

US TV Primetime News prefer stereotypes: Muslims framed mostly as criminals

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

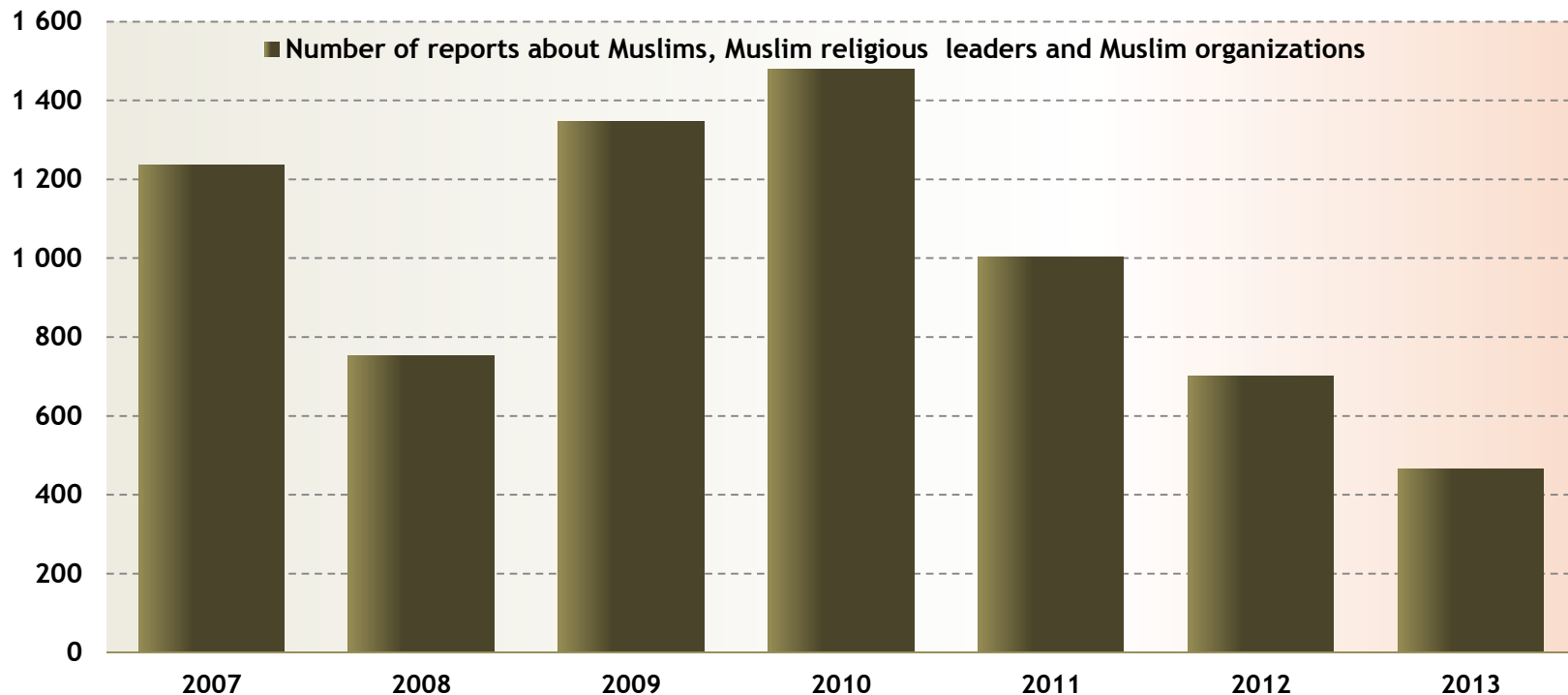
Exclusive Study celebrating 20 years ACMCU Georgetown University

- 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



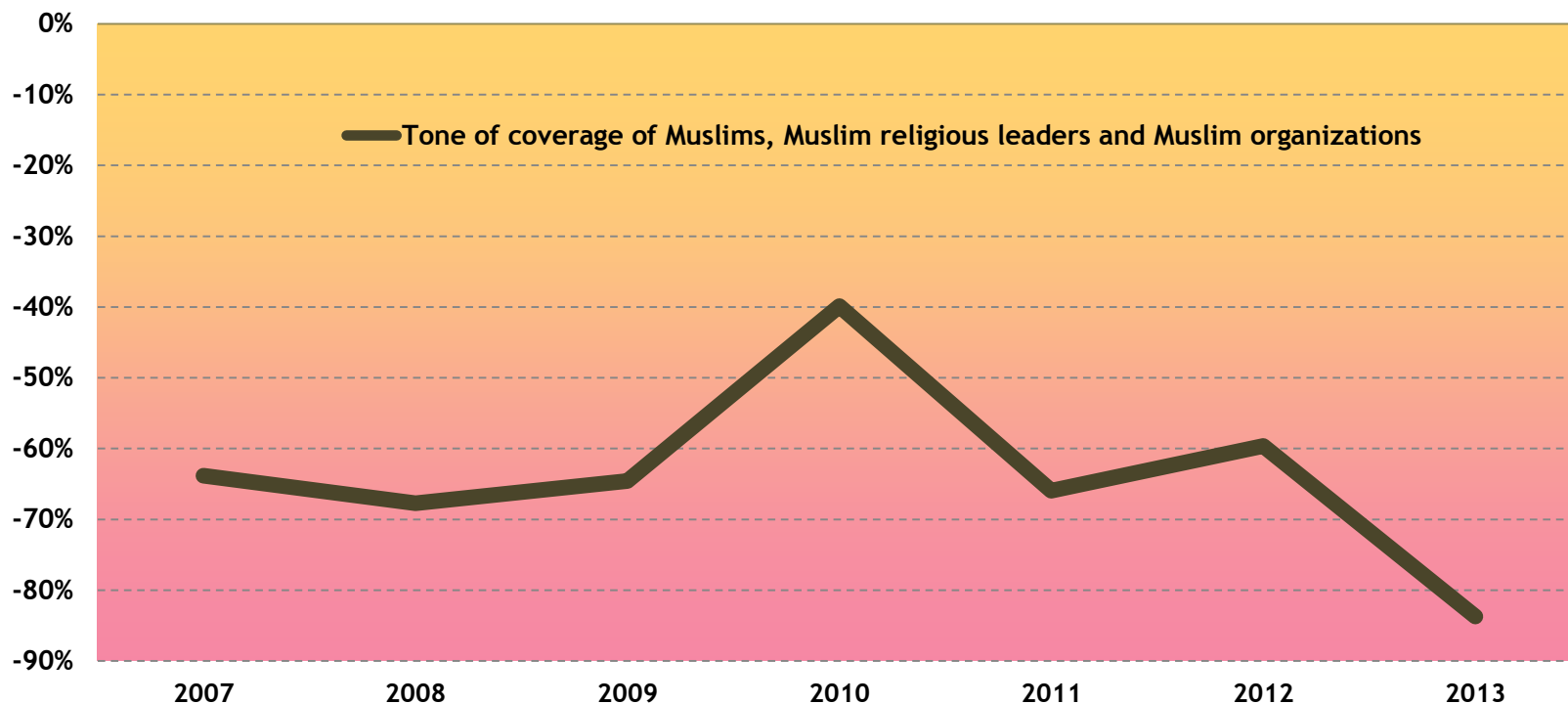
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Islam less prominent on U.S. TV screens



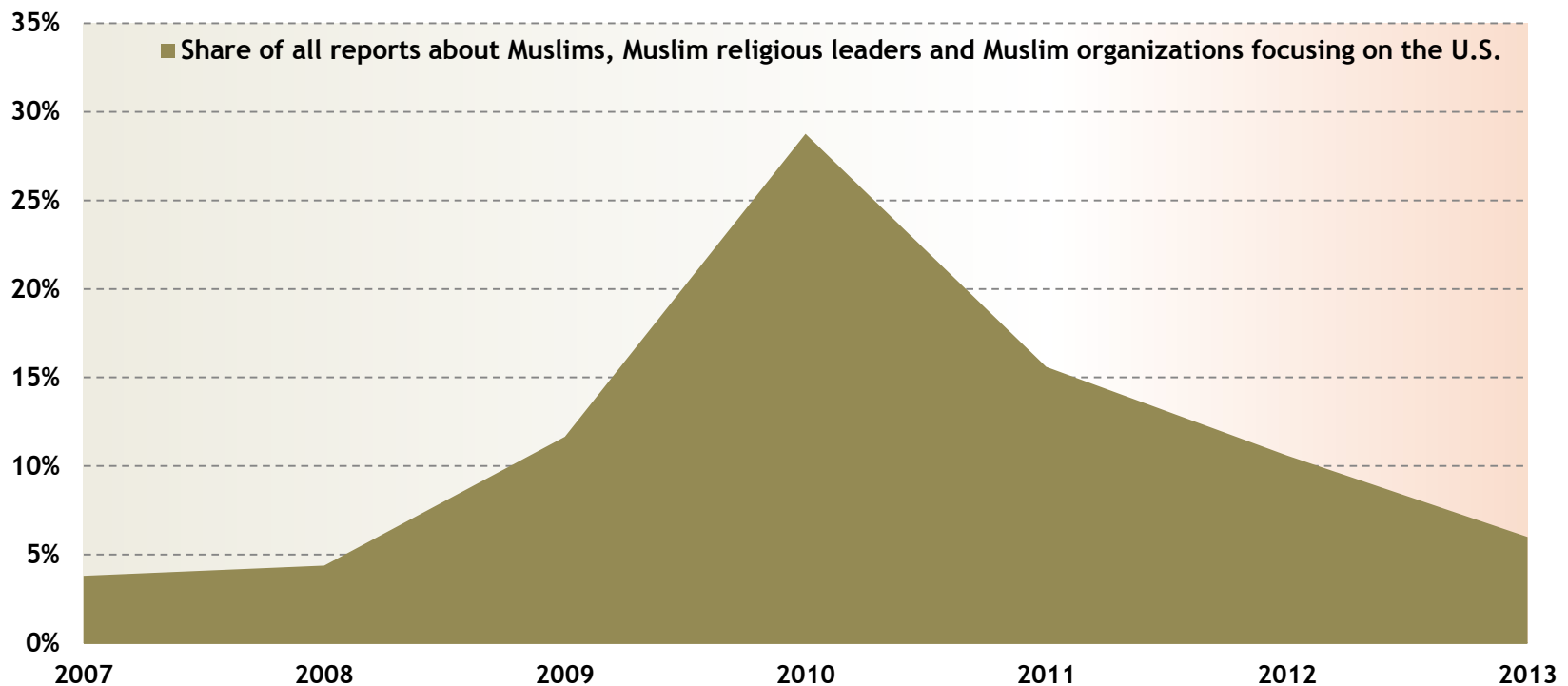
Over the last three years coverage of Islam, Muslims and Islamic organizations has decreased notably, as U.S. troops have left Iraq and the retreat from Afghanistan has as well led to a lower level of involvement.

But the tone became more negative



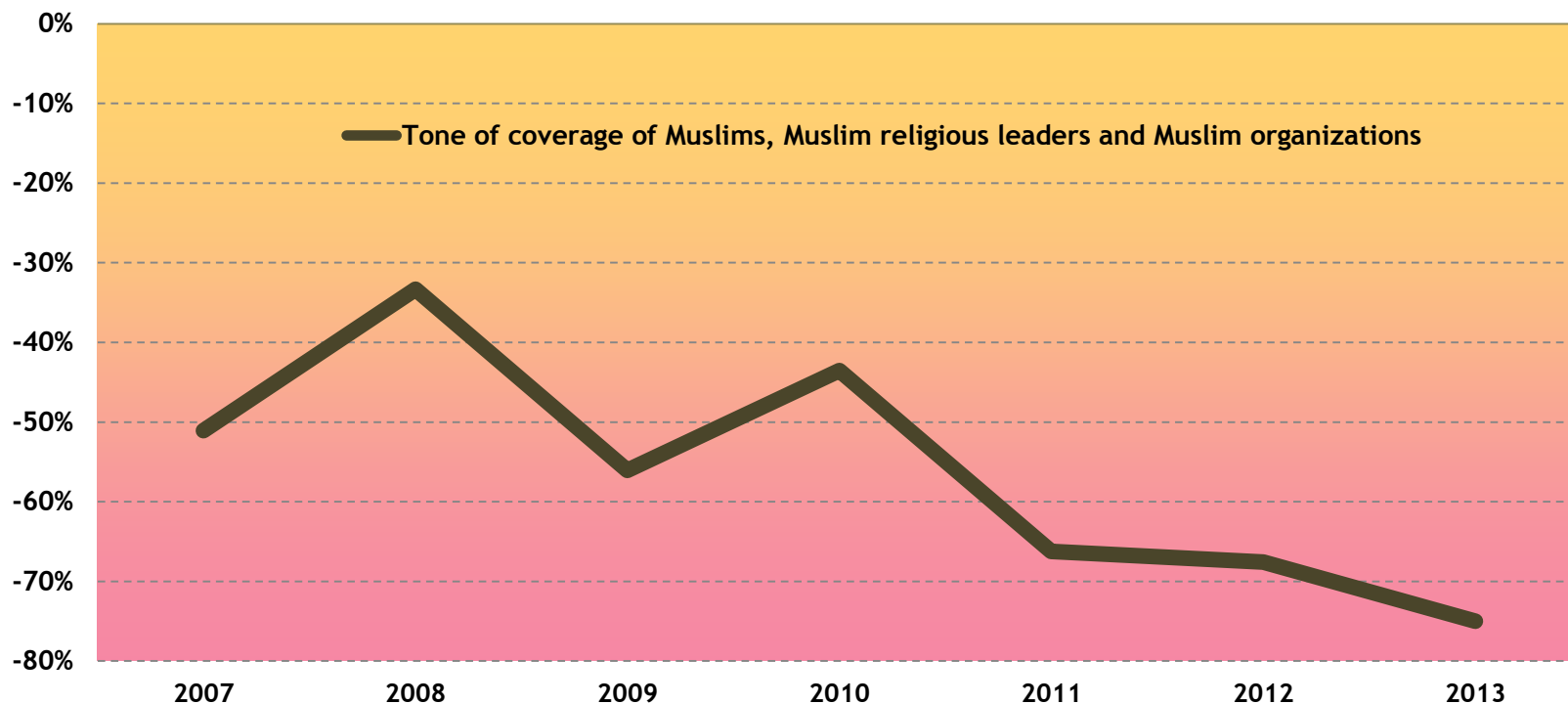
Less coverage generally very often leads to more negativity as the awareness of journalists for positive aspects decreases. Bad news on the other side regularly has a higher news value - especially for TV journalists.

Domestic perspective fades after 2010



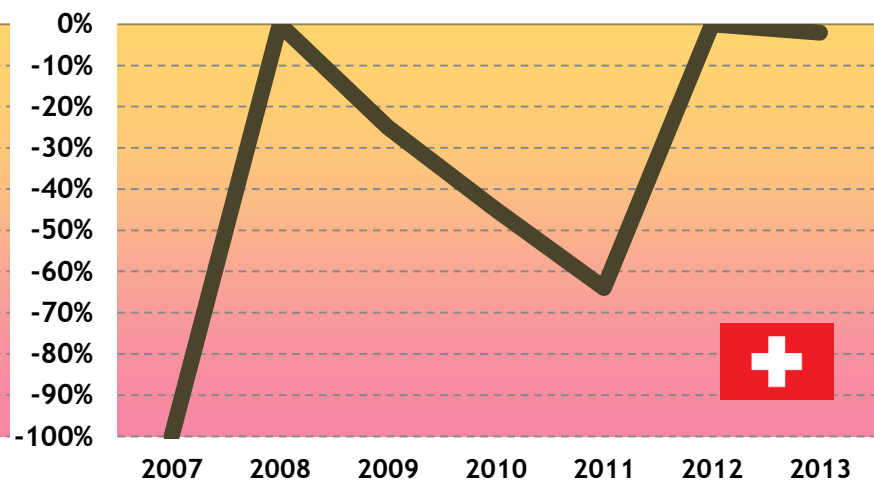
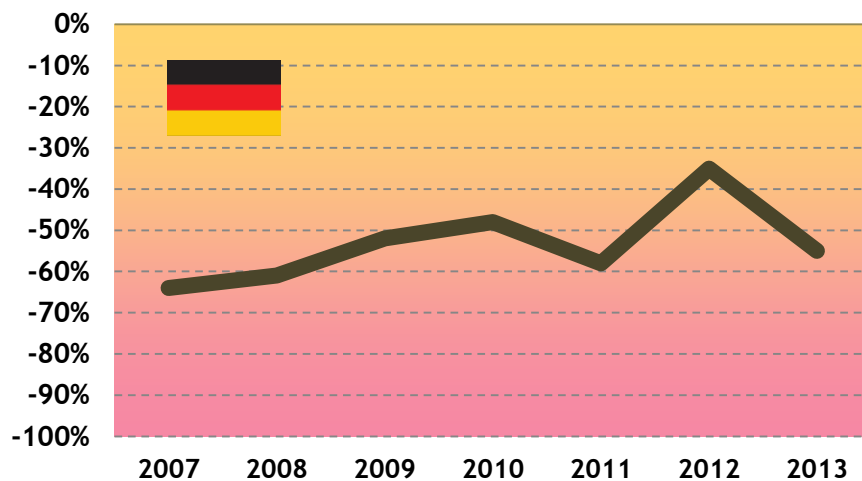
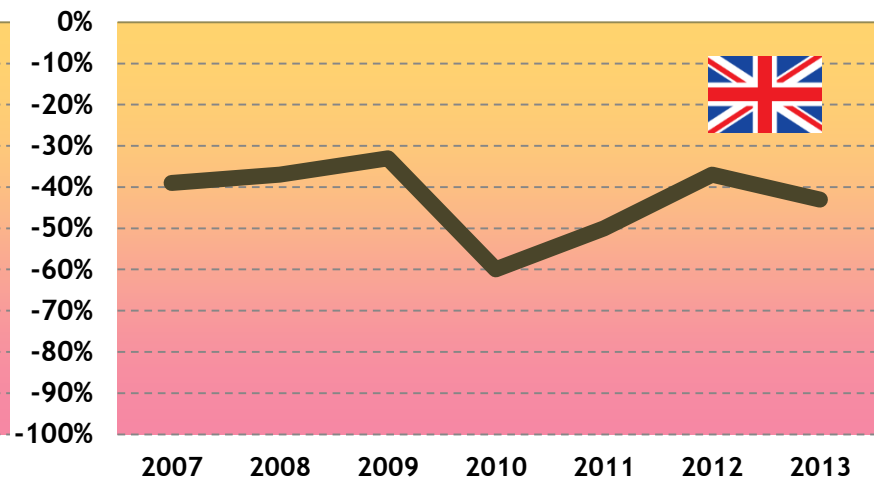
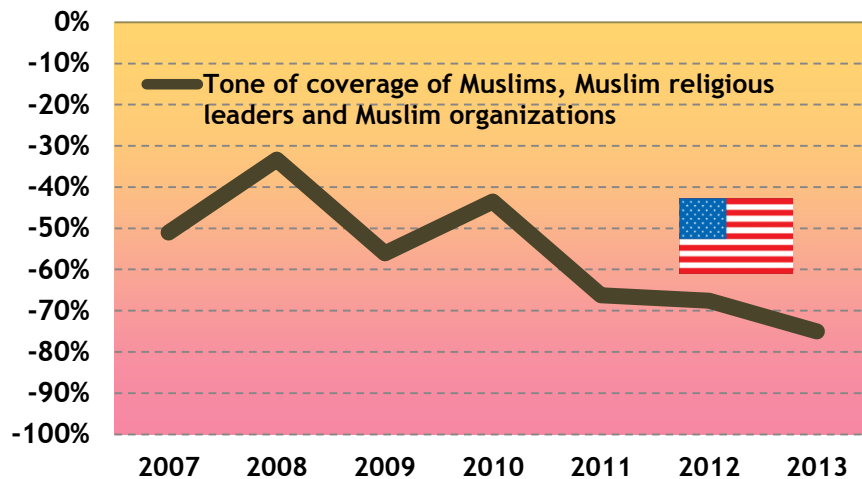
Even more striking is the decreasing trend concerning the coverage of American Muslims. The Boston bombings thus did not generate more coverage of Islam in the U.S. on ABC, CBS and NBC news.

Coverage of American Muslims gets worse and worse



In a domestic perspective the decreasing media interest in Islam is even more damaging. The tone of coverage of Muslims with regards to the U.S. hit another low in 2013. On balance three in four reports painted a negative image.

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



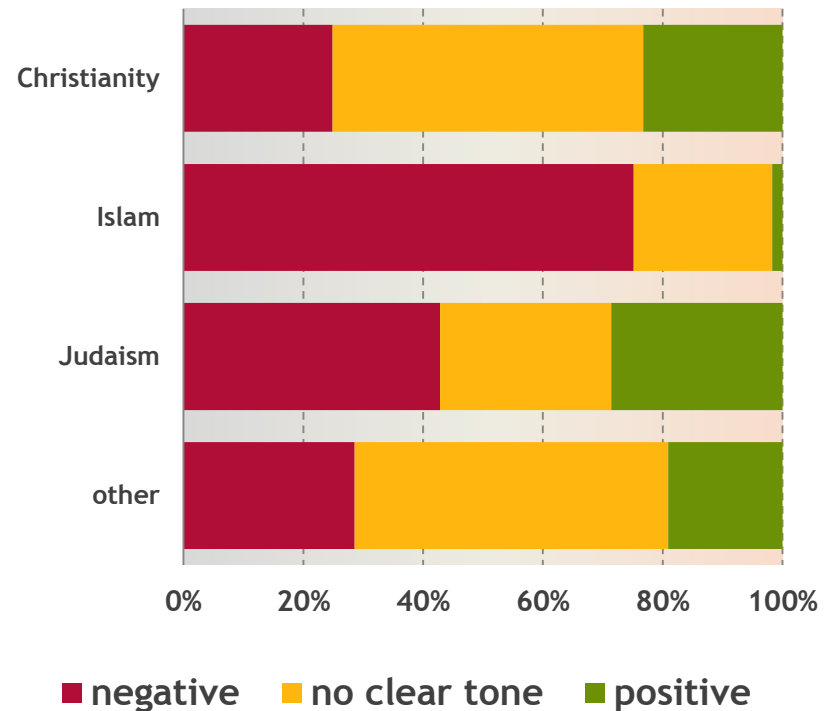
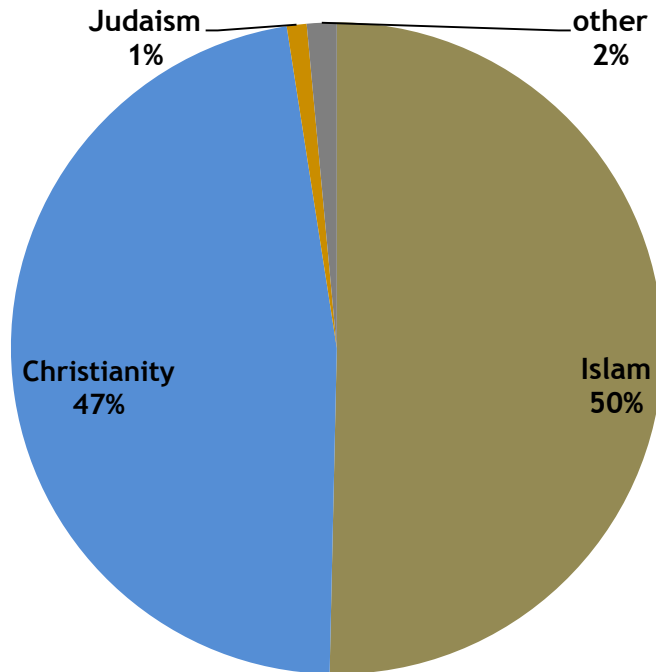
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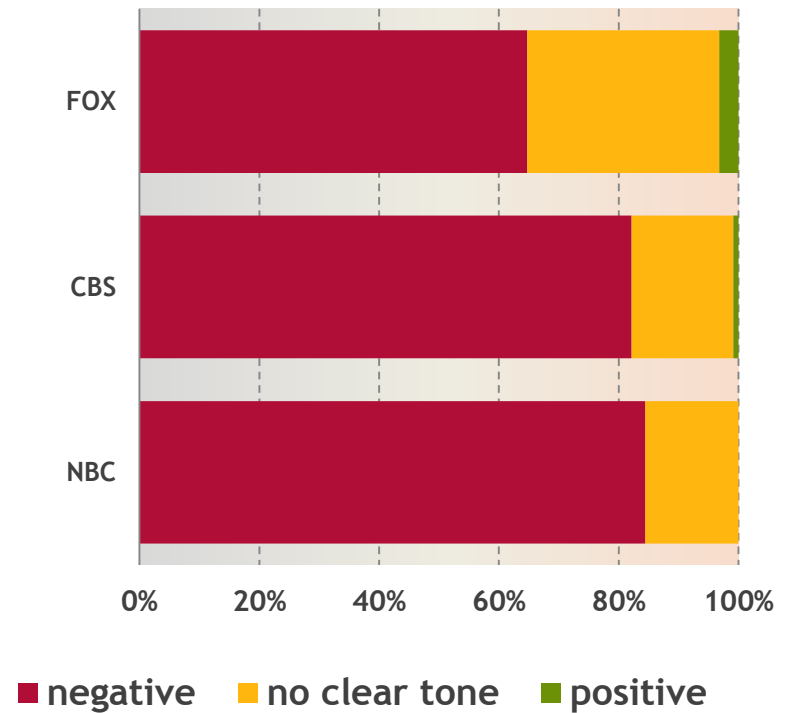
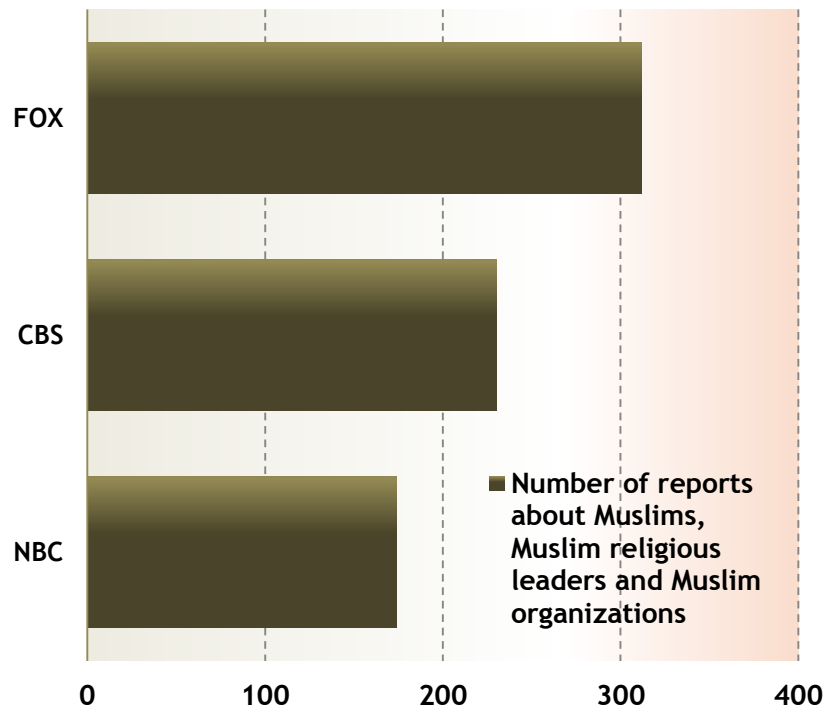
The Catholic Church on international TV news 2013

More coverage of Christianity than usual



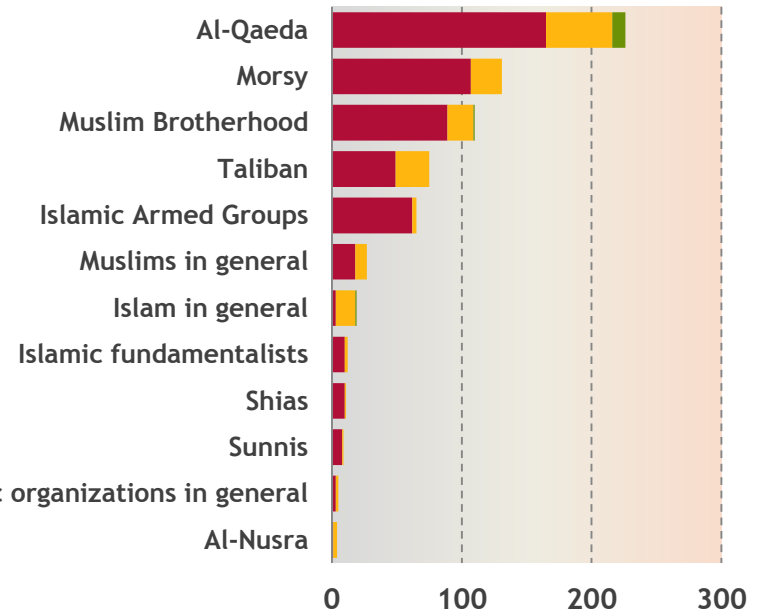
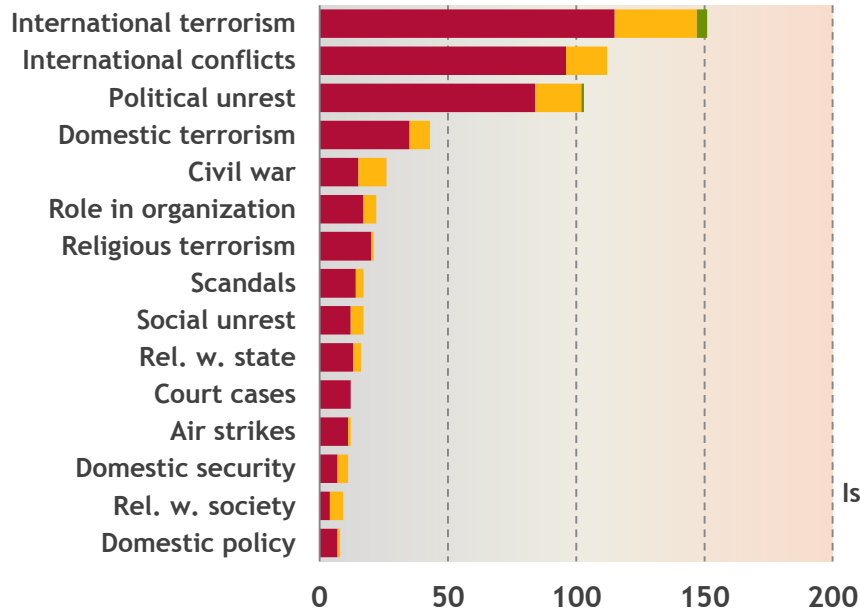
The change at the helm of the Catholic Church drove coverage of Christianity in 2013. But Islam nevertheless continued to dominate coverage of religion on U.S. TV news. There were barely any positive news about Muslims at all.

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.

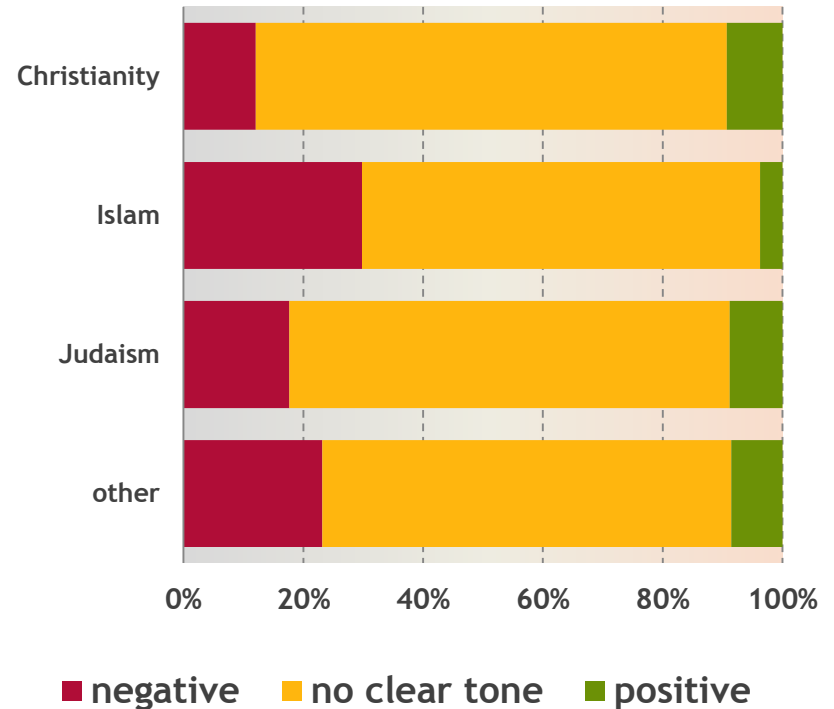
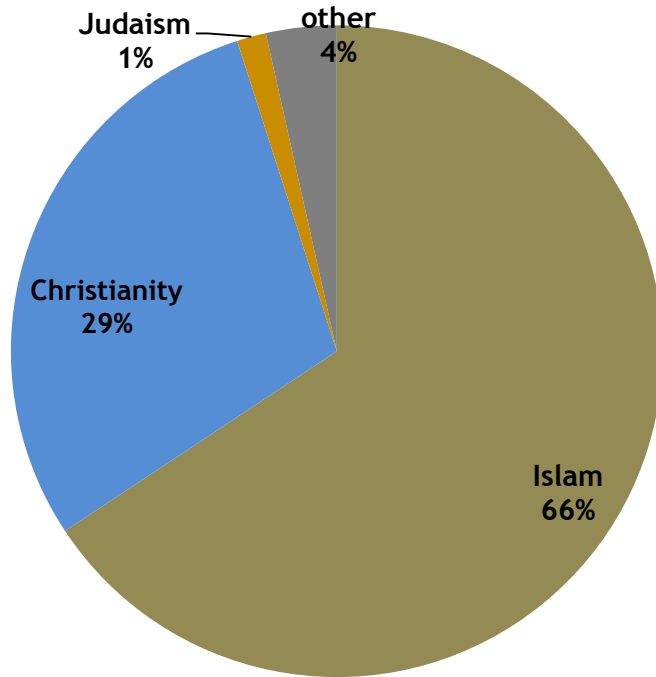
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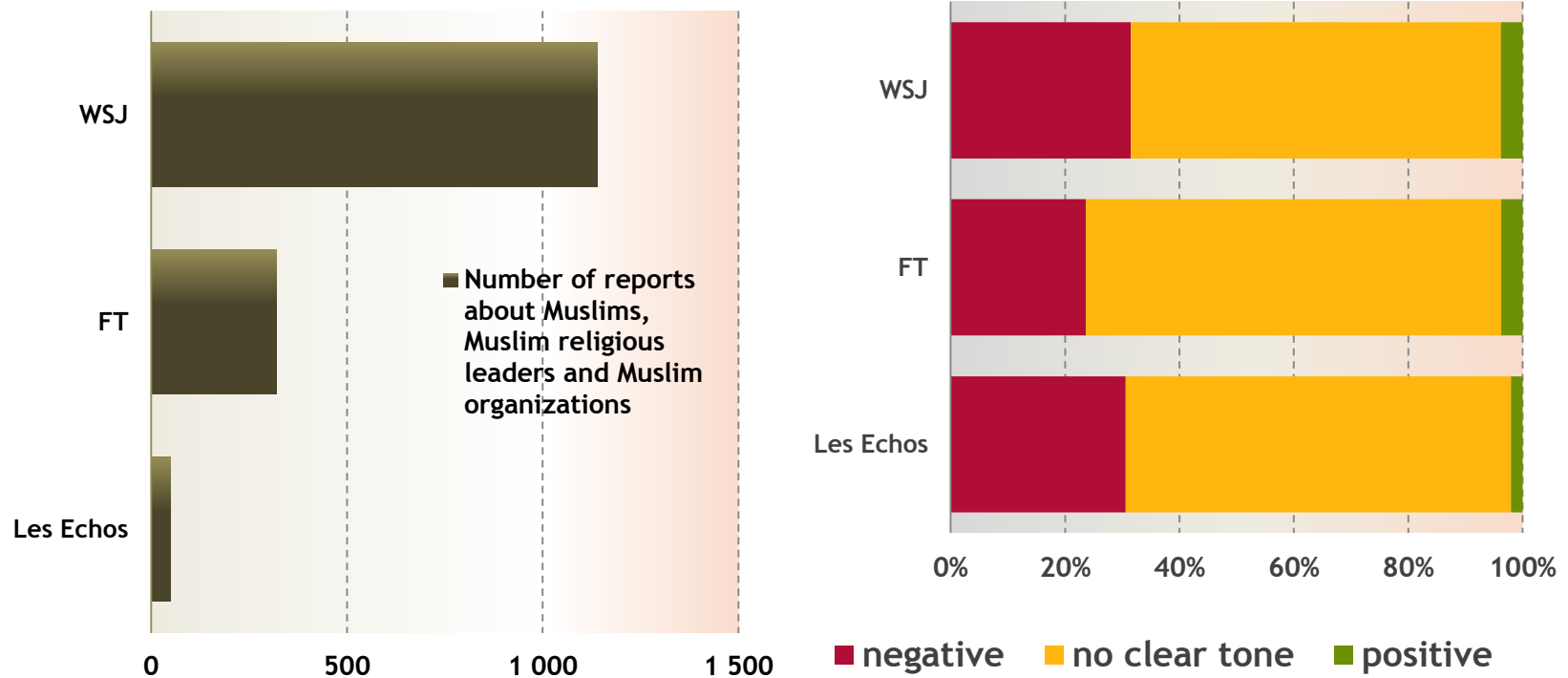
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Business papers show a more balanced attitude towards Islam



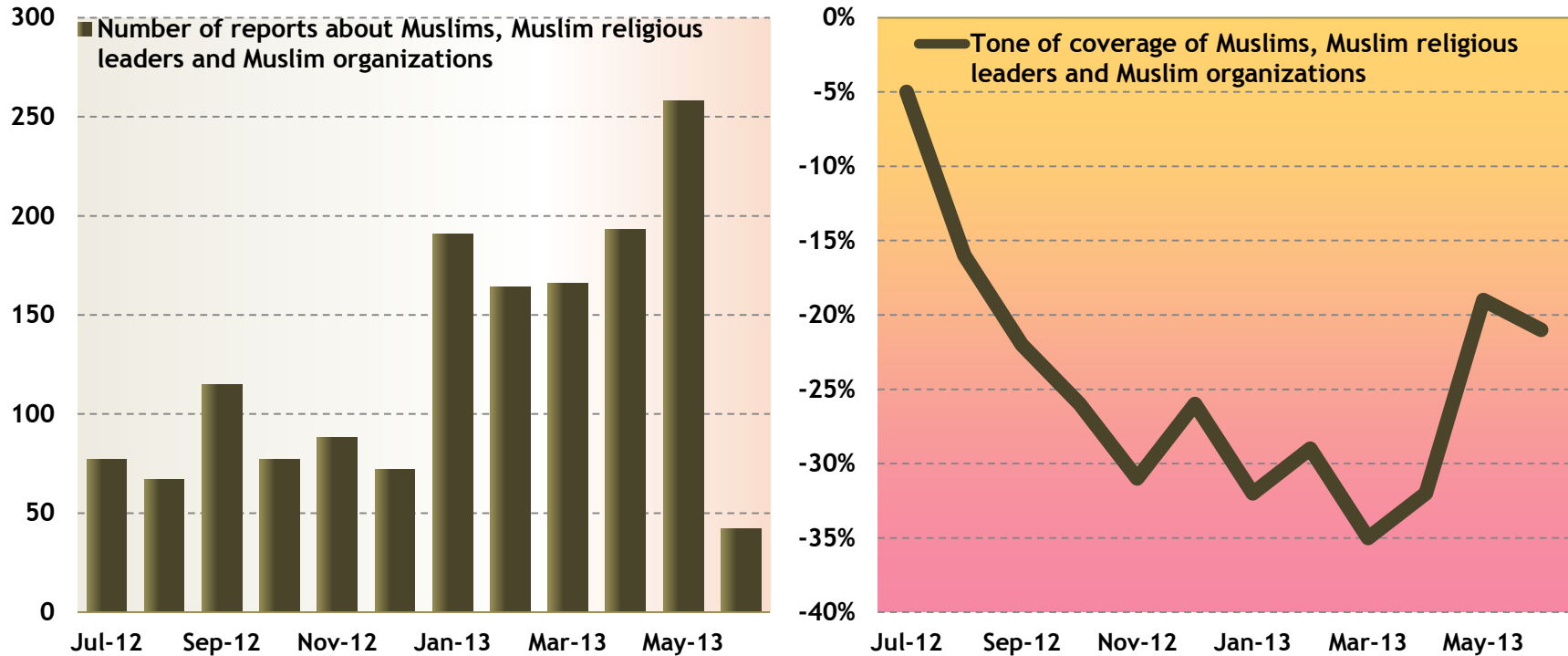
Three leading business papers from the UK, the U.S. and France focused even more strongly on Islam the TV news - although the elections of Pope Francis took place during the period of analysis.

WSJ has a much stronger focus on Islam than other papers



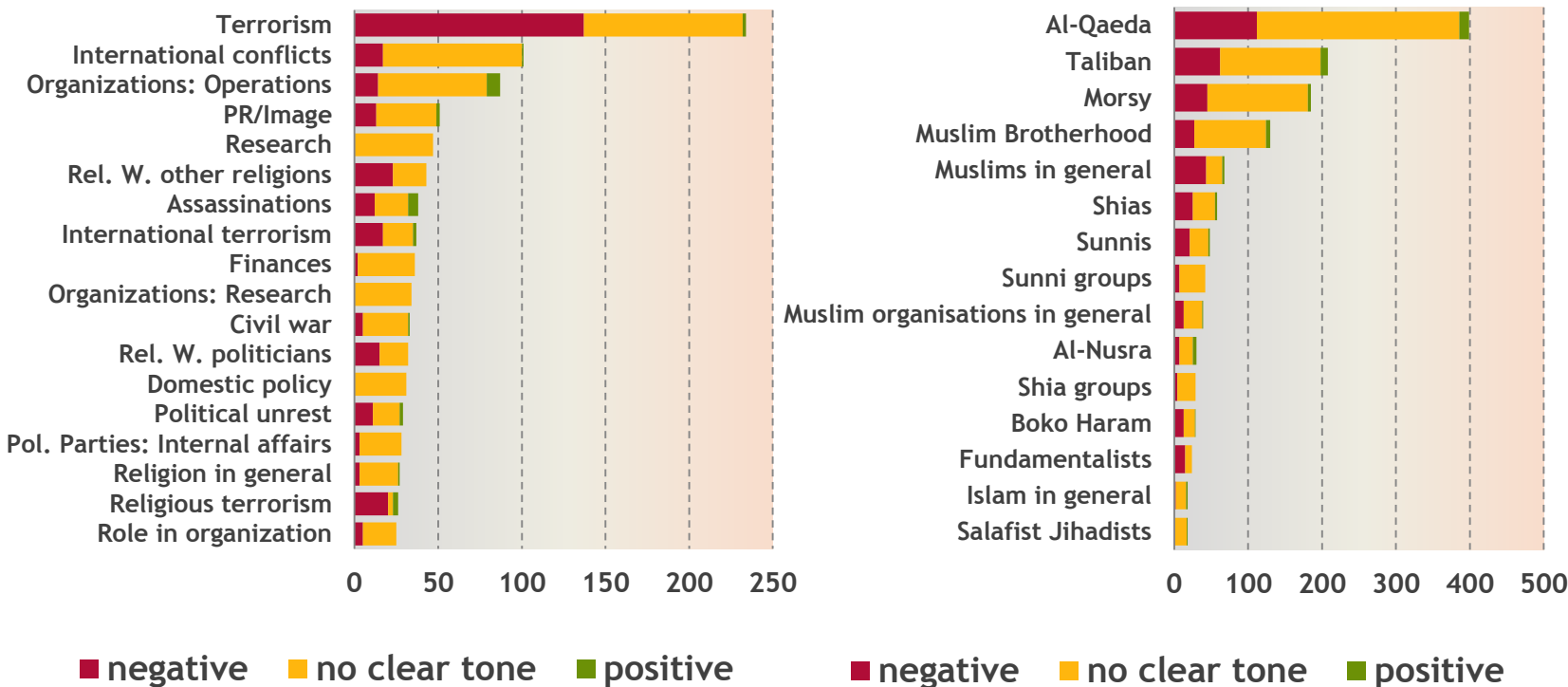
While FT and Les Echos devoted only limited coverage to Muslims and Islam, the WSJ covered Islam in more depth. Although negativity was not as marked as on TV, coverage of Islam was characterized by a lack of good news as well.

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.

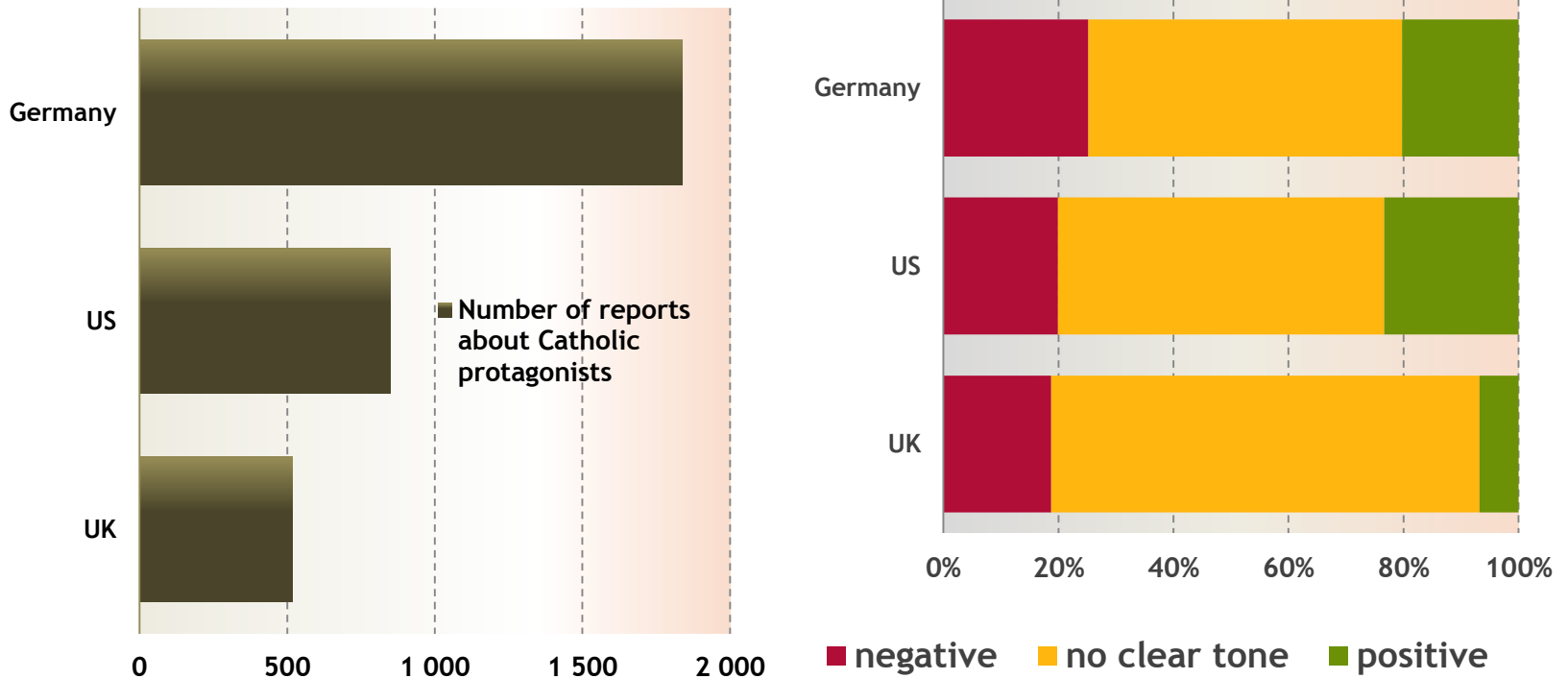
Religious and social life widely absent from the reports



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.

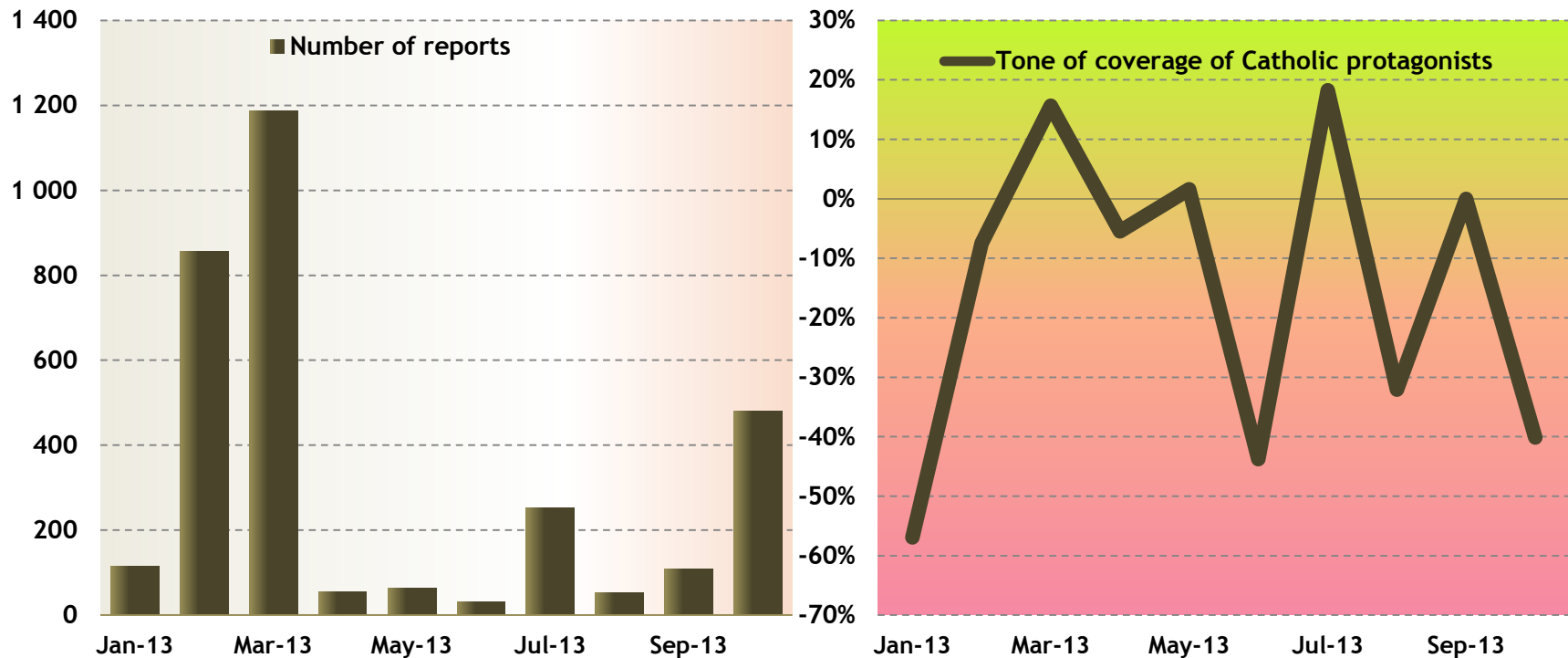
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German TV devotes more time to the Catholic Church



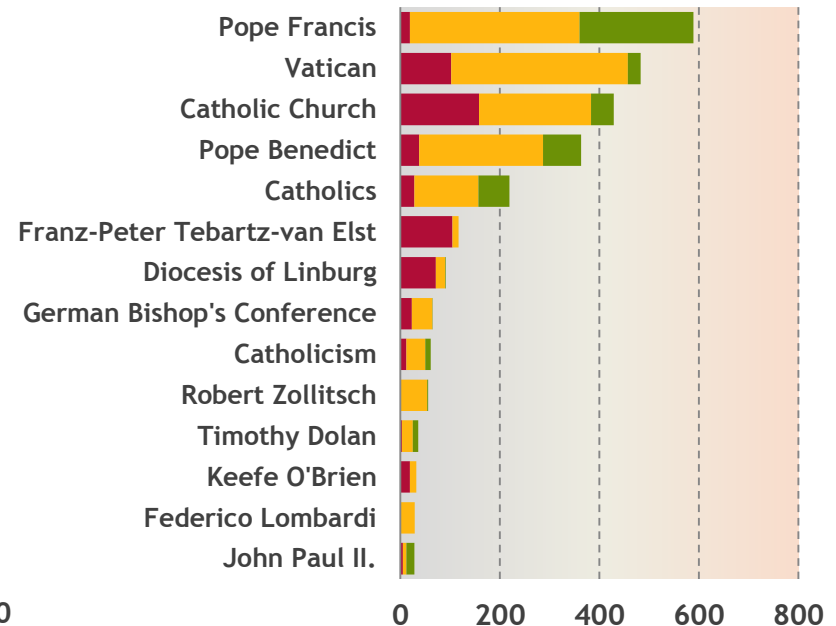
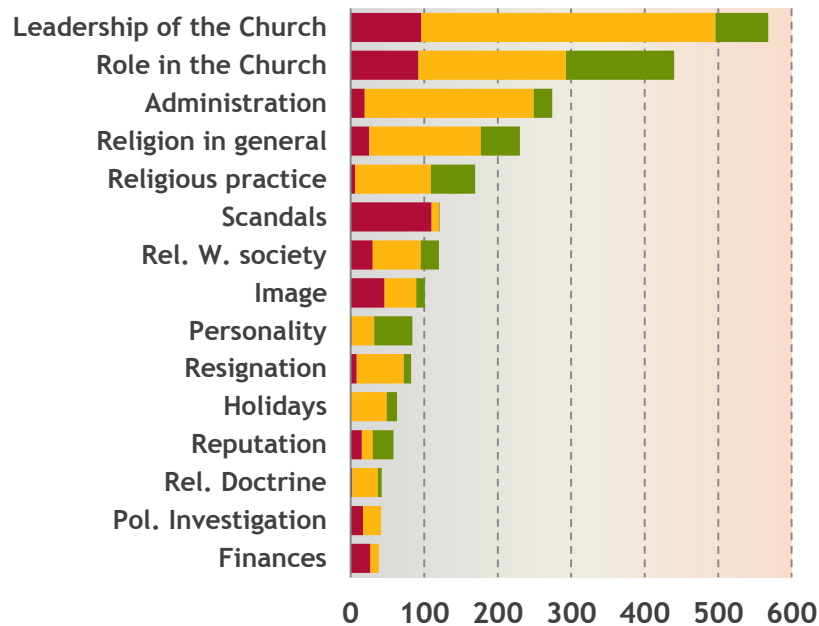
German TV focuses more intensively on the resignation of the German Pope, but the new scandal involving the Bishop of the German diocese of Limburg generated as well a string of bad news.

The charisma of Pope Francis is not sufficient



The Catholic Church still did not manage to develop a sustainable media presence on TV screens. After the election of Pope Francis coverage dropped dramatically - and rose only in Autumn when another scandal broke.

The organization remains under pressure

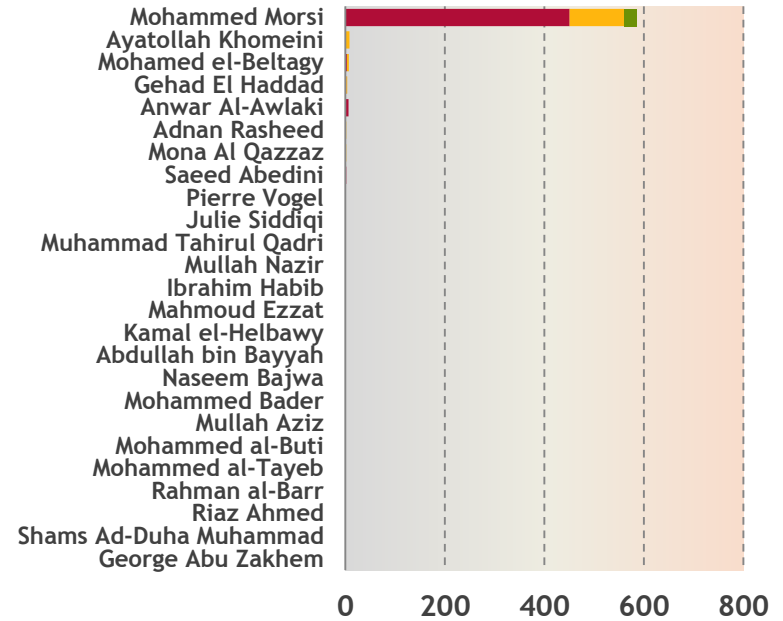
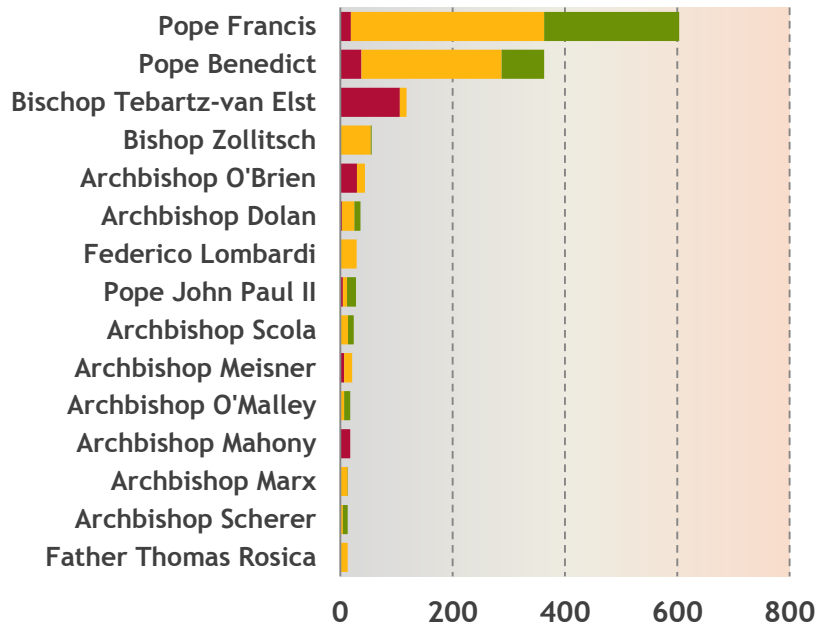


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Not only the new Pope, but as well the outgoing Pope were covered rather positively, as were the Catholic faithful. But the image of the Catholic Church suffered especially in Germany from the scandal around the “Bling-bling Bishop” of Limburg.

Muslim leaders remain no-names



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A great host of Muslim leaders is mentioned in the news, but none of them reached significant coverage in Western news programs - apart from the political leader of the Muslim Brotherhood in Egypt.

What you do know about Pisa:



And what is really there:



Hidden Champions - where are they based?

