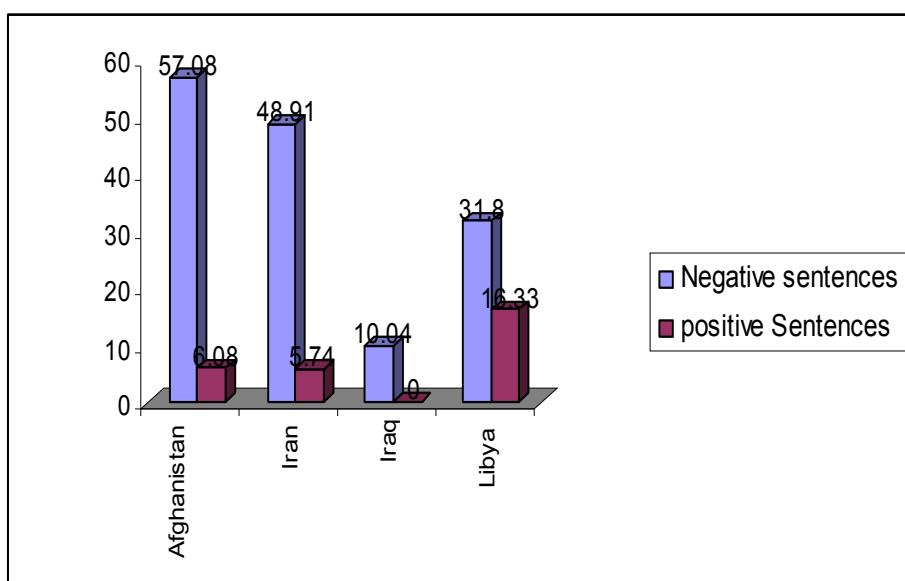
Table No. 23: Cumulative coverage of all Twelve Muslims countries in Newsweek and Time magazine

Total articles	Positive and negative sentences	Neutral sentences	Total sentences
219	1476+3554=5030	6569	11599
	43.36%	56.63%	

The fifth hypothesis predicted that proportion of neutral coverage of all twelve Muslim countries will be greater on cumulative basis as compared to the proportion of positive or negative coverage. The data of table 22 strongly supported this prediction (See table 22). The data shows that overall ratio of positive and negative coverage was 43.36% (5030) sentences. While all twelve Muslims countries received neutral coverage 56.63% (6569) sentences. In other words, ratio of neutral coverage was greater as compared to the proportion of positive and negative coverage.

Table No.24: Negative and positive coverage of United States enemies

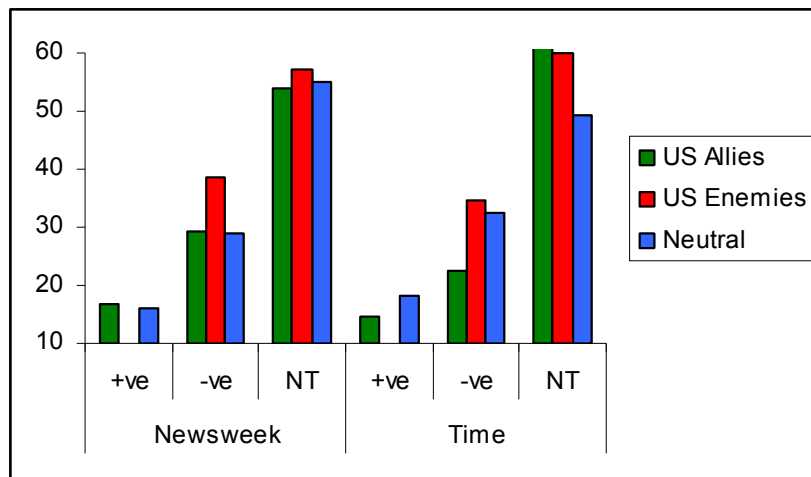
Coverage	Afghanistan	Iran	Iraq	Libya	Grand total
Total sentences	1002	1149	1264	349	3764
Negative sentences	572 57.08%	562 48.91%	127 10.04%	111 31.80%	1372 36.45
Positive Sentences	61 6.08%	66 5.74%	0	57 16.33%	184 4.88%



The sixth hypothesis predicted that proportion of the negative coverage of United States enemies will be greater than the proportion of their positive coverage. The data strongly supported that prediction (see table 23). The data highlights that United States enemies received 4.88% positive coverage while the ratio of negative coverage was 36.45% (1372) sentences.

Table No.25: Comparative Coverage of US Allies, US Enemies & Neutral Countries in Newsweek and Time Magazine

Name of country	Newsweek				Time			
	+ve	-ve	NT	Tot	+ve	-ve	NT	Tot
US Allies	299 16.92%	518 29.31%	950 53.76%	1767 100%	323 14.59%	501 22.63%	1389 62.76%	2213 100%
US Enemies	82 4.50%	699 38.42%	1038 57.06%	1819 100%	102 5.24%	673 34.60%	1170 60.15%	1945 100%
Neutral	324 16.24%	576 28.87%	1095 54.88%	1995 100%	330 18.26%	586 32.42%	891 49.30%	1807 100%



The data of table 25 indicates that 33 articles of Newsweek related to US allies were analyzed. The magazine carried 1767 sentences of which 16.92% (299) sentences were positive while ratio of negative and neutral sentences was 29.31% (518) sentences and 53.76% (950) sentences respectively. Similarly 36 articles of Time magazine related to US allies were analyzed. Time magazine carried 2213 sentences about US allies of which 14.59% (323) sentences were positive while ratio of negative coverage was 22.63% (501) sentences. While US enemies received 4.50% (82) sentences positive coverage in Newsweek. On the other hand, ratio of negative coverage US enemies in Newsweek was 38.42% (699) sentences. Similarly US enemies received 5.24% (102) sentences positive coverage. While ratio of negative coverage was 34.60% (673) sentences in Time magazine. Moreover 40 articles of Newsweek related to Neutral countries were analyzed. Newsweek carried 1995 sentences of which 16.24% (324) sentences, 28.87% (576) sentences were positive and negative respectively. While the ratio of positive coverage of Time magazine of neutral countries was 18.26% (330) sentence was positive and neutral countries received 32.42% (586 sentences) negative coverage.

Conclusion

This article has presented a content analysis of 218 articles of twelve Muslim countries which appeared in two leading US news magazines; Newsweek and Time during period {1991-2001}. These twelve Muslim countries were placed in three categories; United States allies (Egypt, Jordan, Saudi Arabia 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 the both magazines during the specified period of eleven year, (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 twelve Muslim countries, the content analysis of 219 articles were under taken.

Over all it was found that proportion of negative coverage (3553 sentences, 30.77%) was greater as compared to proportion of positive coverage (1460 sentences, 12.64%). The both magazine, on the whole, carried 11546 sentences about twelve Muslim countries. Moreover, six hypotheses were developed and tested. Except hypothesis no.2, all the remaining hypotheses were strongly supported. The first hypothesis stated that the proportion of negative coverage of all twelve Muslim countries will be greater than the proportion of positive coverage. This hypothesis was accepted. The data indicated that all twelve Muslim countries received 30.77% (3553) negative coverage while the ratio of positive coverage was 12.64% (1460) sentences.

The second hypothesis predicted that the proportion of positive coverage of friendly Muslim countries United States allies will be greater than the proportion of positive coverage of neutral Muslim countries. The result shows that hypothesis no.2 was rejected because positive coverage of neutral countries was 1.58% greater than positive coverage of United States allies. The findings of in-depth analysis of neutral countries depict that ratio of positive coverage of neutral countries exceeded United States allies because Pakistan received more positive coverage (310 sentences, 39.74% out of total 780 sentences in the both magazines) due to General Pervaiz Musharaf’s pro-American policy. Consequently, this ratio made a great difference, thus the prediction did not come true.

The hypothesis no. 3 predicted that the proportion of positive coverage of United States allies Muslim countries will be greater than proportion of positive coverage of United States enemy declared Muslim countries. This hypothesis was strongly accepted, as findings, show that the proportion of positive coverage of United States allies 15.62% (622) sentences, while United States enemies received 5.23% percent positive coverage in the both magazine. 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 54.48% (528) sentences out of total 969 sentences. The reason is obvious. King Hussian (Late) of Jordan was the favourite of White House and relations between both 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 57.8% (572) sentences and 57.08% (580) sentences respectively.

The fourth hypothesis, predicted that the proportion of positive coverage of United States enemy declared Muslim countries will be lesser than the proportion of positive coverage of neutral countries. This prediction was also come true, as findings depict that neutral countries received 17.20% (654), positive sentences/ coverage while positive coverage of United States enemies was 5.23% (200) sentences in the both magazines.

The fifth hypothesis, predicted that the proportion of neutral coverage of all twelve Muslim countries will be greater on cumulative basis as compared to the proportion of positive or negative coverage. This hypothesis was proved because the overall ratio of positive and negative coverage was 43.36% (5030) sentences, while the proportion of neutral coverage of all twelve Muslim countries was 56.36% (6569) sentences in the both magazines.

The sixth hypothesis, predicted that the proportions of the negative coverage of United States enemies will be greater than the proportion of their positive coverage. The findings also supported this prediction. It was found that United States enemies received 4.88% (184) positive coverage while the ratio of negative coverage was 36.45 (1372) sentences.

In short it can be said that portrayal of Muslim countries in Newsweek and Time magazine was dominantly negative.

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