

Coverage of American Muslims gets worse: Muslims framed mostly as criminals

News Analysis of U.S. TV news and international business papers 2007-2013

- Coverage of Islam dropped after 2010 - Tonality deteriorated and reached a new low in 2013
- Islam is primarily shown as source of violence - US TV worse than BBC or other international Networks



What you know of Pisa



And what is really there



Where would you say is this building located?

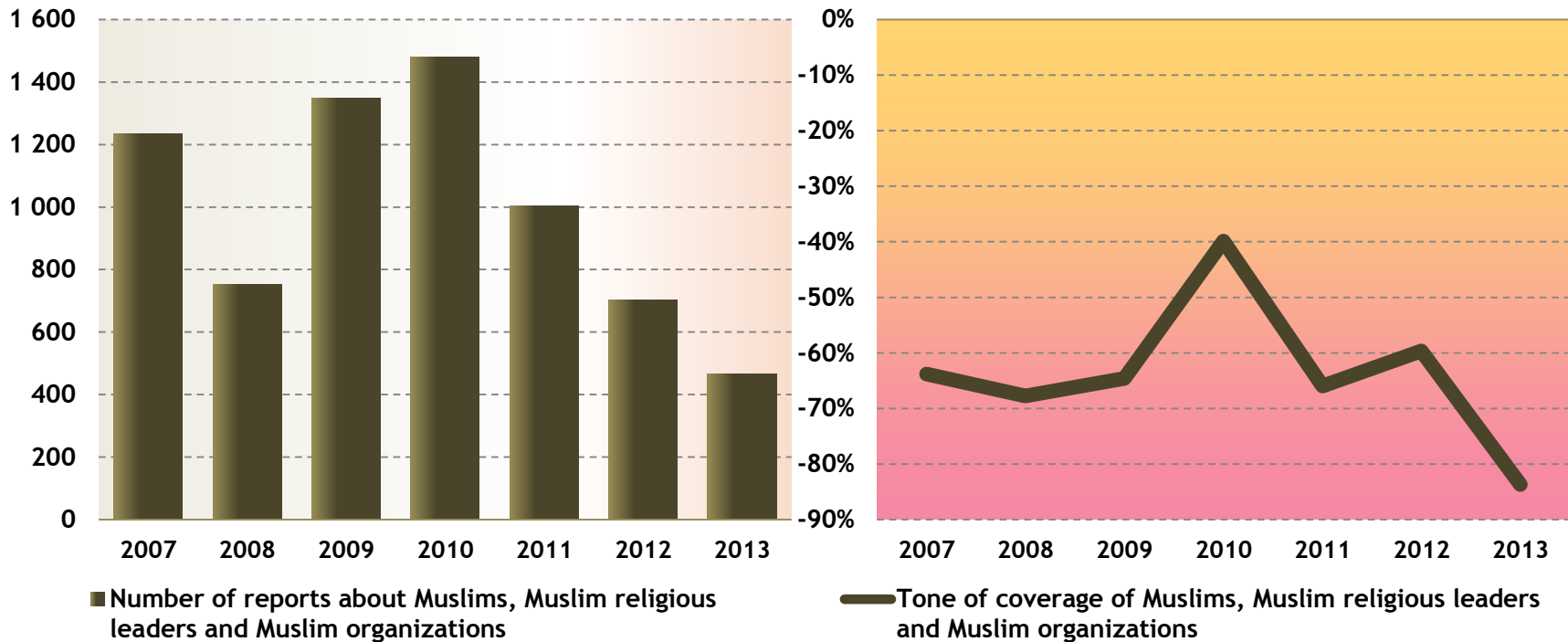


Yes exactly at Time Square in NY on Nov 24 2013



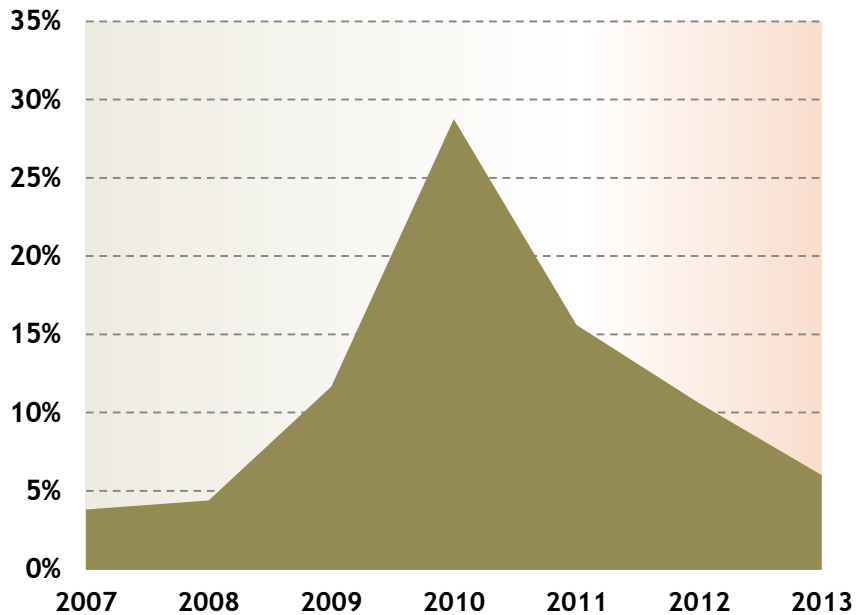
- ☑ Islam on U.S. TV: The long-term view 2007-2013
- ☑ Islam on U.S. TV.: Details 2013
- ☑ Islam in international business papers 2012/2013

Islam less prominent on U.S. TV screens - but more negative

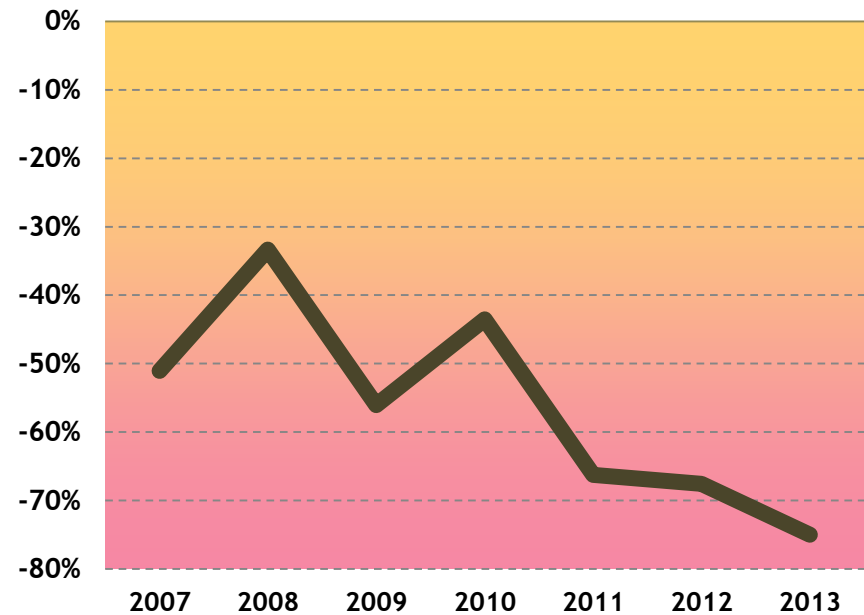


Over the last three years coverage of Islam, Muslims and Islamic organizations has decreased notably, as U.S. troops have left Iraq and the retreat from Afghanistan has as well led to a lower level of involvement.

Coverage of American Muslims gets worse and worse



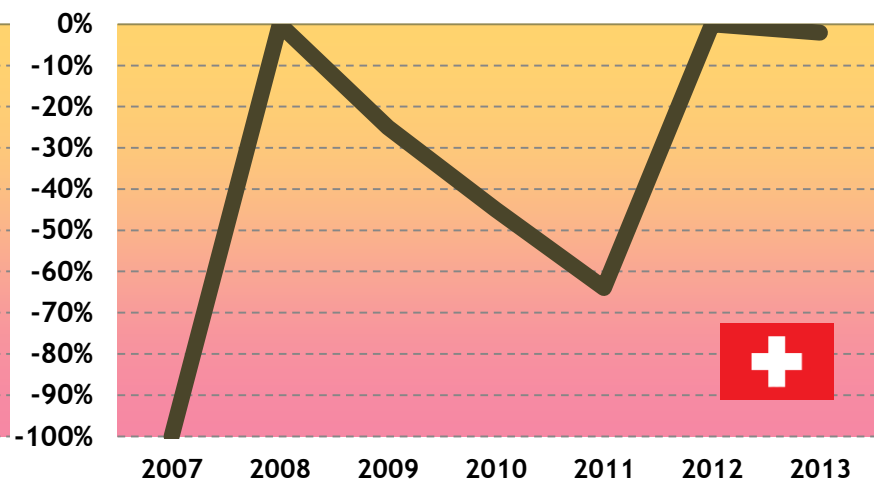
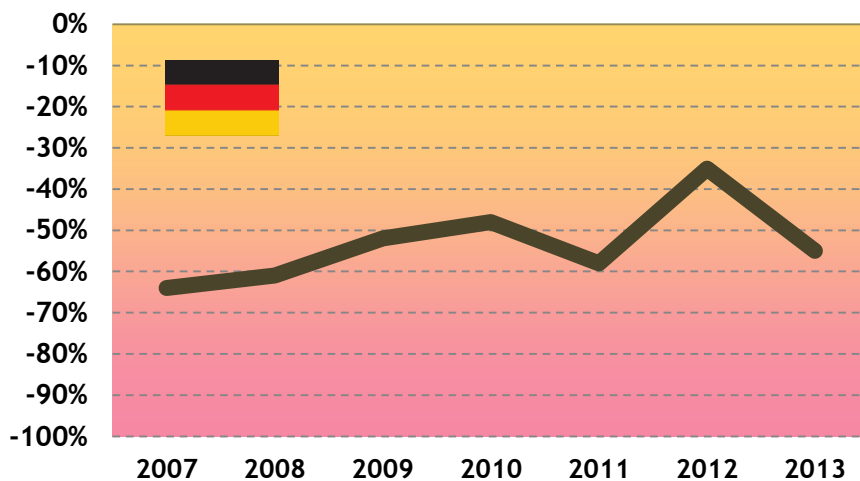
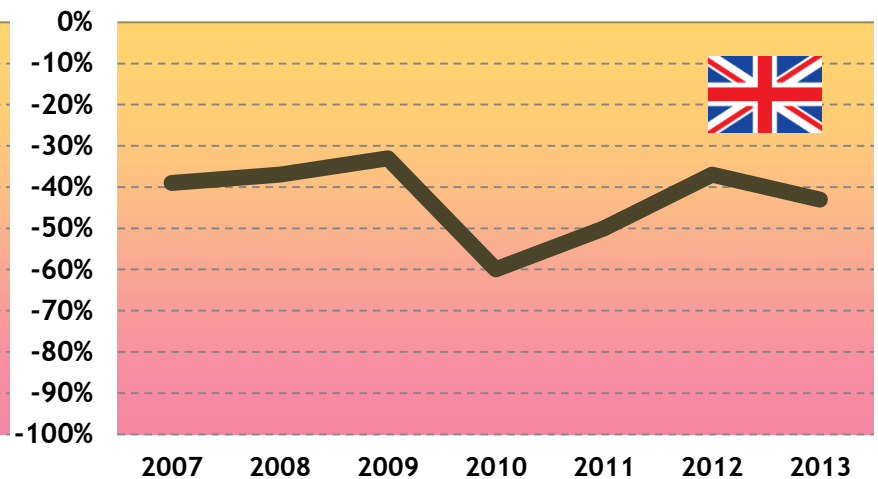
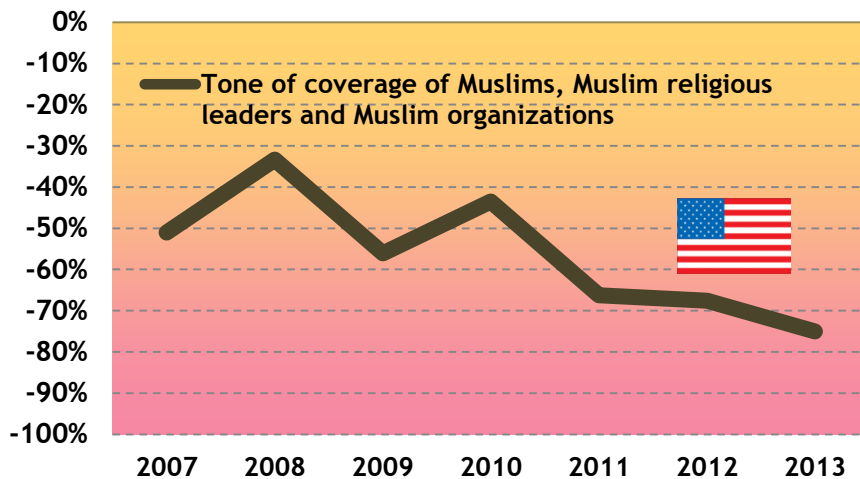
■ Share of all reports about Muslims, Muslim religious leaders and Muslim organizations focusing on the U.S.



— Tone of coverage of Muslims, Muslim religious leaders and Muslim organizations

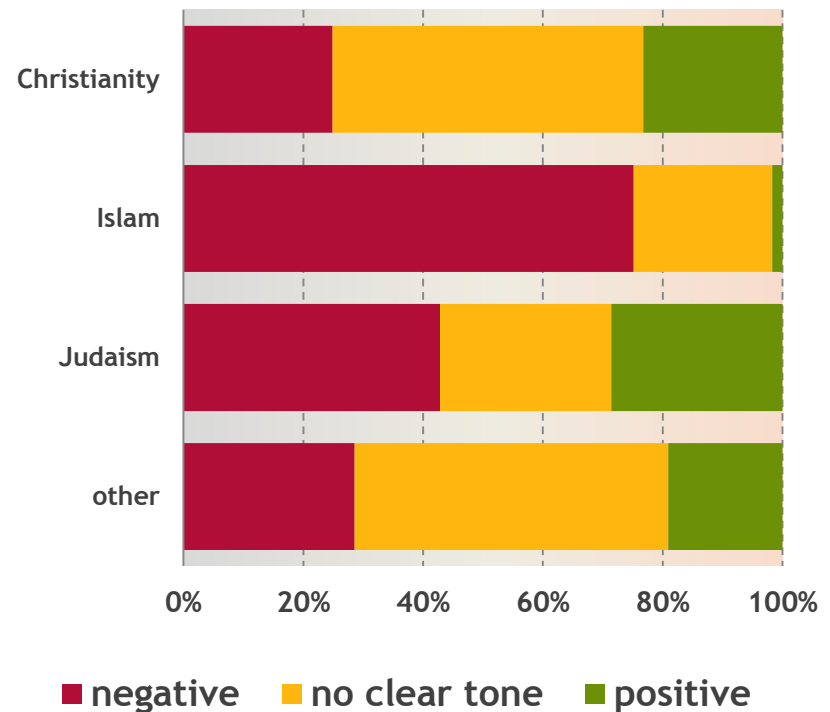
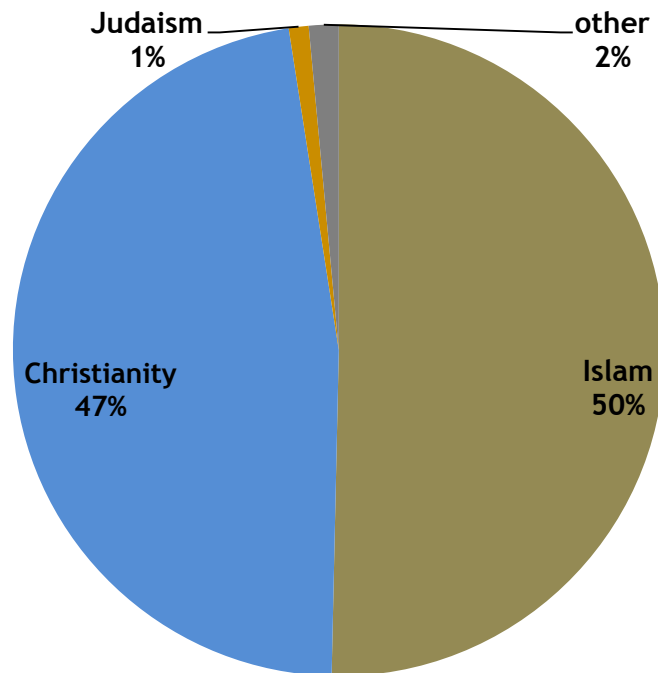
Even more striking is the decreasing trend concerning the coverage of American Muslims. The Boston bombings thus did not generate more coverage of Islam in the U.S. on ABC, CBS and NBC news.

Far away from balanced news - Swiss Muslims don't show up



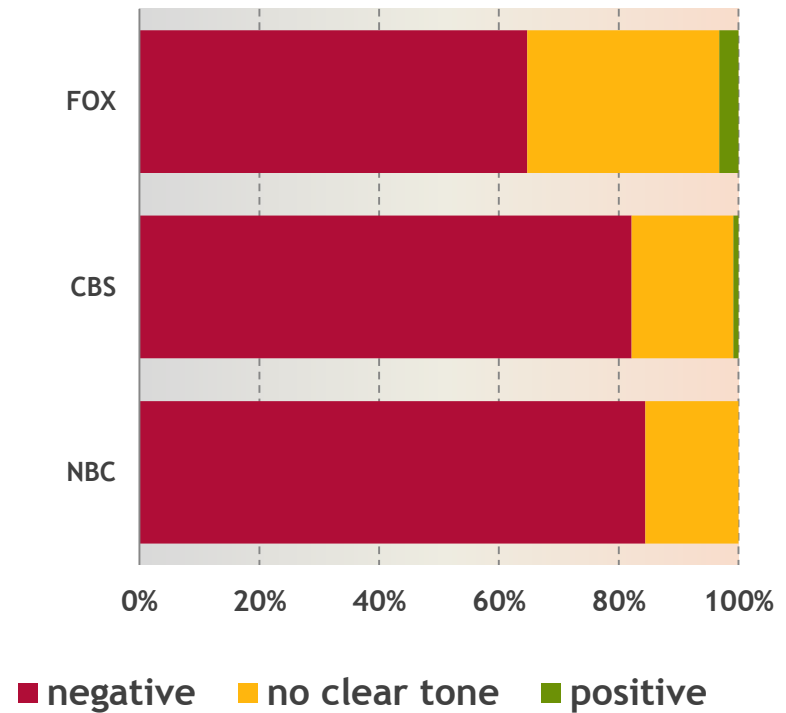
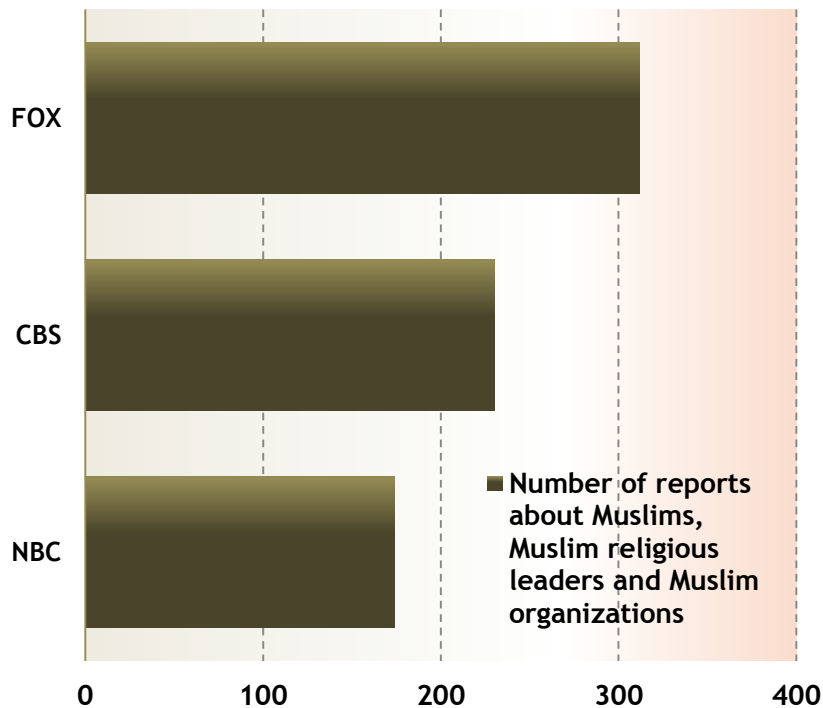
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More coverage of Christianity than usual



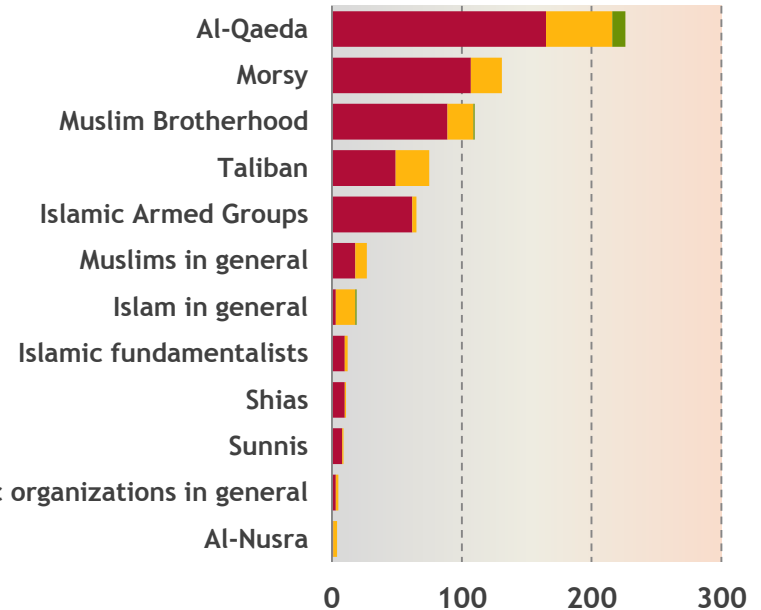
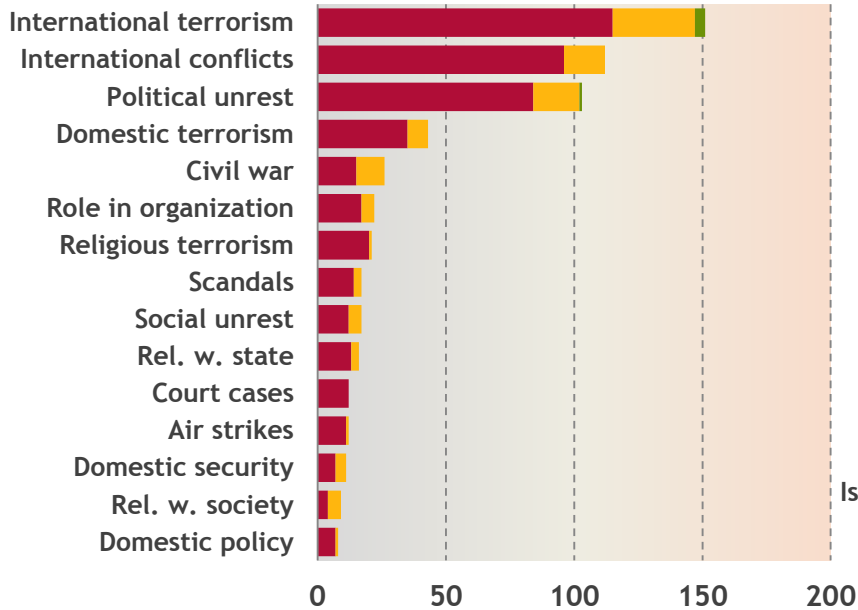
The change at the helm of the Catholic Church drove coverage of Christianity in 2013. But Islam nevertheless continued to dominate coverage of religion on U.S. TV news. There were barely any positive news about Muslims at all.

FOX took a less negative stance than the networks



The comparison of the three programs of FOX, CBS and NBC is skewed by the different duration of the shows. Nevertheless, FOX news showed a less marked focus on bad news about Muslims than CBS and NBC.

Terrorists shape the image of Islam

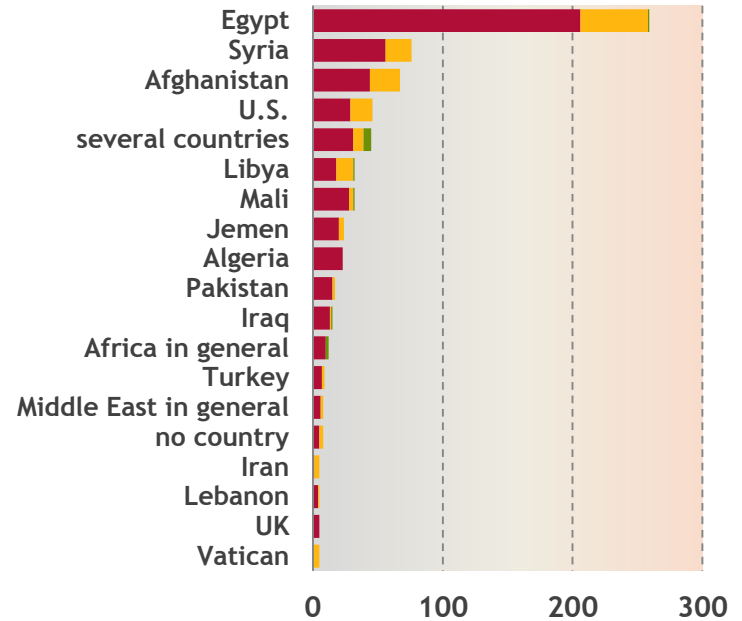
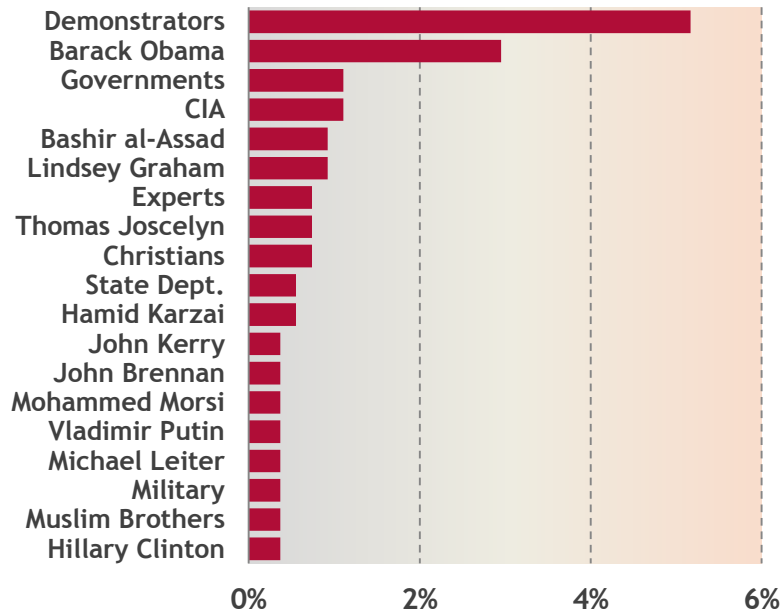


■ negative ■ no clear tone ■ positive

■ negative ■ no clear tone ■ positive

For years Islam has been portrayed as a security risk in the first line. Religious life, Islamic holidays or the social role of Muslims did not rank among the top issues in the news about Islam.

Administration and politicians stress Islamic threat

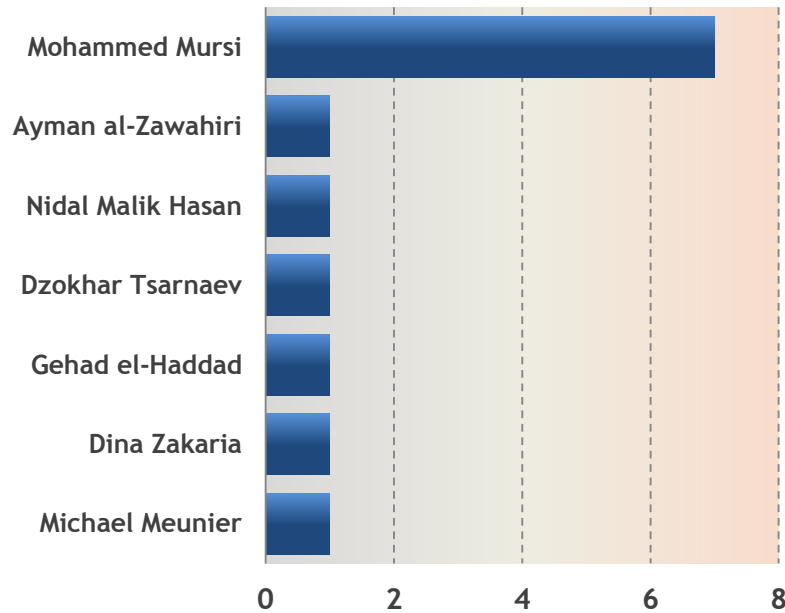


■ Share of negative reports

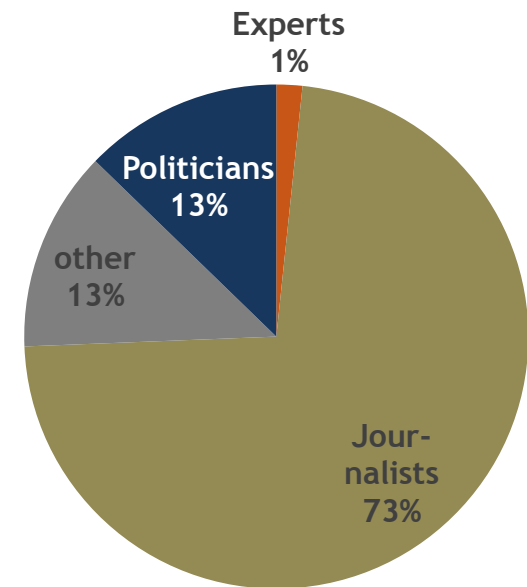
■ negative ■ no clear tone ■ positive

Three quarters of all reports about Muslim protagonists originated primarily from the journalists. Among the quoted sources that were negatively on Islam, President Obama ranked even before President Assad.

Muslim clerics and experts on Islam don't get a hearing



■ Number of reports

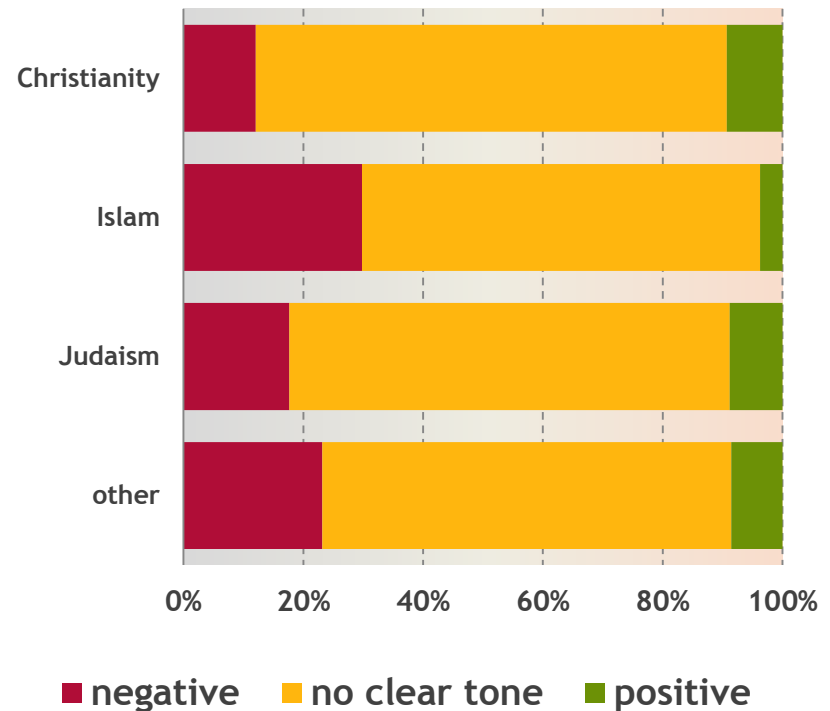
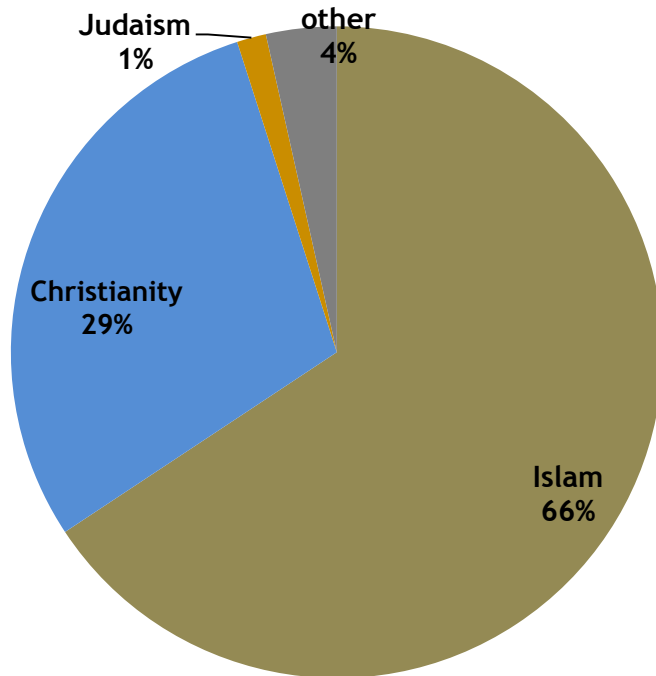


■ Experts ■ Journalists ■ other ■ Politicians

Muslims cannot speak with their own voice to the public in the U.S. Among those Muslims that were quoted at all, religious terrorists accounted for the majority. Muslim clerics did not show up among the main sources of the reports at all.

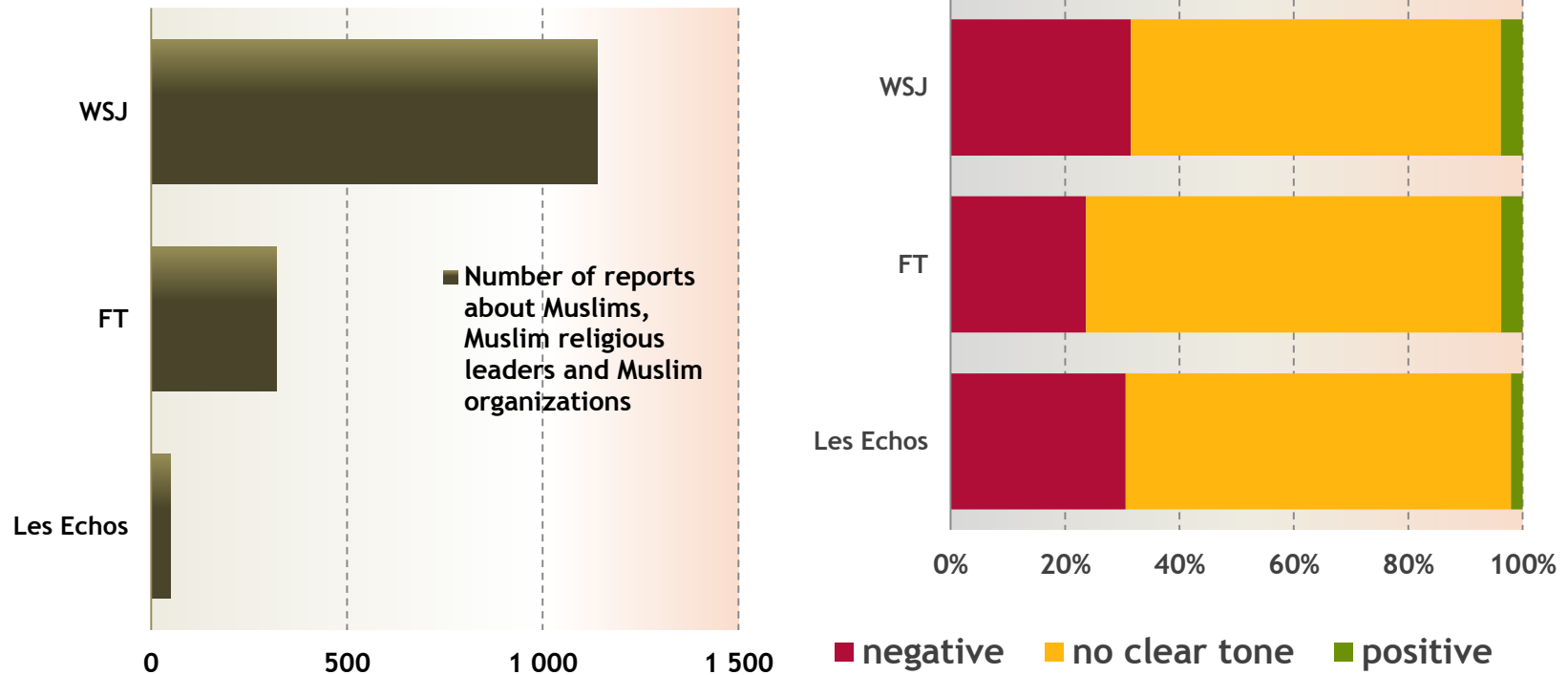
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Business papers show a more balanced attitude towards Islam



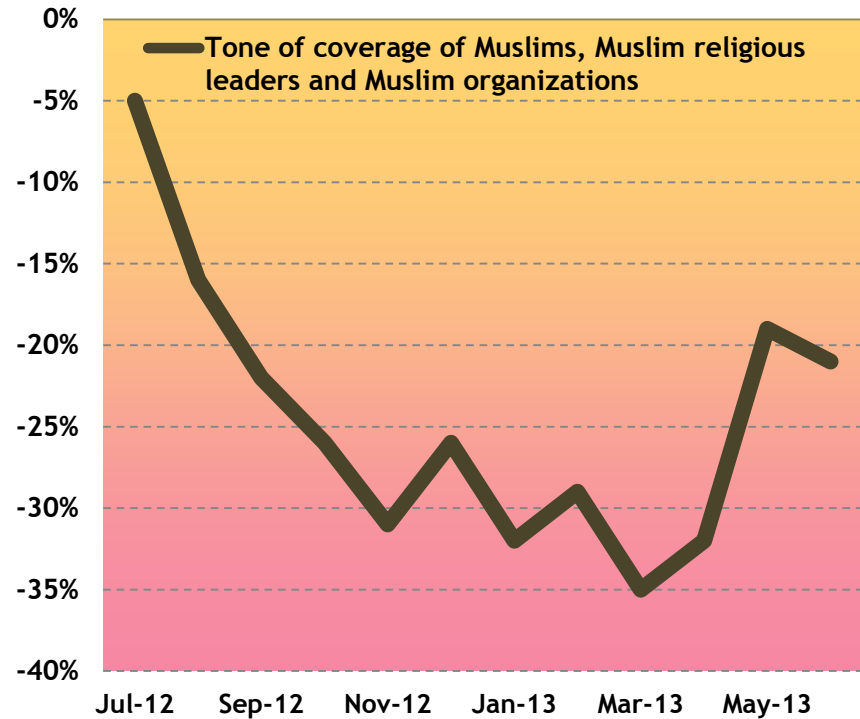
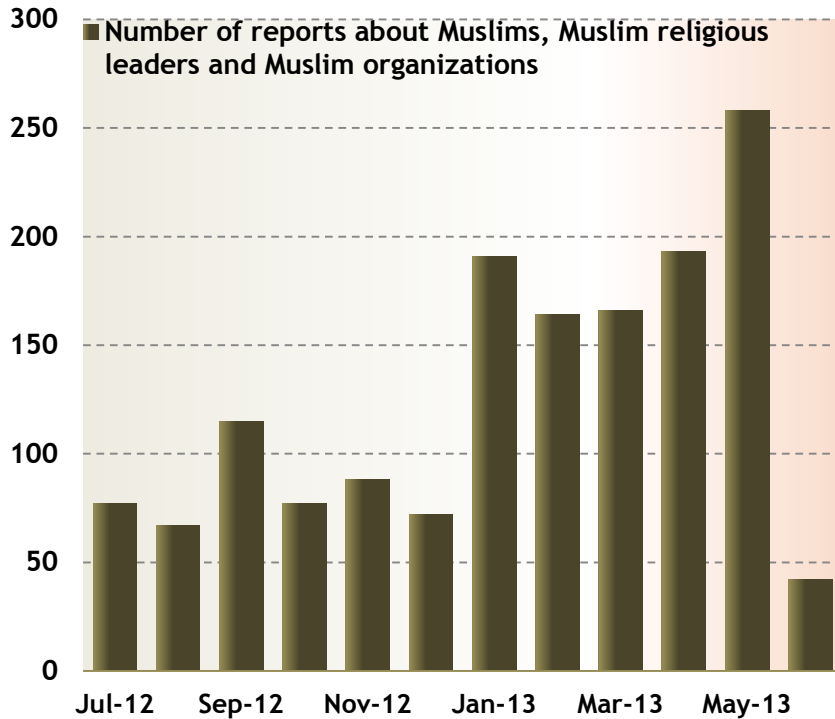
Three leading business papers from the UK, the U.S. and France focused even more strongly on Islam the TV news - although the elections of Pope Francis took place during the period of analysis.

WSJ has a much stronger focus on Islam than other papers



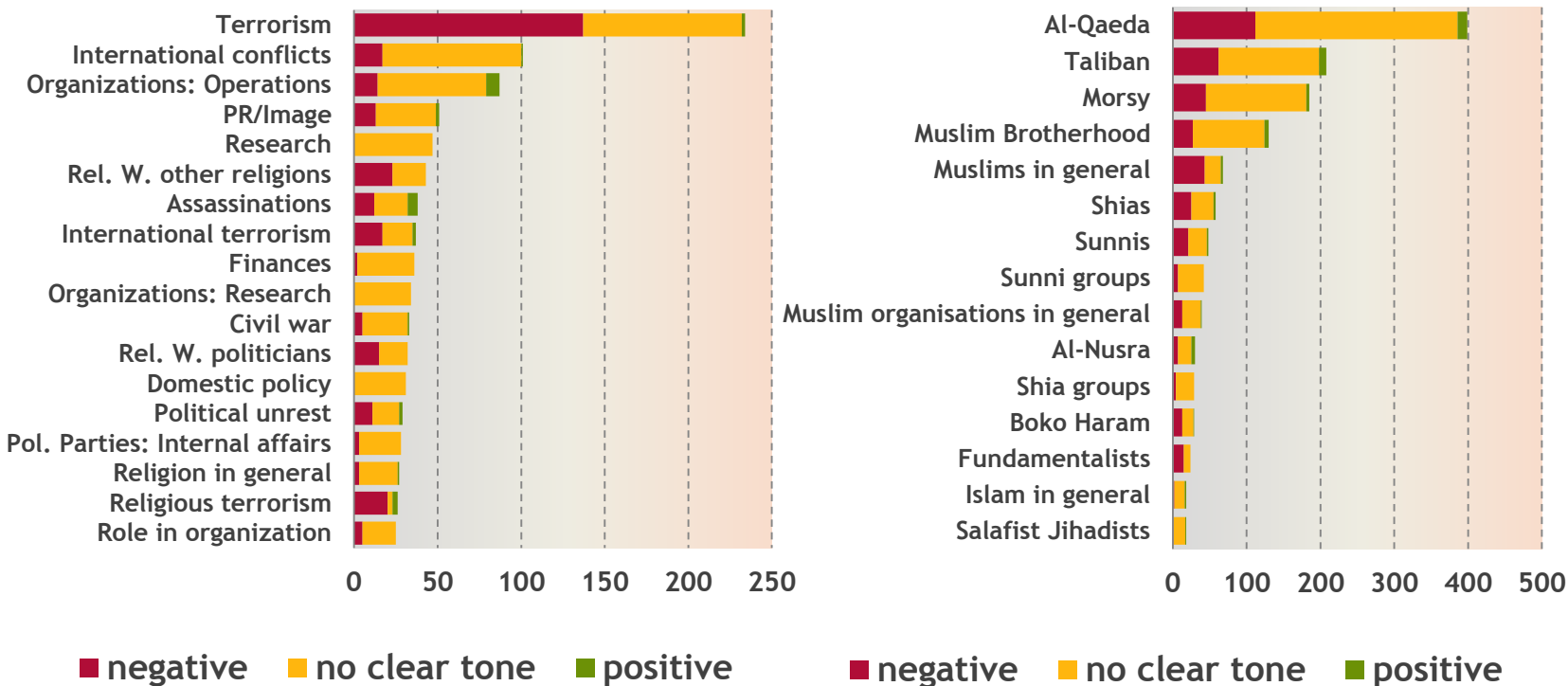
While FT and Les Echos devoted only limited coverage to Muslims and Islam, the WSJ covered Islam in more depth. Although negativity was not as marked as on TV, coverage of Islam was characterized by a lack of good news as well.

Egyptian crisis drove reporting in 2013



Reporting about Islam soared since the beginning of 2013 when the events in Egypt became more critical. The disappointment about the end of the “Arab Spring” and rising fears about a jihadist involvement in Syria shaped reporting.

Religious and social life widely absent from the reports



While the WSJ offers at least some space to the views of Islamic organizations, overall coverage of the Muslim World has been determined by the security perspective as well. The business papers reported Al-Qaeda and the Taliban as a resurging force.

How to overcome stereotype driven News-Selections? work with media interested in constructive News