Chapter 3

Jordan's Media Strategy and Its Role in Combating Terrorism:
An Opinion Leaders' Perspective
(Cases of Jordan TV and Roya TV)

Hnai Al Badri
Middle East University, Jordan

Hanan Al-Sheikh
Middle East University, Jordan

ABSTRACT

There is no doubt that media plays a key role in modern societies, as it has become the main source for the formation of collective awareness among citizens around the world. In light of the real vile war the Arab world has been witnessing against terrorism, media has become a major player in the confrontation. Today, the Arab world is facing terrorist and fanatic attacks that take religion as a cover for its atrocities and hideous actions, disturbing the peace and amity in communities, and causing a lot of harm to innocent people, destruction of infrastructure, and devastating impact on economy and the social structure. Unfortunately, Jordan's media—as is the case with other Arab media—seems to have issues with their adopted strategies to deal with terrorism, its causes, and influencing factors. The chapter provides the details and findings of a study that attempts to characterize the approach adopted by Jordan's media coverage of terrorism and to investigate and appraise the strategic value of such approach, leading to the recommendation for a more effective strategy that is based on proper understanding of the political, social, and economic environment and other key factors.

INTRODUCTION

There is no doubt that media plays an essential role in contemporary societies. Media has become the main source to form collective awareness among citizens around the world. It is very critical due to its far-reaching impact on public awareness through promotional messages and communication, and it is the cornerstone of the general strategy of states, especially in times of crisis and war. As the Arab world

is facing a real nasty war against terrorism nowadays, the media element has become a key player in the overall confrontation, at a time the old media "radio and television" is becoming less present in the face of the new media and is losing a lot of ground to "social networks". The influence of traditional media is partly weakened due to lacking interactivity, which is one of the most important features of the new media. Today, the Arab and Islamic world is facing a terrorist fanaticism that uses religion as a cover for its actions, and recruiting members and supporters in the name of religion.

Despite the perceived value of media agencies and public need for them, they do not seem to have a clear, well-defined strategy and a comprehensive approach to counter terrorism, unfortunately, Jordanian media, is no different to other Arab media in not only lacking effective professional media strategies to cope with terrorism, its causes and factors, but also they lack qualified media cadres and competent resources. All that the traditional media seem to be able to offer in the event of an accident is a reactive coverage that is characterized by panic and short-termism. A report on a terrorist incident is filed-aired sometimes in the context of obtaining a spontaneous press release rather than being part of a more systematic planning approach. Such incoherent, ad-hoc approach would definitely fail to be up to address an issue as important as terrorism and provide meaningful answers to the questions and concerns of the general public.

There is a lack of interpretation and analysis of the phenomenon of terrorism in general. "Ideological" terrorist incidents, as they are known, are mixed with incidents of armed robbery, theft or drug traffickers and even with incidents against members of the police and security officers that occur sometimes for reasons of revenge or retaliations.

Therefore, this chapter reflects on the findings of a quantitative research that was designed and conducted to shed light on the Jordanian media coverage of the phenomenon of terrorism through the Jordan TV and the Roya TV channels.

Terrorism

Terrorism is one of the most serious hostile phenomena faced by modern societies because it poses a threat to the ideology, creed and political entity of peoples. There is no single definition of terrorism agreed upon by specialists, because of differences of opinions and trends between those who dealt with this subject as well as the different positions of the states regarding it. What some consider to be terrorism, others view it as legitimate action, defense of the homeland and legitimate resistance. Thus, the definition of terrorism is linked to a number of other concepts such as the concepts of political violence, political crime or organized crime (Al Jumni, 2000).

"Terrorism is a term used to refer to those who take the path of violence to achieve political goals," (Al-Waseet Lexicon, 1985). The British Encyclopedia defines it as, "The systematic use of unpredictable terror or violence against governments, the public or individuals to achieve a political goal" (Nafie, 1994).

The CIA defines terrorism as "the threat of violence by individuals and groups. It also defines the terrorist as an individual or group that wishes to achieve political ends using violent means" (Shami and Zaki, 2003).

Terrorism traces its roots back to ancient time for religious, social, economic or political reasons. However; in the 19th century, terrorist ideology was systematically introduced through the formation of secret societies in Italy, Spain and Germany. These organizations used bobby trapped messages and

27 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/jordans-media-strategy-and-its-role-in-combating-terrorism/224514

Related Content

The Demand for STEM Skills: Surplus and Deficit Simultaneously
(2017). *Technology-Driven Productivity Improvements and the Future of Work: Emerging Research and Opportunities (pp. 138-149).*
www.irma-international.org/chapter/the-demand-for-stem-skills/177788

A Multisided Value Proposition Canvas for Online Platforms
Paul Belleflammeand Nicolas Neysen (2021). *Journal of Business Ecosystems (pp. 1-14).*
www.irma-international.org/article/a-multisided-value-proposition-canvas-for-online-platforms/270477

Application of Equity Theory on Adult Learning
Jami Thejanee Pereraand Jayaranjani Sutha (2019). *Workforce Coaching, Mentoring, and Counseling: Emerging Research and Opportunities (pp. 56-84).*
www.irma-international.org/chapter/application-of-equity-theory-on-adult-learning/230501

The Roles of Customer Databases and Database Marketing in Marketing Intelligence: A Business Ecosystem Perspective
Pratap Chandra Mandal (2022). *Journal of Business Ecosystems (pp. 1-18).*
www.irma-international.org/article/the-roles-of-customer-databases-and-database-marketing-in-marketing-intelligence/313044

Impact of Workplace Diversity on Employee Performance: A Case of Some Selected Private Universities in Ghana
Juliana Serwaa Andoh, Benjamin Ghansah, Joy Nana Okogun-Odompleyand Ben-Bright Benuwa (2019). *International Journal of R&D Innovation Strategy (pp. 31-43).*
www.irma-international.org/article/impact-of-workplace-diversity-on-employee-performance/250272