Enhancing Jordanian media's ability to combat extremism and terrorism through media literacy, quality of content, and media performance

Training Guide
(2020)

**The Jordan Media Institution,
collaborating with Dr. Amani Jarrar**

Academics, communications professors, and media experts all agree that the responsibility of training journalists, developing their skills and enhancing them in order to combat extremism and terrorism through media literacy, quality content, and media performance belongs to media faculties and specialised journalism institutions that implement journalism and mass communication programs.

Jordan Media Institute (JMI) continues to carry out its academic and journalistic mission in graduating journalists and adding to the workforce competent individuals armed with knowledge, culture, and skill, either through the master's program JMI has offered for 10 years in Journalism and New Media or through the training workshops JMI offers year-long.

Complementing this role and in order to enhance efforts in fighting extremism and eliminating hate speech, JMI prepared this training guide, presented by a team of experts from the institute in partnership with UAE-based organization Hedayah, with the goal of enhancing Jordanian media's ability to combat extremism through a training program that will be implemented throughout 2020 for active media professionals and journalists, and journalism and mass communications students in Jordan.

We hope that this guide will offer valuable training content, with both practical and theoretical approaches and through a focus on the main topics covered, which include: tools for media literacy, fact-checking and news verification skills, covering stories of extremism and terrorism, and recognising, monitoring, and combatting hate speech.

Dr. Ziad Rifai
Dean of Jordan Media Institute (JMI)

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Introduction

> **The media outlets a society uses determine the nature of this society and its ways of thinking and operating. Without understanding media methodology, it is impossible to understand societal and cultural shifts.**

Introduction

Modern media outlets are essential communication tools and help their audiences remain in touch with reality and interact with its novelties. They increasingly have an important role in explaining issues and presenting them to public view and opinion, especially issues concerning national security. The importance of the role media plays across all different facets of modern life has become obvious to most people, as has the potential danger in it. When it comes to education, culture, economy, and security, studies show that media has become a prominent aspect of the modern age and an effective tool in forming a public and societal conscience. Within a society and in making sure public opinion is formed in accordance with relevant knowledge about its security and well-being, the media serves a crucial role. In order to fulfill this role correctly, media must have authority and publishing responsibility, as well as being guided by professional assets, in order to effectively contribute to achieving a set of positions related to the individual and society, especially what connects to combatting extremism and terrorism, and dealing with their consequences.

It is important to consider the values to which His Majesty King Abdullah II referred in his speech before the United Nations in 2019, of tolerance and justice and coexistence, and the importance of unveiling the logistics of terrorism and defining the role that media outlets play to combat it. His Majesty affirmed the need to "amplify the voice of moderation. It is one of the greatest ironies of our time that extremist voices use advanced media to propagate ignorant ideas! We must not let our screens, airwaves, broadband and social media be monopolised by those who pose the greatest danger to our world. We too must populate our media, and more importantly, the minds of our young people, with the purity and power of moderation."

Consequently, enhancing Jordanian media's ability to combat extremism and terrorism through a lens of media literacy is achievable through the development of a modern Jordanian media system that ensures the quality of performance and content. Jordanian media must formulate its content to stimulate political, social, economic, and cultural development and growth in the context of Jordan's policy of openness and in alignment with global development.

> **The term "hate speech" first appeared in US media in 1989 to include issues related to racist rhetoric.**

Alongside immense technological advancements of the last three decades that have all but eliminated limitations of time and geography through satellite broadcasting, the concept of media literacy has developed and expanded to include the educational responsibilities of public media outlets to pursue to achieve general goals of societal awareness and ethical obligations. Media literacy relies on specific standards and a complex arrangement of roles and positions that

contribute to educational media processes. And clearly the task of analysing the reality and dismantling it are entrusted to both, the journalist and the educator, as partners in fulfilling the mission of media literacy in order to expose hate speech, the falsity of terrorism and its brutal acts, fostering critical media awareness of the audience.

This guide, titled *Enhancing Jordanian media's ability to combat extremism and terrorism through media training, quality of content, and media performance*, forms the basis for media training on combatting extremism and terrorism, and it contains five topics: basic journalism guidelines, media and information literacy, fast-checking tools, covering stories of extremism and terrorism, and hate speech expressions and manifestations.

Definitions/Glossary

Media: the process of collecting, storing, treating, and disseminating news, data, images, facts, messages, opinions, and required commentary to inform of current events through different kinds of interactive media, and to do this objectively, accurately, and with credibility. (Patterson, Wilkins & Painter, 2018)

Role: expected behavior in a given situation, taking into account the prevailing social, economic, political and cultural norms of the group, and the nature of the social organization and its aspirations. It represents the media's tasks in relaying facts, messages, and opinions and their reflection on the recipient. (Velasquez, & Rojas, 2017)

Media Role: to cover events and salient issues, and follow up with their developments and repercussions on society, in order to meet people's natural need to be aware of their surrounding environment and the current events happening around them. Media content is supposed to provide accurate and credible coverage of today's events in order to gain the audience's respect. (Holt & Barkemeyer, 2012)

Journalism: the profession that includes journalists that collect and edit news to relay it to their general audience through several media, including television, Internet websites, radio, magazines, and print and electronic newspapers. (Rudin & Ibbotson, 2013)

Extremism: a difficult concept to define and about which to generalize due to the literal meaning of surpassing moderation. This is because moderation is a subjective concept that differs from one context to the other, and depends on prevalent values in each society. Generally, extremism is defined as: a group or party's exaggerated interpretation of a doctrine or belief system. (Bright, 2018)

Terrorism: any act intended to intimidate an individual, group, or nation in order to achieve locally/globally unlawful goals, carried out by organized or unorganized groups to serve their agenda. (Schmid, 2011)

Hate Speech: speech intended to insult/intimidate a person or group on the basis of certain traits (including race, religion, political affiliation, national origin, and ability) or even differences in views. (Benesch, 2014)

Media Literacy: defined by UNESCO as the basic competencies that allow citizens to effectively interact with media outlets, develop critical thinking skills and continuous learning in order to become active citizens in their societies.

Media Content: the quality of media content depends on the production of superficially engaging and attractive content that is profound and balances form and function. This happens on several interconnected levels: management and managerial and media policies, competence and preparedness of workers, and implementation and evaluation of the work. (Tota, Tote, Tota & Cohen, 2012)

Media Performance: effective media performance depends on best practices carried out by journalists and media outlets when executing tasks. (Hollifield, 2006)

Media Discourse: an attempt to convey a certain perspective to the audience to persuade and influence their views and behaviours. It is therefore not simply relaying facts of reality to the recipient, but addressing them intellectually and convincing them of this reality. (Talbot, 2007).

Topic 1

1

Journalism - Basic Guidelines

Preface

Deep down, journalists know that they have the best job in the world, even when they occasionally feel like it is the most difficult. After all, journalism and media sources matter in every society; without journalists, societies would have no window out into the world, and therefore a limited scope of knowledge and awareness of what happens within society and in the outside world. Media plays a significant role in influencing individuals and societies at large, and the type of influence depends on outlet, function, and use. The influence also depends on what effect media has on a society's value system and prevalent thought patterns.

> **Alongside assuring speed, accuracy, and balance, the cornerstone of journalistic work remains curiosity. We would all like to see our names on front pages and our faces on TV screens, as we should, but the greatest accomplishments in this work are those that mature slowly. Nothing beats that inner drive that stems from realising you may have deepened your understanding of a story and gained the confidence to tell it well.**
>
> **Matthew Green, Reuters correspondent**

Professional challenges greatly affect the competence found in media coverage of the fight against extremism and terrorism. This is especially the case given Jordanian media's increasing responsibility in light of the political, social, economic, ideological, religious, and armed conflicts taking place in the surrounding region and the world. Accordingly, basic journalism guidelines will be discussed through analysis of best practices in media coverage generally, and combating extremism and terrorism specifically. Media discourse concerning various forms of combating extremism and terrorism will also be examined through media and information literacy concepts. These topics will be treated step-by-step, especially through the RADAR approach, and produce professional guidelines according to global quality standards and Key Performance Indicators (KPIs).

Best practices and the RADAR approach to covering extremism and terrorism

While media institutions have in recent decades been amongst the most significant influencers of public opinion and awareness and became responsible for emphasizing human concepts (be they positive or negative), quick global changes have created the need to reevaluate the impact of media performance on societies that have been drained by terrorism, extremism and their hate speech towards humanity and diversity. Therefore, the enlightened professional approach which is supporting human beings and their dignity, is considered the most powerful weapon in refuting the views of extremism and terrorism and exposing the falsehood of hatespeech in all its forms and malicious manifestations.

Achieving successful media coverage of extremism and terrorism including their link to hate speech in communities, requires a profound understanding and analysis of the informing roles which different media respond to, especially about topics touching human lives and the fundamental existence of society.

The RADAR approach provides an introduction to understanding thought processes and practical applications in media coverage of extremism and terrorism.

This methodology, developed by the European Foundation for Quality Management (EFQM), is represented in the following figure:

Results

Approaches

Deployment

Assessment

Refinement

First: media coverage commences **as a result** of interacting with an event, especially in the context of extremism (ideological, political, social, racial, religious, and sectarian) or **as a result** of interacting with a terrorist act (bombings, murder, abduction, injury, theft, and vandalism), and thus, media coverage is a *reaction* to these events. In this case, the media coverage described as a *reaction* to this event is not far from Newton's Law. It states that every action has an equal and opposite reaction, media coverage in an event with aspects of extremism or terrorism is an opposite reaction, but it must be larger than the event itself in order to achieve the desired impact.

Second: Approaches impose upon the journalist during their interaction with an extremist or terrorist event the following:
- A quick response
- Reporting on direct effects of the event
- Analyzing and describing motives

Media messaging consists of symbols that bear connotations and meanings which a recipient decodes in order to understand the messages. If the messages encoded within the symbols do not align with the recipient's levels of awareness, they will be misunderstood and have adverse consequences that do not correspond with the aims of the source and the designer of the media message. This falls under professionalism in practical media work.

Below is a checklist of **Approaches** to take when reacting to an event with aspects of extremism or terrorism:

Approaches	To a great extent	To a moderate extent	To a weak extent
Have this event's effects been determined?			
Have this event's dimensions been			

determined?			
Is the event important enough to the citizen to warrant immediate coverage?			
Have all details (culprits, victims) been determined?			
Is the background research sufficient?			
Have effects on citizens been analyzed?			

Exercise 1

One Key Performance Indicator (KPI) in media coverage is Quick Response to an event. In order to attract a large audience, there are strict expectations of quick response time and a tendency to focus on violent, exciting aspects of an event. The desire to break a story first may lead to sensationalized rumors being spread as breaking news before fact-checking can take place. In this context, considering professional and ethical conflicts that arise when covering terrorism in the media, media has to find a balance between quick response and accuracy. How can we achieve this balance between quick response and accuracy?

Third: media coverage of an event with aspects of extremist or terrorism begins **Deployment** upon first transmission (whether visual, audio, written). Initial treatment of an event in the media must therefore be objective in relaying the news, and comprehensive in covering all necessary information of time, place, impact, and perpetrators, as well as social, economic, political, and cultural implications -- both short- and long-term.

In the context of media practices, a group of Arab media leaders launched a blog in February, 2020 that examines 20 principles for practicing Arab journalists that emphasize humanitarian fraternity[1]. Among those principles are the following: ensuring journalists' rights, starting with

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[1] Al Ain News Agency https://al-ain.com/article/twenty-media-blog-moral-code

freedom of thought, opinion, expression, and creativity, all considered guaranteed rights without which a journalist's job would be incomplete.

- Supporting values of equality, justice, and acceptance of the other, as well as emphasizing responsible citizenship and co-existence.
- Eliminating rhetoric that threatens freedom of beliefs, and respecting diversity of thought.
- Stifling any type of hate speech, and avoiding media content that rotates around comparing religions, belief systems, and sects or insults and degrades them. Avoiding terms that people of certain religions, races, and origins may view as derogatory.
- Shedding a light on the ramifications of war crimes and violence, for which innocent civilians pay the price. Avoid adopting positions that prioritize or advocate for wars and instability.
- Countering harmful profiling pertaining to different groups because of their beliefs/appearances/race that some may try to disseminate.
- Encouraging humane media content that spotlights positive experiences with dialogue, acceptance, equality, and co-existence.

Fourth: Assessment of media coverage of events with aspects of extremism, terrorism, or hate speech is crucial to identifying the positive and negative aspects of successful media coverage of the event.

In order to perform a Gap Analysis of media coverage of extremism and terrorism, it is necessary to define the Strengths and Weaknesses and overcome them, Opportunities, and Threats in what is referred to as a SWOT Analysis. Threats can also be referred to as Challenges (SWOC).

Strengths:
- Jordanian media deals with all local, regional, and international events.
- A significant percentage of Jordanian journalists are cultured and knowledgeable.

Exercise 2:

Jordanian media is characterized with other strengths, such as:

Weaknesses/Areas of Improvement:

Certain traits of Jordanian media, as with other Arab media, can be improved or avoided:

- Most outlets lack a specialized staff that is qualified to handle issues of extremism and terrorism; prevailing media tends to be superficial and ruminative. The prevalent

phenomenon of extremism and terrorism in the world needs to be addressed and analysised in depth through un-conventional approaches.

- Jordanian media outlets often do not rely on experts in the fields of security, society, psychology, culture, religion, and education in order to examine the different facets of extremism and terrorism.
- Jordanian media is characterised by covering extremism and terrorism inconsistently, increasing in intensity around attacks and then dissipating completely. The general coverage consists of improvisation and spontaneity which eliminates systematic continuity.

Exercise 3:

Jordanian media has other weakness in regards to covering extremism and terrorism, such as:

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a. Jordanian media coverage of extremism and terrorism are dominated by quick, breaking and occasionally superficial news coverage, which mainly tries to answer the question "What happened?" and ignores pivotal questions like "why? What is the background? What dimensions are there? What is the local, regional, and international context?"

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b. The almost total absence of explainer and analytical media coverage in Jordan as well as the absence of investigative journalism will lead to media coverage continuing to be superficial and continuing to lack clarity, explanation, analysis, and investigation as well as interest in getting to the root of issues related to extremism and terrorism, and their intricate political, social, economic, religious, cultural, racial, and sectarian causes.

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c. Jordanian media outlets treat terrorist attacks as independent events and not as trends, meaning more attention is given to terrorist operations than the phenomenon of terrorism generally, which has deep reasons, contexts and reflections.

Fifth: Refinement is carried out through a deep analysis of content quality and media performance when covering extremism and terrorism. The following criteria are followed:

1. Information comes from a trusted source.
2. Facts are not mixed with speculation or self-analysis. When analysis is required, it is based on sufficient information.
3. Information is only redacted for ethical or editorial reasons or what concerns national security, and we should not let personal feelings impact what information is included.
4. Numbers and names and titles of people, countries, and parties are accurately relayed, as well as numbers. Rounding is done in accordance with common professional practices.
5. Statements issued by organizations, political movements, or military entities are verified, even if issued with logos. Contact with relevant parties has been made when possible.
6. Different shots are used in portraying the event in order to fulfil different editorial roles. Close-up shots are important in highlighting the scene whereas wide-shots establish the scene itself. The natural sound that accompanies the image may be equally as important.
7. Accurate terms, not synonyms, are used: "execution", "assassination", and "murder" are all different (even if the result is the same). "Pious" and "extremist" are not the same thing, even though there are many intersections.
8. Opinions are relayed as personal quotes, and separated from facts. If a view is controversial, it is preceded by "what they describe as....".
9. In case the internet is being used as a source:
   a. Nature and credibility of website are noted
   b. Date of event is noted

Best Practices in Media Coverage

Much like any other profession, work in media is regulated by a collection of practices known as "Basic Journalism Guidelines". Unlike other professions, journalism is critical in its ability to collectively influence societies. Standards of applied media work therefore exist within the following essential guidelines:

1. **Choosing a media topic:** the topic must be as relevant as possible to the political, social, and living context of the recipient. Chosen media topics must be current, adaptable to the suitable media format, and placed in the correct medium, (print, radio, television). Only through this can a media outlet effectively perform its job and be properly influential. The chosen topic must also demonstrate harmony with other relevant topics. It must form a connection between the audience and the outlet, and reflect positively on a journalist's success.

Below is a useful checklist when choosing a topic to cover:

Media topic	To a great extent	To a moderate extent	To a weak extent
Is it current?			
Is it important?			
Is it relevant to recipients' interests?			
Can this interest spread to others?			
Does it match the outlet's image/values?			
Can it be featured at an appropriate time and place in the outlet?			
Does it support and contribute to the growth of other reports?			

Notes on the checklist:
1. If a topic is current "to a great extent" and important, it could be upgraded to breaking news.
2. If interest can spread to a great extent, it can affect the rate of spread.
3. If a topic matches the outlet's image/values, that will increase the outlet's and the journalist's credibility.
4. If the topic is covered at an appropriate time and place, that reflects this outlet's ability to keep up with events.

Exercise 5:

When covering a terrorist explosion, the following factors determine how it should be covered. Arrange them in order of importance.

Specifics of the Event   Order of Importance

Location
Injuries
Perpetrators
Political and Social Ramifications
Coverage by other outlets
Social media interaction regarding the event

2. Finding a media topic: it is a journalist's responsibility to diligently stay up-to-date on current events, and social, political, economic, cultural, and religious developments, analyze them and glean salient questions. They must also attend official and unofficial gatherings, and monitor important events even if they will not directly be covering them. Certain occasions are also useful in connecting with representatives of parties, organizations, and active institutions. Keeping up with other media outlets is also key. Personal social circles can also be useful in understanding what matters to people and interests them, what they are planning, and what observations they may have.

Below is a table that outlines methods of finding a media topic:

Where do I find a topic?	Requirements
In media coverage across all outlets	Diligent and continuous engagement with other outlets
In press releases and on party/union/organization/etc websites	Total awareness of online presence of active parties in society (locally, regionally, and internationally)
At press conferences, seminars, and different activities	Attendance and interaction
Through connections and communication with decision-makers	Growing a professional network
Through studying and analyzing news from important outlets	Ability to keep up and analyze
Through social media, blogs, and online articles	Ability to interact on social media
Through messages and tips from followers, and the audience generally	Excellent communication skills

3. Media research: the accuracy and importance of a piece of information is critically gauged through media research, which is also a way for a reader/viewer/listener to become privy to events and news that they would not have otherwise, if the journalist had not done their job. Media research needs to be protocol for outlets, and they must facilitate, support, and develop it. Following are the steps for media research in logical order.

1. Choosing a topic
2. Collecting data, and ensuring that it
   a. Is accurate and recent
   b. Is trusted
   c. Has a known source
   d. Is relevant to the topic
3. Formulating the research problem through:
   a. Choosing the main question
   b. Choosing sub-questions
4. Recording notes, which include
   a. Preliminary scan to determine whether collected data is sufficient
   b. Recording and analyzing previous (archival) or current media coverage
   c. Recording and analyzing all factors that affect the topic
5. Investigative analysis through:
   a. Answering main and sub-questions
   b. Connecting results of analysis to reality
   c. Preparing results for publication
6. Publication.

Below is a useful checklist for media researchers:

Media research	To a great extent	To a moderate extent	To a weak extent
Have I looked at all sources to have covered this topic?			
Have I sufficiently verified the credibility of my sources?			
Have I sufficiently verified the reliability of my sources?			
Are the results of my preliminary research enough to conduct an extensive research?			
Are the results publishable?			

Exercise 6:

You have been tasked with conducting research and preparing an investigative report on "extremist chants in Jordanian sports fields". Should the steps you take include the following? (with explanation + justification)

Attending several sports activities and mingling with the audience: Definitely/Not Necessarily
Learning the causes/motives for these extremist chants: Definitely/Not Necessarily
Analyzing social reflections of this extremist chanting: Definitely/Not Necessarily

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4. Story Telling: a new way to describe a long-standing art, which is telling stories the way people like to hear them. Narration is a modern art in journalism that utilizes people's stronger reception and memory of information if told to them as a story. This is referred to as narrative journalism.

When covering terrorist attacks in the media, outlets find themselves at the heart of telling journalistic stories and are often considered the "oxygen of publicity", a famous description by former British Prime Minister Margaret Thatcher, in which terrorists' primary targets are those who watch the attack, not those who are victims of it.

Main characteristics of a journalistic story:

Journalistic Story Traits:
- **Interesting**
- **Interconnected**
- **Excites emotions**
- **Is told by an experienced storyteller**

Exercise 7:

Characterized by traits of a journalistic story, media coverage of extremism and terrorist in the form of a story must be interesting.

Knowing that extremist and terrorist groups commit malicious and violent acts in order to pique the interest of ordinary citizens, how can media coverage interest citizens in a way that bypasses the goals of these groups?

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5. News: a news item relays a political, economic, sports, or social event in a way that combines brevity with objectivity, wherein it repeats facts without passing judgement or adding comment. The crux of a news item is in the first sentences, after which information flows in a logical order depending on its content.

News language is:
- Objective
- Consists of short phrases
- Lacks analysis and evaluation

The 7 Ws: in order for a news item to be complete in accordance with international standards, it must respond to the 7Ws: (Ange's Scribbles, 2019)

- Who?
- What?
- Where?
- When?
- Why?
- How?
- How much?

Below is a useful checklist for writing a news item:

News Item	To a great extent	To a moderate extent	To a weak extent
Does it contain new information that is			

interesting to the recipient?			
Is it current?			
Does the beginning of the item contain the most important information?			
Is it phrased objectively?			
Is it brief?			
Does it include irrelevant details?			
Can the recipient understand the news item without having to read other sources?			
Does it answer at least four of the 7Ws?			

6. Report: a report begins as a news item, but delves deeper into the detail. Therefore, it objectively relays a current event of a political, economic, sports, or social nature. Its absolute purpose is to relay information. A report gives a dynamic and detailed sequence of events, and differs from other media forms in that it does not only contain main aspects of the story but can also give detailed descriptions of an event's time and place using direct and easy language that includes attractive phrases.

Characteristics of a media report:
1. Contains details and explanation of an event.
2. Does not require the speed a news item does, preparing it is time-consuming as it requires full details.
3. Opinion journalism relies heavily on media reports.
4. Piques readers' interest.
5. Simple and direct writing style with short sentences.
6. Focus on a specific angle from the event.

The different types of event-related media reports:

News report - provides data and information relative to an event that a news item cannot contain - maintains objectivity in presenting information (journalist refrains from bias)

Character report - profiles a person who is connected to an event - one which plays an important role in the event

Live report - provides current developments and live coverage of an event - provides a clearer image of the event compared to writing or going into details

The three types of media reports can be formulated as:
1. Fact story: which presents information, figures, and facts in a way that is easy to understand.
2. Quote story: which is built on quotes by a person or a group of people.
3. Action story: which focuses on an unusual event that is still new.

Any type of report can include any combination of the above.

Below is a useful checklist for writing a media report:

Report	To a great extent	To a moderate extent	To a weak extent
Is the event covered still current?			
Does the report add something new and interesting to the recipient?			
Can the recipient understand the report without having to search for more information?			
Is it phrased objectively?			

7. News Analysis: a news analysis begins with a report, but relies more strongly on analyzing causes and contents of an event. It does not pronounce judgements, but through its presentation of information provides the reader with enough material to form their own opinion of the event or the phenomenon. In spite of the new battlefields (in the form of social media), traditional media outlets continue to be a main source of information. They continue to be active participants because of what they provide from analyses and exploration of public opinion that terrorists specifically seek to influence.

News Analysis language:
- Objective, as with a report
- May use narrative language
- Must be void of any judgement, but form the basis of the reader's judgement

Below is a useful checklist for writing a media report:

News Analysis	To a great extent	To a moderate extent	To a weak extent
Does presented data serve to shed new light on the event?			
Is the information presented in a logical order and understandably phrased?			
Can the recipient understand the new data and envision it realistically?			

Exercise 8:

A study carried out by Pew Research Center's Internet & American Life found that 94% of American internet-users went to the internet for news, and 70% agreed with the statement: "the amount of news and information available from different sources today is immense". With the spread of news on the internet increasing, news analysts must refrain from declaring judgement but must provide the reader with a basis for their own opinions. If a news analysis is covering a terrorist event, its causes and motives, a journalist must:

Review news and analyses relevant to the event on the internet, and sort and categorise it.

What does this review entail?

Shorthand: journalists need to be proficient in shorthand, which depends on decreasing the words used to describe an event in a way that adds depth and makes the news item more attractive.

Exercise 9:

A short story: During a cricket match held in India in the 1960's, one of the players came up with a way to throw the ball directly towards another player. This method became journalists' focus, and one of them wrote a news item with the following headline:

"Throwing the ball in the line of the player's body"

When attempting to send a telegram to his newspaper, he discovered that he did not have enough money to pay for the telegram (which were charged by the word), so he began to shorten the news item as much as possible, but when he reached the limit the money was still not enough. All he could do then was shorten the headline, which became:

"In the body line"

Indeed, this abbreviated version was published and gave depth to the news item. It later became a feature film with the same name, and this journalist was credited.

"Suicide bombing in Basra kills dozens, injures hundreds"

This headline about a terrorist attack in Iraq is 10 words long.

Can you rewrite it in 5-7 words?

Can you rewrite it in three words or less?

Note: it is not necessary to adhere exactly to the provided headline.

A smart producer…
A smart presenter…
A skilled editor…
An innovative journalist…
Makes you sit motionless in front of the TV

And forces you to give your undivided attention to the radio program, and continue to read the same newspaper or news website.

And makes you return again and again to the media outlet that took in those gifted journalists.

Television Presenting	Radio Presenting
Presenter uses clear and natural language, avoids long and complex sentences	
Presents segments organically, without pretenses	Content is presented as if spoken, not read out loud
Relies on influence of visual and audio effects on viewer's imagination	Relies on projecting images into the listener's imagination

Exercise 10:

If a morning radio show host wants to project in the listener's imagination a stereotypical image of an ideological extremist, they will use the following terms and phrases. How can they be used in short, expressive sentences to convey this stereotype?

Does not accept different opinions

Stubborn

Subjective

Postulates

One-sided

8. Talk Show: a talk show is a program in which speakers are to discuss a certain topic, whether political, economic, social, or sports. Guests are the center of attention on the show on the basis of their expertise on the topic.

Who is an appropriate talk show guest?

Guests must be chosen well as the success of an episode hinges on their responses and performance:

First: the episode's guest must have extensive and enriching expertise around the topic of discussion, and be able to present themself well on television

Second: if there are multiple guests, they must present different/opposing opinions, as in become opponents not allies. This gives the show a dynamic flow and is more interesting. They must also be given equal time and attention during the episode.

> **It is impossible for a successful journalist to produce a television program if they work alone. The most important component is collaboration (between the producer and the presenter and the director).**

Exercise 11:

Discussion question: which will be a more successful talk show, and why?
1. The show's producer is also its host
2. The show's producer is not the host

Structure of a talk show
- Every talk show must begin with an introduction that sets up the show's topic to catch the viewer's attention.
- Guests are introduced using full names, professions, or positions. Generally, it is advisable to offer a brief overview of their different positions on the episode's topic.
- The host leads the discussion and orients it through questions. It should be noted that a televised discussion follows a dramatic structure that is pre-planned with the editorial and production departments.

Exercise 12:

14 years have passed since the Amman hotel bombings, and by the grace of God, the wisdom of its leadership, braveness of its security forces, and unity of its people, Jordan remains strong as ever. It has been decided that a televised event will be produced to commemorate this painful memory, with the aim of spreading calm among the citizens and renouncing violence and terrorism.

Three guests are invited to the episode: a religious cleric, a politician, and a retired security officer. What are the three main characteristics for each of the guests?

Religious cleric:

1. ---
2. ---
3. ---

Politician:

1. ---
2. ---
3. ---

Retired security officer:

1. ---
2. ---
3. ---

Below is a useful checklist for producing a talk show:

Talk Show	To a great extent	To a moderate extent	To a weak extent
Was the topic clearly identified and is it strongly connected to the viewer's interests?			
Does the topic have enough airtime to fill all its aspects?			
Is preliminary research sufficient?			
Is the choice of			

guests appropriate?			
Do the guests represent different points of view? Are they known to the producer/host?			
Is the guests' arrangement sound from a dramatic perspective? Are opponents seated opposite to each other?			

9. TV Interview: in which questions are posed with the intention of delivering information that can pertain to a topic or to a person. There are three types of TV interviews:

1. **Topical interview:** which is informative and provides analysis and insight that may not otherwise be clear.
2. **Opinion interview:** in which the interviewee states their views and is asked critical questions about it.
3. **Personal profile:** which provides a portrait of and revolves around an interesting person. This type of interview tends to be emotional.

Note: these types of interviews cannot be completely separated, and intersections exist. For example, an opinion interview is topical, and a personal profile can be to analyse opinions or a certain topic.

The following table illustrates the basics of carrying out a TV interview:

Preparing for the interview	- Preparing for an interview involves exhaustive research about the topic and the guest - The topic should be clearly and tangibly defined, excessive generalizations should be avoided
Interview structure	- Every interview begins with an introduction of the guest; their full name and job description - Concentrated questions form the main part of the interview - Flexible dialogue is key when interacting with guest's responses
Posing interview questions	- Questions are phrased during the

	preparation phase, and must be concise - Open-ended questions at the beginning of the interview motivate the speaker to expand their answers - Specific, closed questions at towards the end of the interview help to reach results, and a conclusion
The interviewee	- Can the interviewee respond to the questions? - Is the interviewee qualified to assume their own position or do they relay another party's opinion, such as spokespeople for an organization?

Below is a useful checklist for producing a TV interview:

Talk Show	To a great extent	To a moderate extent	To a weak extent
Is the topic strongly connected to the viewer's interests?			
Was the topic clearly defined?			
Is the interviewee the appropriate choice? Are they an expert?			
Are the interviewee's full name, position or job title known?			
Is preliminary research sufficient?			
Does the introduction delve into the topic in a way that is understandable and interesting to the viewer?			
Does the interview have a dramatic transition?			

Were technical details of the interview discussed with the interviewee during a preliminary meeting?			

10. Writing for the internet: every form of journalism (news items, reports, interviews, etc.) also exists on the internet. There is no internet-specific method of writing, meaning that it follows the same rules that apply to print writing. However, there are certain specific properties; the headline and lead are important on the internet, and must be attractive enough for a user to keep reading. They must also contain keywords that make it easy for a user to find them.

Headline:
- **Must be brief**
- **Must clearly illustrate topic**
- **Must contain keywords, and be exciting**
- **Must not contain meaningless phrases**

Lead:
- **Provides a general direction/idea that will be explored**
- **Generates interest/curiosity**

Text:
- **Must contain information that is clear and accessible**
- **Must be comfortable to read visually**
- **Must fulfil its goals**
- **Must be enjoyable to read**

Effects:
- **Text must be accompanied by dramatic, visual and audio effects**
- **Images, videos, and soundtracks**
- **Must make editorial sense, correspond to the text**

11. Social media for journalists: the rising availability of social media platforms provides journalists with interactive sites that allow them to build an audience of readers and communicate with them, learning from their comments and improving their performance. To this end, social media platforms offer many tools to diversify how content is shared and features to link to other interactive platforms. They also facilitated the development of many pages [such as community pages and profession-specific pages] that serve journalists, maximise social media's function for journalism, and enable journalists to reach larger audiences. Below are some social media platforms, in order of popularity, and their properties that pertain to journalists:

Facebook: considered a platform for citizen journalists who must have an account and can also activate pages for themselves.

Twitter: prevalent political and social journalism. Journalists must have an account.

Youtube: supports video technology and content, which journalists post on their own "channels".

Instagram: art, culture, sports, and celebrity coverage are the most prominent, and journalists must have an account.

> **Journalists need to turn alerts on in order to receive news on the spot.**

> **Journalists must receive appropriate technical training on using mobile phones for news coverage. This technical ability must be paired with basic journalistic skills such as news storytelling and source verification.**

12. Smartphones for journalists: mobile journalism, defined as the process of collecting and disseminating news using a smartphone, has in recent years played a significant role in empowering both the professional journalist and the citizen journalist to overcome certain challenges and obstacles, and enhanced freedoms of expression and information. Mobile journalism is today considered a prominent form of journalism, whereby journalists who have smartphones can cover major events more securely and quickly. It is a new direction in news coverage, and below is a diagram illustrating smartphone uses.

Speed and efficacy: mobile journalists can send news items directly to the newsroom with one click through email or cloud storage or any application used/owned by their institution. They can also disseminate news directly to the audience and interact with the audience on social media platforms in tandem to screen coverage. Through proper training, the journalist can become the photojournalist, editor, and designer.

Innovation and experimentation: mobile journalism allows journalists to discover their skills and experiment with available technology, and even new methods of journalistic storytelling. Smartphones provide journalists and media outlets the chance to become the driving force of a revolution in how information is consumed and how communication takes place.

Live broadcasts: smartphones allow for simple and cost-effective live broadcasts through specialized applications. Reaching an audience through broadcasting is particular to mobile journalism, as is measuring content performance through instantaneous metrics and statistics. Live broadcasts on social media platforms allow journalists to interact with the audience during emission, and all they need to do is choose the appropriate application based on their criteria such as target audience and technical costs.

The following table presents some useful, free applications for journalists.

Application	Function(s)	Location
Camera +	**Image refinement, improving quality**	**Apps on Google Play iPhone Apps**

Voice Recorder Pro	**Professional voice recording app that does not have a time limit**	**Apps on Google Play iPhone Apps**
Periscope	**Live internet broadcast with a feature to choose geographic location**	**Apps on Google Play iPhone Apps**
Automatic call recorder	**Records phone calls on smartphones, allowing the journalist to record interviews and phone statements**	**Apps on Google Play iPhone Apps**
Evernote	**Allows journalists to write text, take pictures, or upload and share files and notes with other users. Also allows for transfer of all day to/from computers/**	**Apps on Google Play iPhone Apps**
Feedly	**This smart reader displays and updates news from different newspapers and websites, highlighting items with high readership. Journalists can choose outlets and countries from which they want to read news.**	**Apps on Google Play iPhone Apps**
Truecaller	**Allows journalists to verify callers' identities**	**Apps on Google Play iPhone Apps**
Power director	**Allows journalists to quickly edit videos shot with phone cameras, add effects to them, and upload them to Youtube or Facebook in high definition, as well as merge video, photo, and audio**	**Apps on Google Play iPhone Apps**
Dictionary of Journalism Study	**One of the most famous journalist dictionaries, containing dozens of journalism terms and phrases.**	**Apps on Google Play iPhone Apps**
PicsArt	**Photo-editing software that also allows journalists added properties when taking pictures, like borders and on-screen text**	**Apps on Google Play iPhone Apps**
Google maps	**Allows journalists in 220 countries to physically locate their whereabouts and places to visit, as well as required time and route using GPS.**	**Apps on Google Play iPhone Apps**

Topic 2

2

Media and Information Literacy

Preface

According to UNESCO, Media and Information Literacy refers to the ability to access media and other sources of information. This allows for an understanding and evaluating of their contents and functions in a critical manner as well as participating in producing informative content. Thereafter, the context may be used creatively to establish communication channels in a variety of contexts, including education and learning, self-expression, creativity and civic participation. Media literacy enhances the capabilities of individuals to be aware of and counter the spread of rumors and negative news that include hate speech, intolerance, and incitement of violence.

> **Media literacy is not a "defence project" that only aims to protect, but an "empowerment project" that strives to prepare individuals and groups to understand the media culture that surrounds them.**

Grizzle and others define Media and Information Literacy (MIL) in their studies as a collection of skills and directions that allow the public to effectively understand, analyze, and share media content through developing critical thinking and continuous learning skills. This active participation enables citizens to interact positively with society. Media literacy also means teaching individuals how to evaluate and analyze media messages (Grizzle et. al, 2014).

Proper media literacy has incredible effects. While its main focus is the individual, its effects are reflected in their behaviors and values and different approaches in life. The process of supporting the growth of the individual in terms of knowledge, behaviors and values is one of the core bases building society. What sets media apart from other professions is perhaps the number of recipients it reaches, and the diversity of methods available to spread its message. The absence of media literacy skills has serious and detrimental consequences that affect the individual, communities and societies, and nations.

Some media outlets have become platforms for exclusion, extremism, violence, and terrorist ideology through adopting their rhetoric inadvertently or on purpose. In doing so, they guide the audience towards adopting positions that threaten societal peace and security through hate speech. The educational role media outlets should assume in combating extremism and terrorism as well as hate speech in society is therefore extremely vital. Especially, enhancing the audience's critical thinking skills in order to address hate speech, and extremist tendencies. The media has tightened its grasp on the entire world, entertaining, teaching and guiding it, as well as displaying a new face every day and a creative new method every once in a while. It bypasses time and space with new technologies at every new phase, overtaking educational infrastructures and playing a now more significant role in social development and guidance.

Media and Information Literacy (MIL)

In 1983, UNESCO brought attention to the importance of a universal code of ethics in journalism by adopting the "Declaration of International Principles of Professional Ethics in Journalism". Among these principles are distinctive positions that are related to the social responsibility of

journalists, preservation of the public good, and reaching citizens as well as involving them (Frau-Meigs, 2007).

As modern media's influence grows, so does the role media literacy plays in society to educate individuals in how to interact with media outlets. This knowledge reflects directly on their political, economic, social, and cultural participation, on nurturing an active national spirit, and developing human resources.

The following terms fall under the discipline of Media and Information Literacy (MIL):

1. **Media Literacy (ML):** which is based on developing a group of skills that improve active participation and interaction with, and analysis and evaluation of media outlets. These skills are:
   - **Access:** to all media outlets (visual, print, and audio, both traditional and electronic).
   - **Evaluation and Analysis** of media content presented by various media.
   - **Interaction** with media content through participation and observations/opinions.

2. **Information Literacy (IL):** which is based on developing the ability to access different and diverse sources of information. This includes several concepts, which are:
   - Comprehensive knowledge of traditional and digital **information sources** and **databases,** most importantly traditional and electronic visual, print, and audio media sources.
   - Access to information sources and databases, and the ability to use them effectively.
   - Developing content and data analysis skills
   - Developing the ability to **create** information through interaction and participation.

3. **News Literacy (NL):** which is based on the ability to analyse news, verify its sources and credibility. The following concepts fall under the umbrella of news literacy:
   - The ability to reach trusted news sources.
   - The ability to analyse news **in the context** in which it appears.
   - The ability to evaluate and critique news, as well as verify its credibility.
   - The ability to actively participate in news production, using new platforms safely and committing to the ethics of use and production through what is known as **citizen journalism**.

4. **Digital Literacy (DL):** which is based on the ability to use **Communication and Information Technology** to access, analyze, and evaluate digital data in order to understand it. This includes several concepts, which are:
   - Developing the ability to operate modern digital technology.
   - Developing the ability to access various **digital media.**
   - Developing the ability to evaluate and analyze digital content.
   - Developing the ability of ethical digital interaction through producing content which adheres to such ethics.

Media and Information Literacy Skills

The course on positive engagement in media literacy begins with:

First: Access, which requires a certain level of understanding of communication tools and modern technologies.

Second: Analyze and Evaluate, which requires critical thinking and content-analysis skills.

Third: Reflect, which requires being mindful of traditions and values, and uncovering bias and misinformation.

Fourth: Create, which requires skilled expression, and visual content production.

Fifth: Action, which requires communication and execution skills.

Access - Analyze and Evaluate - Reflect - Create - Act

Media and Information Literacy Tools

Media literacy tools are implemented in combating extremism, terrorism, and hate speech through:

First: learning competencies that stem from media literacy

1. The ability to understand media messaging and decipher it for meanings. Covering terrorist attacks and incidents of extremism raises several questions related to how they should be presented to the audience. For journalists and media outlets, covering these events and trying to contain their complications, danger, and political, economic, social, and religious aspects poses a great challenge, with conflict arising when trying to fulfil all obligations:
   - The right to knowledge
   - Protecting national security
   - Adhering to professional ethics

2. The ability to produce media content with guiding influence that protects nation and society through media concerned with combating extremism, terrorism, and hate speech, and delivering this content to the target audience.

<u>Knowledge is power</u>

Informatics (information culture) represents the ability to:
- Access information
- Evaluate and analyze the information
- Produce knowledge

Knowledge can be reached through the following phases:

Phase one: handling data, which represents a preliminary set of raw information. It is:
- Unorganized
- Unclear
- Overlapping and distorted

Phase two: handling information, which is data after it has been:
- Sorted
- Categorized
- Edited

To become useful, understandable information.

Phase three: knowledge, which is information when it has been:
- Used
- Applied
- Tested

Discussion:

After accessing data pertaining to a terrorist attack on two cities somewhere in the world, and after sorting this data and turning it into information, how can it be translated into knowledge through which you can help protect society from violent and terrorist ideology?

Second: Motivation to learn

One of the most important media literacy tools is the drive to learn, and that is because of the particulars of this field and its subjects, wherein there is a search for something tangible that is directly connected to an individual's daily life, which motivates them to explore this field and uncover its secrets.

Elevated thinking skills:
1. **Critical thinking**
2. **Creative thinking**
3. **Decision-making**
4. **Problem-solving**

In the context of motivation to learn as a media literacy tool in combating extremism and terrorism, the educational and media roles complement each other in fighting against these trends through using elevated thinking skills (in media coverage). Below are the details of media coverage mechanisms to combat extremism and terrorism.

Terrorist event:

If:
- Known perpetrators: media must be careful not to lay blame on any other internal parties and adhere to coverage restrictions
- Unknown perpetrators: media must not lay blame on any internal parties, avoid making predictions and adhere to coverage restrictions

The Role of Media Literacy:

Media literacy training must analyze and explain causes by:
- Explaining perspective of perpetrators and proving how deeply incorrect it is
- Analysis should stress society's ability to remain connected with values of national unity and coexistence

Media literacy training must direct media rhetoric towards:

- Combating obscurantist ideology by analyzing it through tools of moderation and tolerance
- Involving a large number of specialists in these different ideological areas in order to hinder these trends
- Minimizing the impacts of the terrorist event by maximizing the power of leadership and the people

In addition to:
- Broadcasting messages of comfort and unity between citizens
- Commending national security forces' response to situation
- Renouncing violence and terrorism

Contemporary media types:

1. Traditional Mass Media
    a. Daily and weekly press
    b. Television
    c. Radio

2. New Media:
    a. Online journalism, relies on publishing on the Internet, and is:
        i. Run by professional journalists
        ii. Adheres to the professional rules and ethical principles of journalism.
    b. Citizen journalism, which represents popular bases through online platforms on the internet, and is:
        i. Run by the general public
        ii. Does not necessarily adhere to professional rules and ethical principles of journalism.
    c. Social media journalism: which represents what is published on social media and can be divided into:
        i. Pages that belong to journalists/media outlets that adhere to professional standards
        ii. Pages that belong to the general public and do not necessarily adhere to professional standards.

Third: Realistic depictions

Interacting with the media occupies a large portion of a person's life in modern life, and accompanies them their whole life which creates in the learner the understanding of how important it is for journalists, media outlets, and audiences to be skilled at realistically engaging with media messages through media literacy training. Realistic depictions (as a media literacy tool) are considered a powerful driver of Jordanian media coverage controls in combating extremism, terrorism, and hate speech. To this end, realistic coverage in media allows the journalist, outlet, and audience to:

1. **Trade knowledge,** considering that the journalist and outlet transmit the message, and the audience engages with this media messaging by commenting on it, discussing it, and evaluating it to form feedback that allows the journalist and the outlet to evaluate their performance. Realstic transmittiion of messages therefore matches the audience's reality, and the following figure illustrates the concept of realistic coverage of events with aspects of extremism and terrorism.

Media coverage of a terrorist attack

Feedback → Developing performance

Media messaging:
- **Realistic coverage: positive engagement for audience, active discussion of dimensions and specifics to form feedback**
- **Unrealistic coverage: audience is misled, confused.**

Feedback - Negative performance indicators
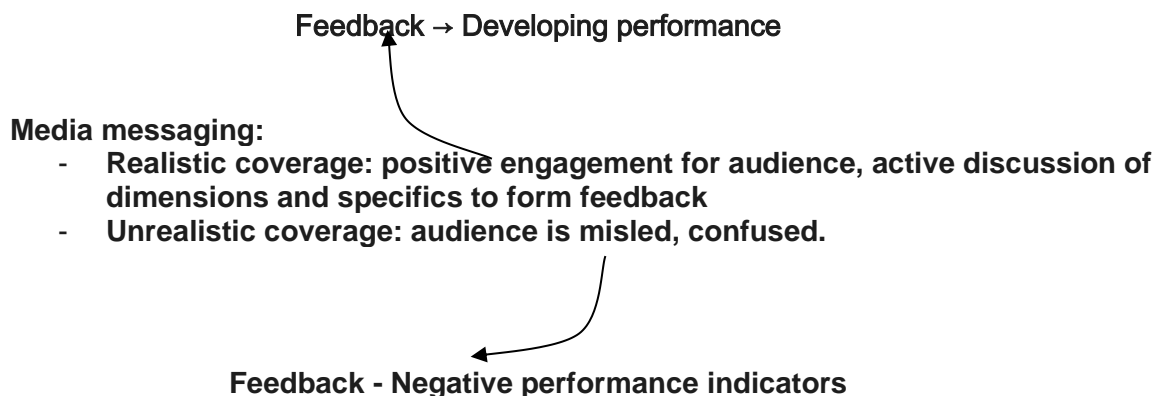
> **Unrealistic depiction can involve:**
> - **Exaggeration in the media coverage through magnifying the event and overstating its outcomes.**
> - **Diminishing the severity of an event and minimizing its effects.**

2. **Clarify vision:** media literacy and awareness in a recipient are easily noticed in their daily life. When a journalist and media outlet transmit a clear, straightforward media message with which the audience then interacts, correctly analyzes, and which they can evaluate as a form of feedback that helps both journalist and outlet improve their performance, then a clear media vision ensures that the audience understands the messaging without incorrectly interpreting it.

> The following figure illustrates the concept of a clear, straightforward messaging when covering events with aspects of extremism and terrorism.
>
> **Media coverage of a terrorist attack**
>
> Feedback → Developing performance
>
> **Media messaging:**
> - **Clear, straightforward media coverage: recipient interaction points to clear understanding of different aspects and specifics of the event when giving feedback.**
> - **Unclear media coverage: recipient interaction points to a lack of understanding of media coverage.**
>
> **Feedback - Negative performance indicators**

Fourth: Independent and continuous learning

Media literacy training plants an essential seed, and is the first step that allows the learner (whether it is the journalist, the media outlet, or the audience) to continue life-long, systematic, and independent learning. Media literacy must operate using structured, scientific practices that act as the basis for efficient interaction between the three main components (journalist, media outlet, audience) in order for it to effectively fulfil its role in combating extremism, terrorism, and hate speech.

> **The feature film *Inception,* starring Leonardo Dicaprio presents the idea that in order to successfully implant a value or a thought into a person's mind, it needs to penetrate that person's conscience and enter the deepest depths of their spirit.**

The figure below illustrates the components and processes of these interactions between the sender and the recipient through the transmitted message.

Extremism	Terrorism	Hate Speech

↓

Media Messaging:
Sender
Medium/Outlet
Recipient

Allows for continuous and independent learning		Realistic, balanced, effective, clear, and competent media discourse

← Media

Discourse →

↓

Employing experienced professionals

↓

Impact:
- Utilizing media literacy tools in media coverage that combats extremism, terrorism, and hate speech in communities
- Analyzing and archiving global examples of using media coverage to combat extremism, terrorism, and hate speech.

↓

Independent learning - Monitoring and document results, accepting and building upon critique	Continuous learning - Continuing to search for and analyze results and performance indicators

Fifth: Effective communication

Everything and everyone is connected, which is a trait of the digital era. There is not a single media outlet that does not allow its audience to communicate with it through "Contact Us" or commenting features, and there are no journalists that do not interact with their audiences through the outlets in which they work or through their personal/professional digital platforms.

Image description: Contact us page from Addustour newspaper

The network of media communications is divided into these lines of communication that exist between:

- Audiences and media outlets
- Media outlets and audiences
- Audiences and journalists
- Journalists and audiences
- Journalists and media outlets
- Media outlets and journalists
- Individual media outlets
- Audience members

Each of these lines comes with its own characteristics, as illustrated in the figure below.

Media Outlets

Internal communication networks between outlets aim to, in a media literacy context:
- Exchange media expertise
- Exchange data and information

Transmit media

messaging through

coverage of events →

Interact with media outlet,

positive/negative feedback

←

Audience

Internal communication networks
between audience members aim
to, in a media literacy context:
- Positive exchanges in analyzing
successful media messaging
- Confusing exchanges in analyzing
vague media messages

(Medial outlets → Journalists) Provide journalists with data, information, and logistical support

(Journalists → Media Outlets) Provide media outlets with suitable event coverage/content

(Audience → Journalists) Positive/negative interaction with media messaging; feedback

(Journalists → Audience) Delivering suitable, objective, accurate, and complete media messaging

Journalists
Internal communication networks between journalists aim to, in a media literacy context,
- Exchange expertise
- Exchange data and information

Fields of media influence

Media influence on individuals and societies occurs in the following four fields:

1. Influence on awareness/spread of information, which:
    - Is rapid, short- and medium-term influence
    - Introduces new concepts

2. Influence on opinions and positions which can:
    - Form positive opinions towards what is covered in the media
    - Form negative opinions towards what is covered in the media

3. Influence on knowledge, which:
    - Allows media outlets to have long-term influence
    - Sees opinions and positions turn into knowledge

4. Influence on behavior, which produces conscious and unconscious long-term changes
    on recipient's behavior

Mechanisms of media influence

One of the most important mechanisms of media influence is news framing, meaning how the recipient will think about the news. This relies on media outlets outlining through their policies a specific frame for the audience to consume, which operates within the following framework:

1. Deciding the angle for media coverage
2. Focusing on certain aspects and amplifying them through repetition
3. Deliberately excluding some information
4. Emphasizing the media messaging through tying it to social symbolism

Through these mechanisms, how can the idea of shunning violence within Jordanian society be framed?

Components of the communication process

1. **Sender (source):** initiates communication, sends the message.
2. **Recipient:** individual, group, organization, or wide audience.
3. **Message/Content:** information or opinions of feelings or positions, encoded or through movement audio, image, or verbally.
4. **Medium:** such as television, radio, newspaper, magazine, or website.
5. **Interference:** such as technical interference which interrupts the transmission, or interference with the actual meaning of a message while it is being constructed (which is more important).
6. **Feedback:** positive/negative reaction of the recipient to the message, received by sender.
7. **Impact:** social/psychological result of communication.
8. **Context/Environment:** social/political/cultural conditions in which communication takes place.

Exercise 13:

In a media literacy context, which covering an event with aspects of extremism and terrorism through the components of the communication process:

Can the journalist afford to be the only source of a media message, meaning they are the sole owners of the truth?

Can the journalist afford to ignore the communication environment or social/political/cultural context?

Can the journalist afford to ignore the feedback which makes up the recipient's reaction?

The functions of mass communication in media literacy

Informing and educating: through providing information pertaining to different fields in life which develops public culture, raises the awareness of the recipient and introduces new skills to them.

Social bonding and preserving heritage: connecting individuals in a society to each other, and reproducing a community's traditions, values, habits, and language, and preserving its unity, beliefs, and identity while unifying its members behind achieving their goals.

Forming opinions and positions: which complements the other functions and cannot be separated from them. It sets specific goals for media messages which serve to increase awareness enough to form appropriate opinions and positions that serve the community as a whole.

Exercise 14:

Using Lasswell's Model (**who** says **what**, in **which channel**, to **whom**, with **what effect**?), please read the following text and answer the questions below:

Ammon - M.K: the terrorist attack in Kerak Castle that took place on the 18th of December helped rejuvenate internal tourism to the castle. Many high-level officials, community event representatives and Jordanian families flock to the castle throughout the week, in addition to hundreds of residents of al-Karak itself. The latter see that the significant impression left by the castle on the minds of Jordanians following the event is blessed with the pure blood of the attack's martyrs.

Who is saying?

What is being said?

Media outlet?

To whom is it being said?

What is the effect?

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The 7Cs, keys to effective communication

🔍 Clear - Messages must be clear, simple, and carry a single meaning

🔍 Concise - Messages must avoid verbiage and distraction

🔍 Concrete - Messages must be factual and evidence-based

🔍 Correct - Messages must include proper language and terminology

🔍 Coherent - Consistent messages are understood best

🔍 Complete - Messages must include complete meanings

🔍 Courteous - Messages must preserve a humane approach for increased credibility

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Sixth: Affecting cognitive change

From a media literacy perspective, cognitive change is the most significant form of combined education/media influence on collective thought that relies on a basis of rejecting violence, and combating extremist thought that leads to terrorism, and combating hate speech within Jordanian society. It is an advanced concept in media influence, and includes the following ideas:

- **Knowledge:** the sum of all information an individual or a group has, and includes beliefs, positions, opinions, and behaviors. It is more general/inclusive than a position or view, both of which are considered parts of knowledge.
- **Cognitive Change:** slow, profound change, deeper in a person's life compared to changes in opinion/position which can be rapid and shallow.
- **Media outlet's impact:** The impact on individuals and groups through transmission of educational media messaging happens long-term, when cognitive origins are uprooted and new ones are planted.

Cognitive change and changes in values

Traditionally, historically stable institutions in society, such as the home or the school, deal with individuals' social upbringing and education after social laws have been established within society. Society's strict control does not allow for any deviation from cultural identities of individuals and groups, which are established within society. Because of this era's innovations as well as the incredibly fast technical developments, these institutions and the overall traditional structures were shaken. This had a vast impact and started to displace the existing values and concepts of society; as if this shift was a different stage of globalisation that sought to attack the social, cognitive and identity pillars of society.

As a result of globalisation and at its vanguard, the expansion of mass media, the role of basic education institutions has diminished. Media has become the relevant authority in deciding and directing the process of social upbringing and guiding it. Accordingly, everything that controls our audiovisual space must be filled with values. The media message, whether it is news, comedy, or a documentary program could, even if slowly, question the importance and relevance of certain values [to an individual] and displace them with others; or it may enhance already-established values by challenging new ones. This subtle socialization and social impact is the precise role of media outlets to be achieved through media literacy.

The following figure illustrates the interconnected relationships between media outlets and their desired media literacy roles.

Changing Values

↑

Feedback

Media Literacy Cognitive Change:
-   **Long-term process - Requires specialized media expertise and cognitive awareness**
-   **Social upbringing - Media outlets and education experts play complementary roles in affecting change**

Feedback

↓

Changing Positions and Views
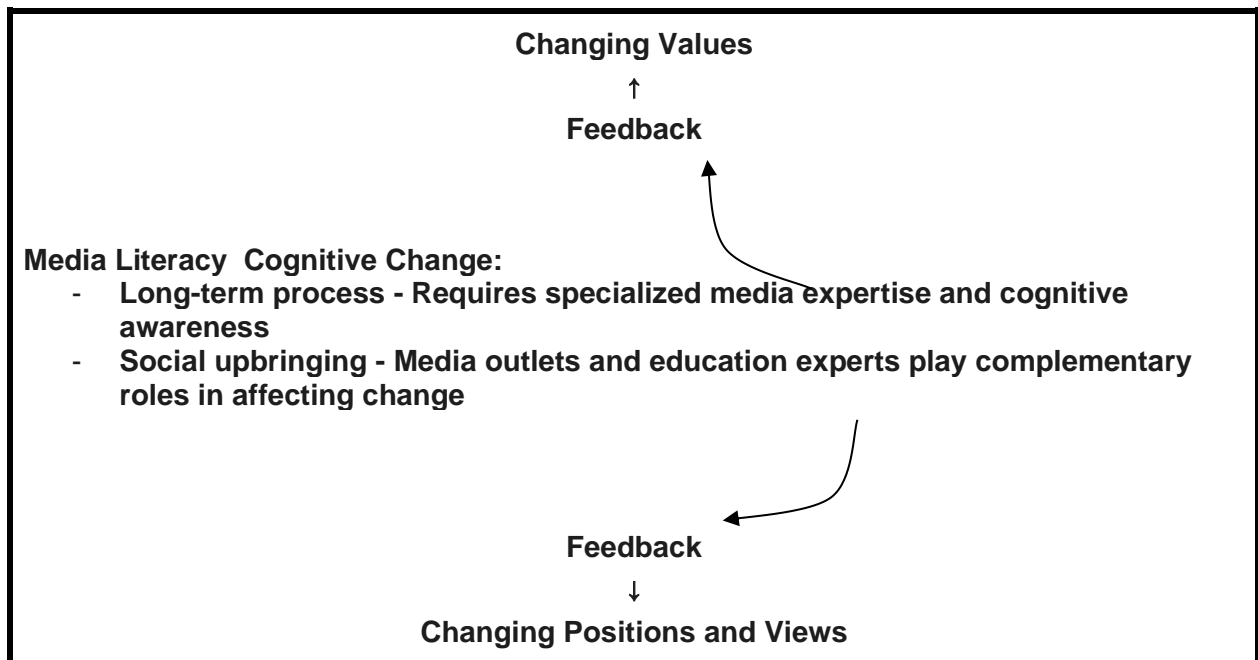
Ethical obligations for journalists

A journalist's ethical obligations begins with awareness of the public good, of obeying laws and not inflicting harm on others. These obligations are met by:

1. Avoiding hate speech, through:
   - Not insulting others,
   - Not inciting violence,
   - Not profiling/presenting stereotypes of certain groups,
   - Not commending/admiring messages that spread hate speech,
   - Being aware that hate speech is a crime punishable by law.

2. Respecting human dignity, through:
   - Preserving the dignity of others, living or dead, and not sharing images of dead bodies,
   - Not insulting any individual or group,
   - Not exploiting moments of weakness in victims.

3. Avoiding invasions of privacy, through:
   - Not intruding on the personal lives of the public or celebrities,
   - Ensuring that any involvement directly correlates with the general public good.

4. Avoiding defamation, through:
   - Not publishing accusations without conclusive evidence,
   - Being aware that defamation is a crime punishable by law.

5. Not sharing messages belonging to terrorist and extremist groups, through:
   - Not allowing media outlets to become platforms for terrorist and extremist rhetoric, knowing that these groups try to use them as such,
   - Not publishing texts or images that these groups intend to exploit journalists and media outlets to spread.

Seventh: Gatekeeping

Media content goes through a journey in order to reach its audience, and along this journey there are points or gates at which decisions are made about what can go through. At each gate there is an authority, be it an individual or a group, that decides whether this content will proceed to the next gate, and whether it will be modified or allowed to pass unchanged.

Gatekeeping is therefore controlling a strategic position along the lines of communication that allows the gatekeeper to decide what passes through, and how it will pass, in order to eventually reach its audience. Several factors are included in a media gatekeeper's decision:

- Professional standards, and the media outlet's policies.
- Laws and regulations.
- Audience standards and expected reactions.
- Societal standards, values, traditions, impacted by their level of priority.
- Self-imposed standards and individual traits, motives, positions of the gatekeeper.
- Media literacy standards of affecting cognitive change for the audience.

Exercise 15:
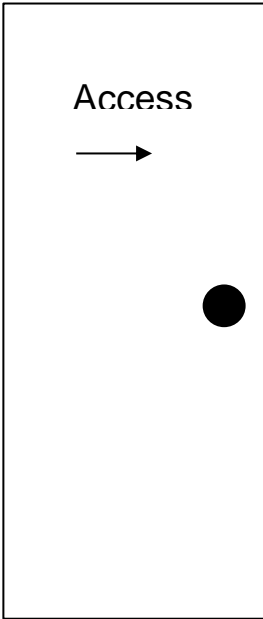
The suspect of the Baqaa attack has been arrested by intelligence agents

The official government spokesman, Minister of State for Media Affairs, Dr. Muhammad al-Momani confirmed on Sunday that the Jordanian General Intelligence Department has arrested the first suspect in the terrorist attack, that targeted the Deparment office of the Baqaa refugee camp two day ago, resulting in five deaths. Momani added in a statement for the Jordanian news agency "Petra" that preliminary evidence points to this being an isolated attack, with the investigation still ongoing to reveal further details.

Read the previous text. Assuming you are a gatekeeper, choose from the following what "passes through the gate" and what does not in a media outlet's coverage of this event.

After deciding what must not "pass through the gate", specify the reasoning behind this decision from a media literacy perspective.

Efficient security performance

Names of victims

Security performance shortcomings

Denying that this is an isolated event

Fear of collaborators

Perpetrator's name

Reminders of previous terrorist attacks

Official account of the event in detail

Affirming that this is an isolated event

Eyewitness account of the event in detail

Access
→

●

> **Media outlets do not always succeed in showing people how to think, but in telling them what they should be thinking about.**

Eighth: Agenda Setting

Media outlets don't present every topic that occurs in a society, despite their differences and importance. Therefore media outlets often tend to focus on a selection of topics that, in light of media campaigns, gradually spark people's interest until they become more interested in them than other topics the media may not cover.

The issues' and topic's nature are an influencing factor towards the agenda of media coverage. Therefore, the media restructures priorities to clarify the issues that are otherwise intangible to the audience. These issues now catch the focus of the public's attention because media coverage fills in the details. As for the issues and topics related to threats and fear, it is necessary that media literacy has a long-term effect by playing a successful role in combating extremism, terrorism and countering hate speech. The following steps could have this kind of impact:

1. Continuous and consistent transmission of media messages that condemns obscurantist/extremist thought to combat extremism and terrorism.

2. As media coverage of these topics increases, public awareness and understanding increases and positions, meanings, and beliefs are readjusted accordingly, guided by media outlets.

3. Changes that occur as a result of individual and group media exposure are cumulative, and slowly generate new beliefs and positions that clearly affect behavior patterns when it comes to combating extremism, terrorism, and hate speech.

> **Noam Chomsky and the Propaganda Model**
>
> In his book, *Media Control*, American philosopher Noam Chomsky posits that media outlets function as a system of communication to deliver messaging and symbols to the public by performing their roles in trying to instill beliefs, values, and behavioral positions that serve to integrate individuals into systematic social hierarchies.

> **The Engineering of Consent**
>
> The Engineering of Consent as a model appeared and was solidified in the first half of the 20th century, developed by Edward Bernays, the Austrian pioneer of the field of public relations. Engineering consent is the process of influencing an audience's

subconscious and basic needs and instincts, which is deliberately planned through a systematic study and analysis of every facet of the audience as well as the psychological, social, and political processes in communication, and all methods of persuasion and influence.

Media outlets' educational role (case study)

Education and information intersect in the media, especially when engaging with forming the identity of individuals and groups as well as shaping personal concepts. Media outlets have direct access to a person's life from their birth and into every corner of their life, meaning it has visible influence over the way they articulate their thoughts and positions on issues. Education, concurrently, teaches the individual how to communicate their thoughts and evolve from ignorance to knowledge, and then refines their values and principles as dictated by society.

The educational role promoted by media outlets is of utmost importance, as it includes materials from a diverse array of cultures and guidance in different fields. It is continuous and affects cumulative change, and is therefore the truest manifestation of learning for life.

Media literacy allows people to critique, evaluate, and build positions towards media outlets, meaning it rationalizes the process of interacting with media outlets. Media literacy cannot be a specific intentional approach, but happens through the transmission of educational and moral values in media messaging that has a gradual and indirect influence on the recipient. Here, **Educational Media** can be defined as the "serious attempt to take advantage of communication technologies in order to achieve educational goals".

To illustrate this purpose and in order to present journalists with the receiving audience's perspectives, the team behind this training guide carried out a study that pinpoints the educational role of Jordanian media outlets, titled: **The role Jordanian media plays in combating extremism, terrorism, and hate speech through instilling educational values in a sample of students in Jordanian universities.** [2]

The study uses the descriptive and analytical method in which a questionnaire was distributed to a sample of 120 male and female students of Jordanian universities.

Below are the articles/statements included in the questionnaire.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

---

[2] Jarar, Amani (2020), the role of Jordanian media outlets in addressing the combat of extremism, terrorism and countering hate speech topic, through planting pedagogical values for Jordanian universities students. Unpublished research, the European Center for Counterterrorism and Intelligence Studies (ECCi)

|					
Jordanian media outlets have an educational role to play in instilling social values					
Jordanian media outlets perform their educational role effectively					
Jordanian media outlets have a role in instilling values that condemn violence and extremism					
Jordanian media outlets perform their role in condemning violence and extremism effectively					
Jordanian media outlets cover terrorist attacks using rhetoric that solidly condemns all forms of terrorism					
Jordanian media outlets treat terrorist attacks purely as media content without delving into analysis of the views expressed by the attacks' perpetrators					
Jordanian media outlets are aware of the true definition of hate speech in Jordanian society and consequently works to combat it					
Some Jordanian media outlets (unintentionally) spread hate speech in Jordanian society					
Jordanian media outlets invite/interview experts and specialists in order to combat extremist thought and terrorism					
The experts and specialists that Jordanian media outlets invite/interview to combat extremism and terrorism are not able to make convincing analytical arguments.					

Upon completing the study and analyzing responses, the following results were concluded:
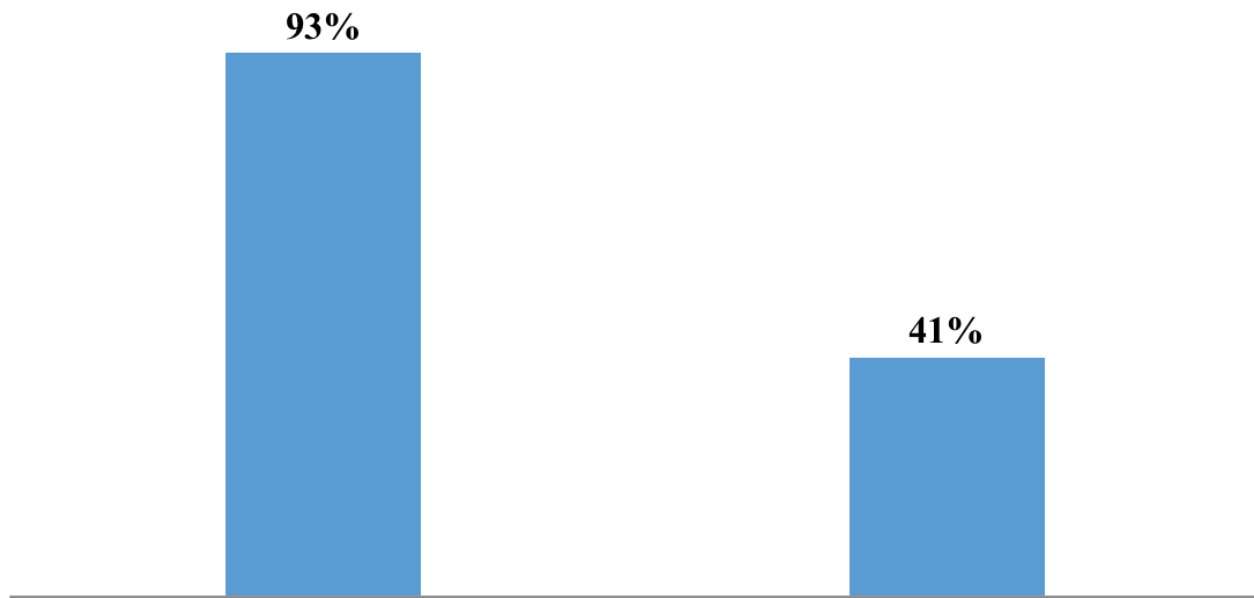
93%

41%

Jordanian media outlets have an educational role to play in instilling social values

Jordanian media outlets perform their educational role effectively

93% of the students surveyed agreed that Jordanian media outlets have an educational role to play in instilling social values, while only 41% said they perform this role effectively.
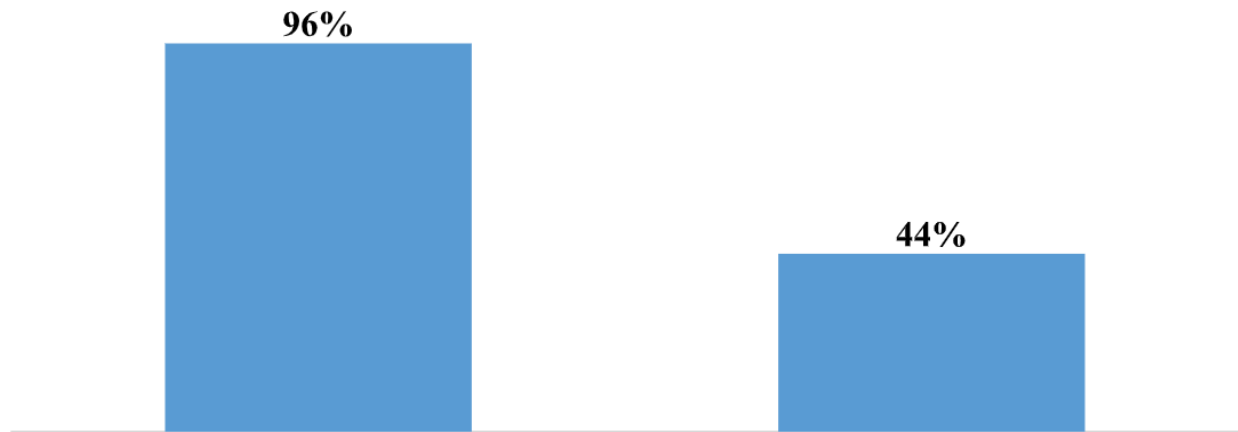
Discuss these results:

96%

44%

Jordanian media outlets have a role in instilling values that condemn violence and extremism

Jordanian media outlets perform their role in condemning violence and extremism effectively

96% of the students surveyed agreed that Jordanian media outlets have a role in instilling values that condemn violence and extremism, while on 44% agreed that they perform that role effectively.
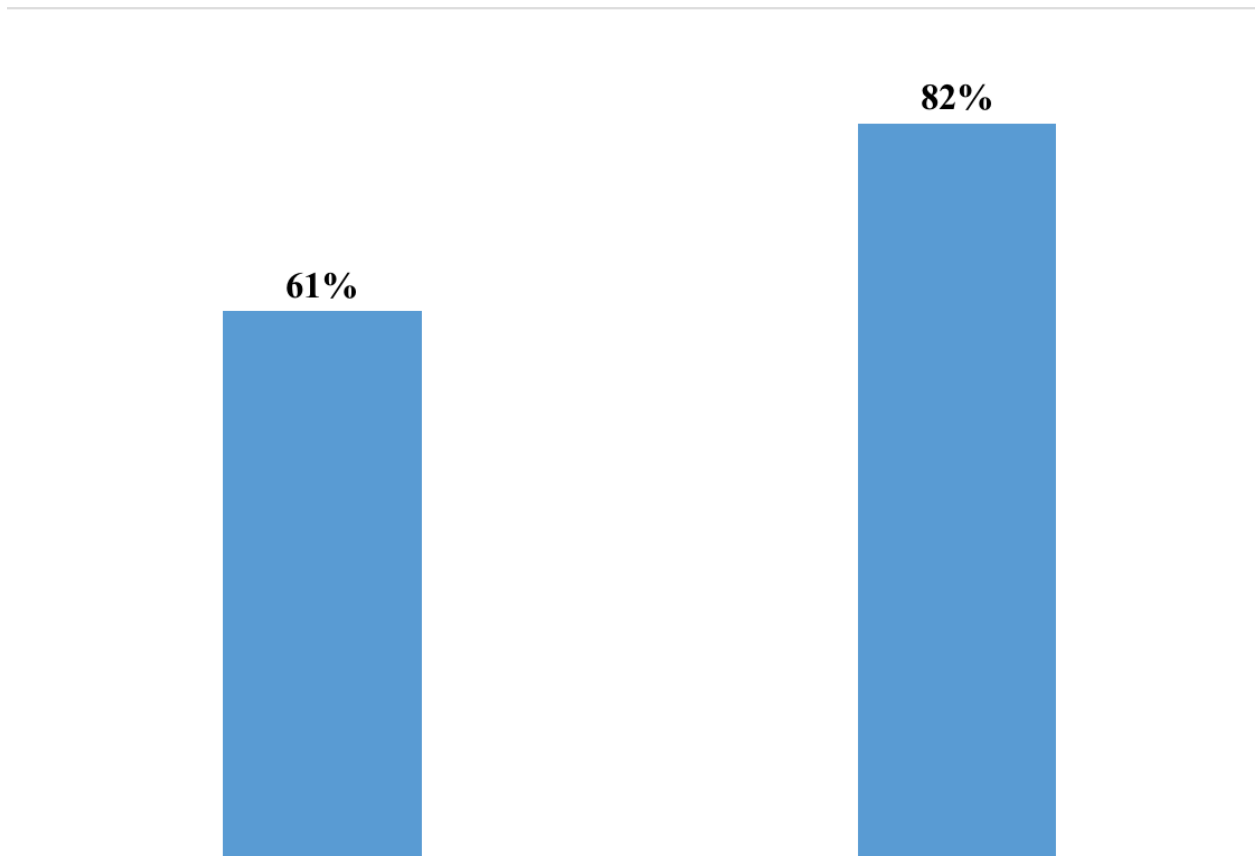
Discuss these results:

82%

61%

Jordanian media outlets cover terrorist attacks using rhetoric that solidly condemns all forms of terrorism

Jordanian media outlets treat terrorist attacks purely as media content without delving into analysis of the views expressed by the attacks' perpetrators

61% of the students surveyed agreed that Jordanian media outlets cover terrorist attacks using rhetoric that solidly condemns all forms of terrorism, while 82% agreed that they treat those attacks purely as media content without delving into analysis of the views expressed by the attacks' perpetrators.

Discuss these results:
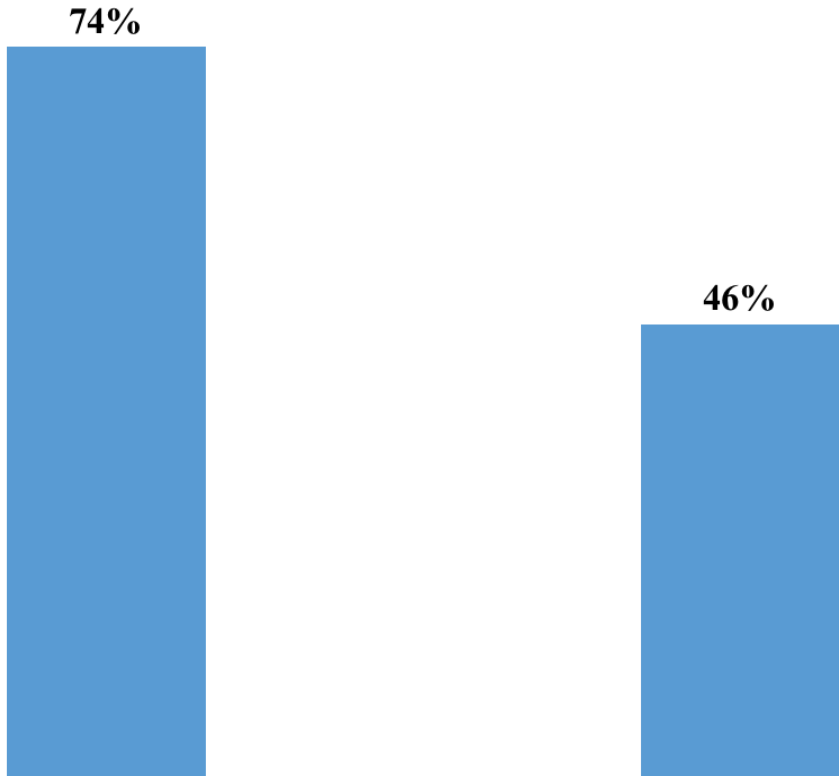
74%

46%

Jordanian media outlets are aware of the true definition of hate speech in Jordanian society and consequently works to combat it

Some Jordanian media outlets (unintentionally) spread hate speech in Jordanian society

74% of the students surveyed agreed that Jordanian media outlets are aware of the true definition of hate speech in Jordanian society and consequently works to combat it, while 46% agreed that some of the same outlets (unintentionally) spread hate speech in Jordanian society.

Discuss these results:
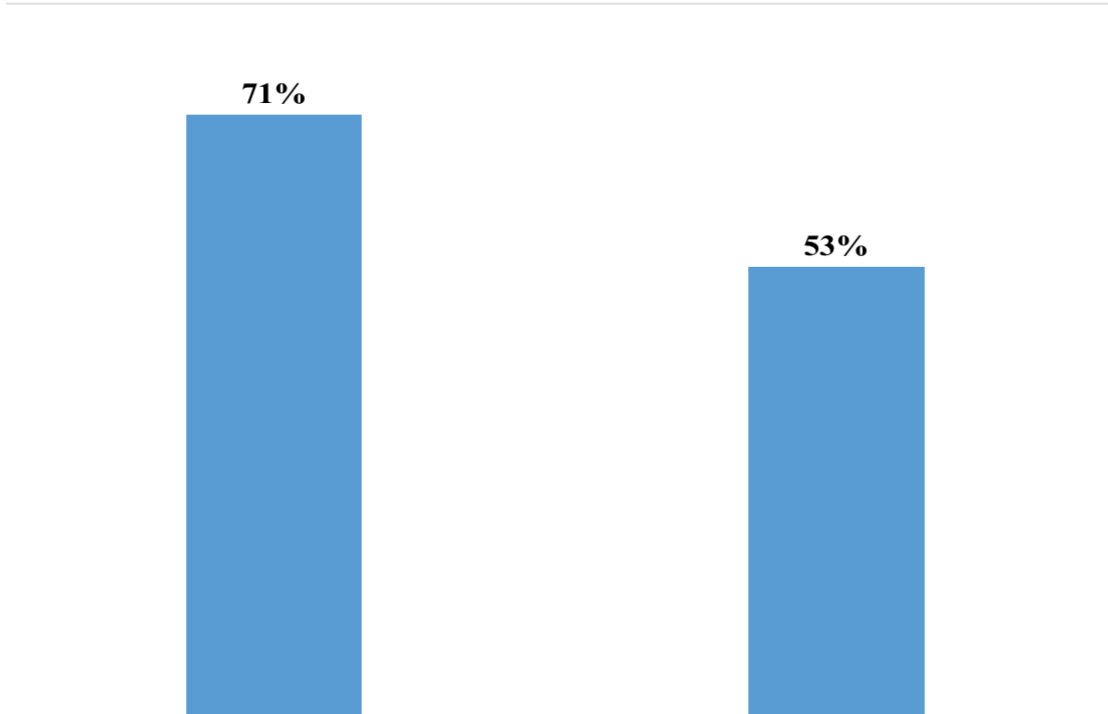
71%

53%

Jordanian media outlets invite/intervew experts and specialists in order to combat extremist thought and terrorism

The experts and specialists that Jordanian media outlets invite/interview to combat extremism and terrorism are not able to make convincing analytical arguments

71% of the students surveyed agree that Jordanian media outlets consult with experts and specialists in order to combat extremist thought and terrorism, while 53% agree that these experts are not able to make convincing analytical arguments.

Discuss these results:

مرصد مصداقية الإعلام الأردني

Akeed Media Credibility Monitor

Akeed is a Jordanian media monitor that aims to contribute to the support and protection of society's right to knowledge while also helping media outlets improve the quality of their content and media performance. This is in addition to:

- Contributing to raising the performance of Jordanian media outlets through developing the abilities of journalists to access information from its sources.

- Contributing to spreading the culture of information quality in journalistic work through the constant improvement of inputs, operations, and outputs.

- Determining how committed media outlets are to the application of self-regulation instruments, such as the Jordanian Press Honor Code, and professional and ethical codes of conduct, professional rules, and ethical principles.

- Revealing false or misleading news or news that distorts facts, relies on half-truths, or that is marred by professional imbalances in accessing or handling sources.

- Publishing selected alternative examples of professional practices of high quality in handling information and its sources in issues or coverage instances that suffered from distortion and imbalances in handling information.

- Creating independent national terms of reference for developing the standards of credibility and quality of press information through the documents and reports issued by the Monitor.

- Introducing a new professional practice in monitoring media outlets and holding them accountable, based on scientific foundations and in line with the best professional practices.

Access to Akeed's reports

Access to Akeed's standards

Have you used Akeed before? For what purpose?

What benefit did you gain from using it?

What suggestions do you have to improve Akeed?

Topic 3

3

Fact-Checking Tools

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Preface

With the increasing political influence on media outlets and the intense production of content on social media platforms, it has become difficult to distinguish between reality and imagination, between what is real and what is fake. When conflicts, crises, even elections and other social conflicts take place, journalists need to be at the forefront, ensuring that they provide accurate information that is trustworthy, timely, and accountable. With fake news becoming more widespread, it is necessary for journalists and other works in the media to have the appropriate tools to combat it and limit its dangers. Investigative journalism goes hand-in-hand with fact-checking which is closely related to the interest of the public, and is subject to intentional shielding, modulation and falsification.

The standard scientific rule stipulates that rumors appear, thrive, and spread when the truth is absent in countries that muffle news sources and work to stifle them from reaching the public. Usually, countries as such are more vulnerable to the dangers of terrorism and extremism, seeing as their policy around oppression of freedom establishes an environment in which rejection of people flourishes in general, and extremism in particular. Extemism nourishes and develops violent tendencies that feed terrorism and its organisation, providing them with a human capital, which forms time bombs in a society as such.

Realistic coverage is among the most important values when dealing with news, because a news item by definition connotes matching what is reported with reality, as in matching the news item with reality. There is no room for literary imagination, guesswork or assumptions in journalism.

It is difficult to predict the time or place of terrorist strikes, as well as extremism-related events. This is why journalists and media outlets must be ready and equipped to interact with these events whenever they take place. The process of readiness requires systematic methods and plans to be implemented as soon as these events take place. In this topic, fact-checking tools relevant to combating extremism, terrorism, and hate speech will be examined.

Fact-checking concepts

1. References

Media outlets are usually the first reference and source of information for citizens in the moments directly following any terrorist activity, before official authorities are able to assume control of communications. The first task media outlets have is therefore to provide accurate, clear, rapid, and reasonable information in order to help citizens maintain their safety through collaborating with official parties. As what is referred to as citizen journalism (on social media platforms and blogs, using mobile phones) increases, the shift to a constant stream of information has made it necessary to verify, categorize, and explain the information. As chaotic as this medium can be in producing rumors, predictions, speculations, and provocation in states of confusion and worry that follow terrorist attacks, it is up to professional media coverage that follows journalistic codes of ethics to provide clarity.

2. Searching for the truth

The search for the truth is considered one of the main principles of journalism, and extremely important in the context of terrorist attacks and events stemming from extremism. In the first moments following these, confusion and guesswork become the norm, and it is therefore important to diligently search for facts and avoid mysterious journalism. Fact-checking, meaning verifying and clarifying the fact, is of utmost necessity, wherein the search for the truth also includes the right and duty to explain it. Doing this is sometimes seen as attempting to justify terrorist attacks and is therefore criticized, but courage in explaining the reasons behind a terrorist attack is nonetheless required, knowing that:

- The brutality of the terrorist attacks must not be invoked to justify refusing to analyze its reasons.
- The truth must not be forsaken behind rhetoric that implies that "there is nothing to be understood about terrorists."

When New York Times journalist Rukmini Callimachi began investigating terrorist groups in Mali in 2013, she faced sharp criticism and was asked: "how can you give these people a voice?" Her response was: "The thing is, my reporting doesn't deny that they are perpetrating crimes against humanity, but I think that our job as journalists is to understand and to bring gray where there is only black and white. Because there's always gray."

3. Responsibility

The activities that media outlets undertake influence people, institutions, and every component of a society. Media outlets must therefore achieve balance between their right/responsibility to inform and the necessity to limit negative repercussions to transmitting information. This can be out of respect for the dignity of victims or the need to protect hostages and preserve the efficacy of security forces' operations. Nevertheless, while ethical codes call for humane treatment, this cannot interfere with the basic function of journalism; reporting on subjects that concern public interest without being influenced by public opinion or official orders issued by authorities. Questions about repercussions of information can in fact lead to excessive self-censorship at the expense of citizens' right to information.

4. Transparency

Terrorism will inevitably raise doubts about editorial choices made by media outlets; what is the justification in publishing a terrorist organization's statement, or images taken from video footage of hostages getting killed? Some media outlets justify their decisions publicly and immediate, while others offer no justification unless questioned. The logical result of this transparency is correcting mistakes as quickly, clearly, and honestly as possible by analyzing media coverage to find the mistakes and instances in which it goes off-track ethically and professionally.

5. Doubt and caution

The famous detective Columbo's statement "Yes, but I have one last question before I leave" applies to the doubt and caution that are constant conditions in the media profession. Whenever a terrorist attack takes place, media outlets intervene in what becomes a state of emergency. Live streaming is prioritized in a context characterized by uncertainty and full of news excerpts in a media environment increasingly overflowing with social media activity, rumors, misleading information, and emotions. It is necessary to preserve critical instincts towards all media outlets, and take precautions with ourselves and our preconceived judgements. Prestigious media outlets, famous journalists and news agencies can make mistakes. In cases where it is impossible to fact-check, at least the source must be determined and the audience must be clearly warned that this fact has not yet been corroborated. This applies to common facts, pre-existing ideas, and generally accepted theories. Anne Speckhard, general director of the International Center for the Study of Violent Extremism and author of the book *Talking to Terrorists*, stresses the importance of verifying everything, maintaining balance and justifications, and abiding by the famous journalism adage: "if your mother tells you she loves you, go check it out."

> **Covering terrorism and extremism is a challenge for media outlets because of the confusion and worry they cause, and the thirst for information in real-time, in addition to what it involves politically and every party's desire to control the narrative.**

The Journalist's Ethical Code in Digital Spaces

Discuss the following clauses:

The importance of continued belief in free, professional journalism:

Prioritizing the interest of the public/public good:

Respecting personal privacy:

Social accountability:

Literary and artistic freedoms:

The limits of journalistic intervention:

Self-regulation:

Intellectual property:

Fact-Checking Standards

- **Accuracy**

Accuracy is the basis of credibility, and is therefore the basis for trust between media outlets, journalists, and society. Accuracy is defined as avoiding all types of errors, be they factual, conceptual, linguistic, editorial, or typographical. Journalism accuracy requires adherence to what is professional, and verifying the truth behind opinions, positions, information, and sources. It also needs awareness of the context, and a sufficient background that helps avoid mistakes and errors. The following table contains indicators of accuracy:

Indicator	Explanation
Correct content	Incorrect content leads the recipient to incorrect conclusions and costs the journalist and media outlet their credibility.
Incomplete information	Missing information confuses reality, and leads the recipient to other outlets and sources.
Relaying information	Information should be relayed as it is presented in the source without amendment. Otherwise, the journalist and media outlet lose credibility.
Avoiding errors	Avoiding errors in information, numbers, indicators, concepts, and terminology. Otherwise, the journalist and media outlet lose credibility.
Quoting	Opinions are always attributed to their source.
Sources	- Sources must be trustworthy, or the journalist and media outlet lose credibility. - Sources don't attribute to collective sources except within tight limitations
Images, videos, and audio recordings	Cannot be used at all if falsified or tampered with. Otherwise, the journalist and media outlet lose credibility.

- **Inclusiveness and integration**

Media content needs to be inclusive of all information without segmentation or selectiveness in which parts of the news item to cover. All aspects should be included, either by using the original sources or finding new ones. The following table contains indicators of inclusiveness and integration:

Indicator	Explanation
Briefing	The topic briefing needs to be comprehensive and complete, so the recipient does not seek out other sources.
5Ws method	Who, What, When, Where, Why?
Context	Adhering to systemic and topical context to keep the topic on course to achieve the goals behind covering it in the media.

- **Clarity**

Clarity in media coverage is essential, allowing the content to be understood by both specialists and the public while still avoiding the danger of over-simplifying enough to distort the facts and people's understanding of them, and make people think their intelligence is being underestimated. The following table contains indicators of clarity:

Indicator	Explanation
Content	Content needs to be clear and specific in the retelling of facts, events, people, and names, as well as: - Clear indication of what information has not been verified - Archival content should indicate its date and should be published as such, not as news - Controversial/disputed facts should be mentioned with their sources.
Information	- Avoiding complex, specialized concepts when publishing information - Indicating how information was obtained, even if the source's anonymity is necessary - Clearly indicating dates, descriptions, and sources of images and videos.

- **Neutrality**

Neutrality is achieved through objectivity and avoiding personal inclinations and one-sided views that serve personal interests. Neutrality is any deliberate or accidental practice that lacks the intention to distort, marginalize, exaggerate, or be selective in ways that serve certain points-of-view/parties. The following table contains indicators of neutrality:

Indicator	Explanation
Favoritism/Bias	When media content shows bias in favor of one or more sides of the story at the expense of others. Biased favoritism can sometimes occur because of ignorance of the different facets of the covered topic.
Selectiveness	Through omitting or hiding facts that support a certain perspective in order to weaken that perspective and strengthen the other. Using only sources that benefit one side without the other.
Amplification	Profiling certain parties in the story to amplify their position or cause them harm.

- **Fairness and integrity**

Fairness and integrity dictate that what is said or done is relayed exactly how it was said or done, using the same expressions, honestly and without passing judgement or attempting to correct it and inflicting harm. The following indicators illustrate the meaning of fairness and integrity in journalism:

- Honesty in reporting on what happened and what was said without distorting it. This includes abridgement/summarizing excessively and making it lose its meaning.
- Avoiding interpreting the source's words.
- Avoiding labels and descriptions that lead to prejudgement.
- Avoiding hurting people involved in the story and causing them pain, embarrassment, or harm.
- Adhering to legal frameworks of protecting privacy while maintaining the public's right to information.
- Not publishing images that will harm the people involved if the image causes more harm than it has journalistic value.
- Not publishing accusations without a relevant source and clear evidence.

- **Objectivity**

Objectivity is brought up often in journalism described as a synonym for many values in the profession, or summarizing accuracy, fairness, and balance. In order to be able to measure and evaluate objectivity, this guide relies on objective separation rules in which historical professional practices in journalism culminate. These are measurable and can be evaluated based on the following indicators:
- Content distinguishes between news and advertising material
- Content distinguishes between news and opinion
- Content distinguishes between fact and prediction
- Content places facts and information on one side, and imagination and emotions on the other.

- **Balance**

Balance is accomplished by sharing information and opinions from different sources equally and without prejudgement while considering both, public and private interests. Balance is reflected in relaying information and perspectives from all sides equally. Finding balance in political coverage is extremely sensitive and is usually achieved by equally defining all political stances. It is worth noting that balanced reporting is not always accurate reporting, and balance is measured using the following indicators:

- Balanced presentation of sources
- Balanced use of language, avoiding exaggeration
- Balance in using headlines and highlights
- Balance in using images and videos
- Balance in the space given to different sides of a story.

Fact-checking tools

In the search for truth, journalists (including editors, writers, producers, hosts, directors, photographers, and in tandem with audio and lighting engineers, and all supporting technicians), and media outlets (visual, print, audio) adhere to certain standards to find credibility and prove their facts. This is especially true when it comes to combating extremism, terrorism, and hate speech using the media. To this end, everyone involved is governed by the following regulations which serve as windows into fact-checking tools.

Exercise 16:

If it's fake, it can't be news, but mis- or disinformation.

Discuss this idea:

--- ---------------------------------

Get it right instead of risking getting wrong in the race for the scoop.

Discuss this idea:

--- ---------------------------------

Check thrice before you post once.

Discuss this idea:

--- ---------------------------------

Fact-checking is not something you sometimes do; it's part of your day-to-day workflow as a journalist.

Discuss this idea:

--- ---------------------------------

Once it's out there you can't take it back.

Discuss this idea:

--- ------------------------------

Tools only do the heavy lifting - you still need to do the journalism.

Discuss this idea:

--- ------------------------------

Your default and your motto should always be: verify, verify, verify.

Discuss this idea:

--- ------------------------------

A journalist is only as good as their sources.

Discuss this idea:

--- ------------------------------

People will forget who got it first, but they remember who got it wrong.

Discuss this idea:

-- -------------------------------

List of some fact-checking software and websites

There are many resources (websites, programs) that allow journalists to fact-check and verify news items, images, videos, and their sources. Below are some examples:

InVID	https://www.invid-project.eu
TinEye	https://tineye.com
Hoaxy	https://hoaxy.iuni.iu.edu
Factcheck.org	https://www.factcheck.org/fake-news/
Google reverse image	http://reveal-mklab.iti.gr/reveal/
Who Tweeted It First	http://ctrlq.org/first/
Domain BigData	https://domainbigdata.com
Social Mention	https://www.talkwalker.com
Google Alerts	https://www.google.com/alerts
Free Review Monitoring	https://www.freereviewmonitoring.com
Google Trends	https://trends.google.co.uk/trends/?geo=GB
Facebook Graph Search	https://web.facebook.com/help/821153694683665?_rdc=1&_rdr
GeoSocial Footprint	http://geosocialfootprint.com

Below are some verification tools, on which practical training will take place during workshops:

Image face-checking tools

Falsified images flood media spaces and reflect negatively on the credibility of media outlets and journalists who share them. The following two images are an example of this type of falsification:

There are many websites that examine photos and find their date and location of publishing as well as related events. Some of them are free, and some of them need annual subscriptions

available to both individual journalists and media outlets. Reveal Image Verification Assistant is a free website, and below are the steps to using it:

1. Access the website: http://reveal-mklab.iti.gr/reveal/
2. Choose the image you wish to verify and save it on your computer

3. Upload the image to the website
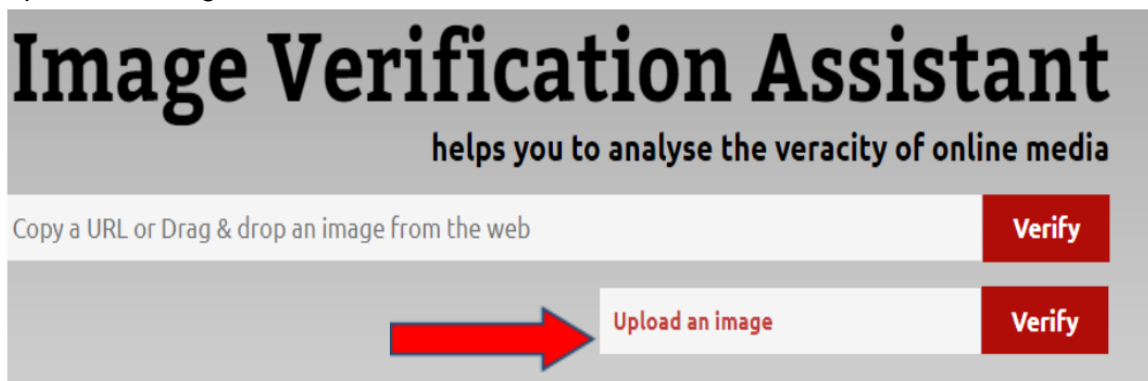
4. After results appear, which provide technical details of the image, the website magnifies the image to examine its details as in the following image
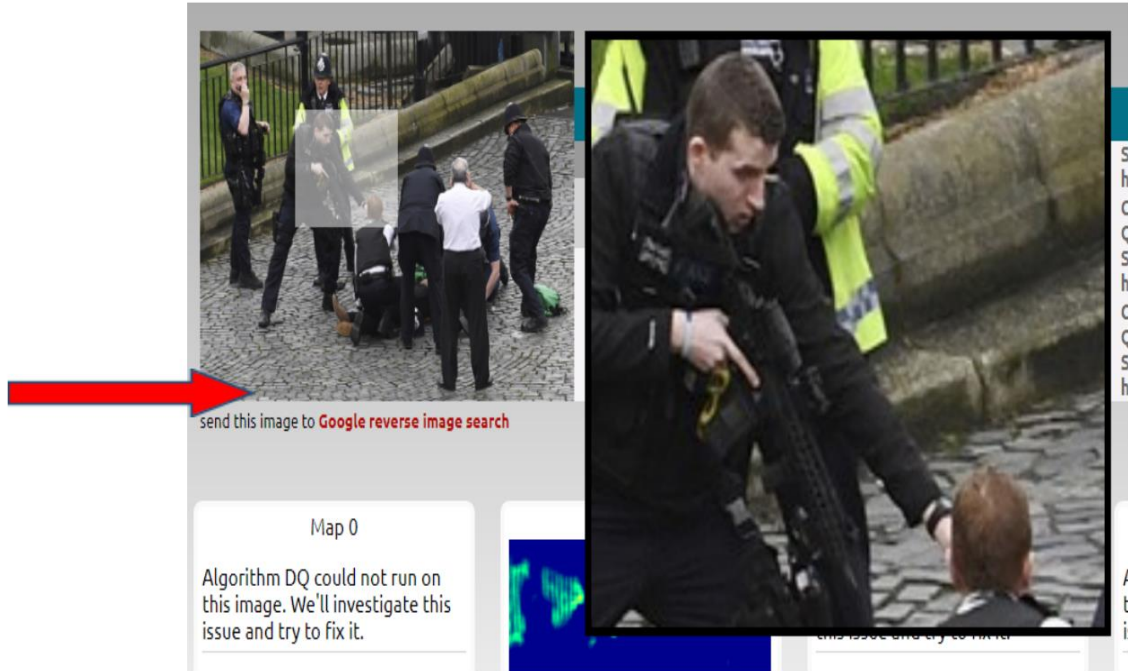
5. Press google reverse image search (by the arrow) to find locations where this photo was used and related news items, as in the following image

Report images

Pages that include matching images

abcnews.go.com › International › story ▾

8 arrested over 'sick' terror attack in London that killed 4 ...

608 × 342 - Mar 23, 2017 - The car then crashed into the fence around the Houses of **Parliament**, and a man armed with a knife **attacked** an officer who was guarding ...

www.bbc.com › news ▾

London attack: Two killed in Westminster 'terror' incident - BBC ...

976 × 549 - Mar 22, 2017 - A police officer and a woman have been killed near **Parliament** in central London in what Scotland Yard are treating as a **terrorist**

Checking previous mentions on Twitter

There are many websites that search Twitter for previous posts about the same topic, mentioning the date(s) and Twitter handles (names) of those who shared them. Here we demonstrate in steps how Who Tweeted It First, a free website, is used:

1. Access the website: http://ctrlq.org/first/
2. Input "ninth anniversary of Amman hotel bombings" into the search bar
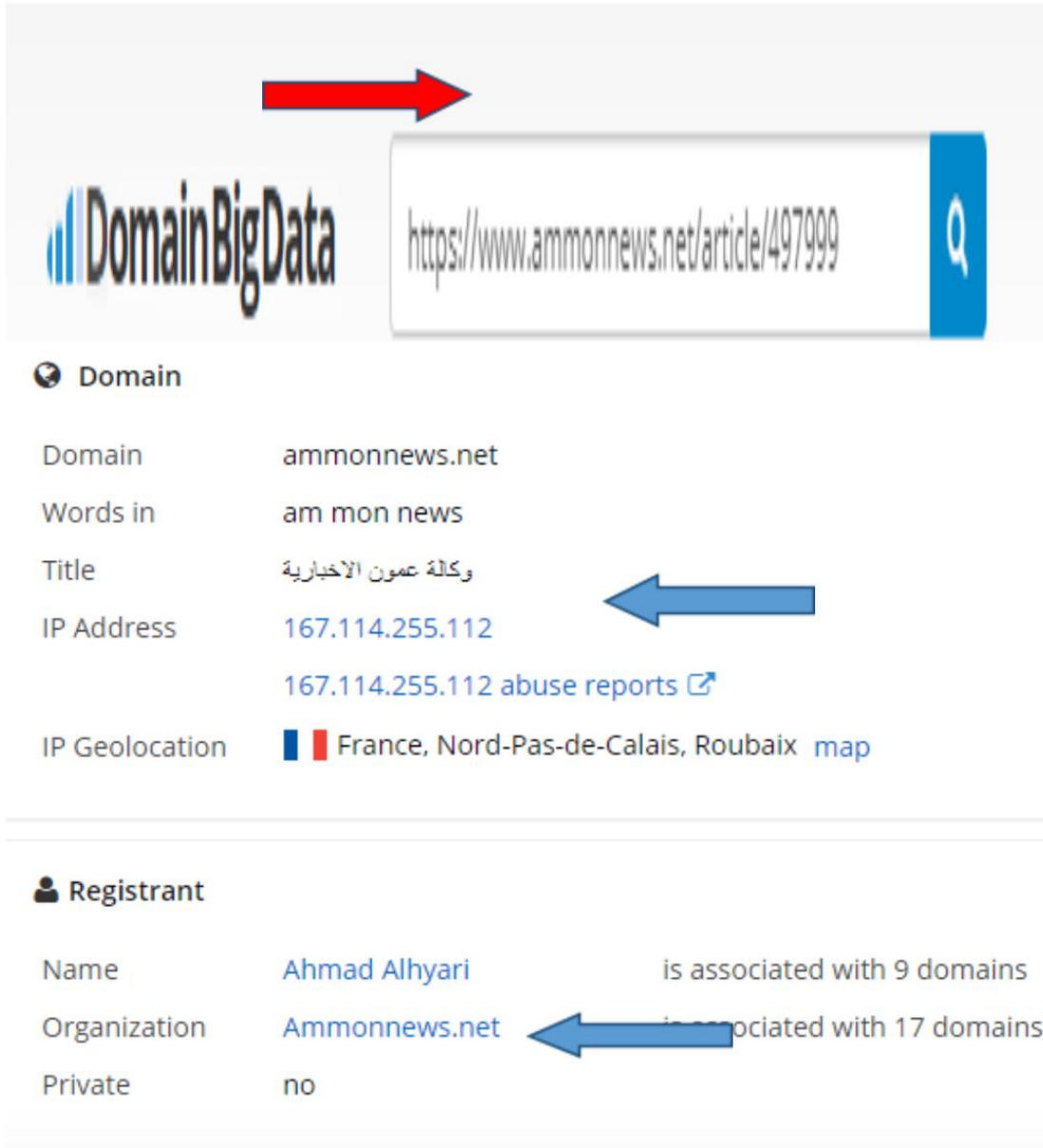
3. Observe the results which show previous tweets that include this term:

Checking information about news-sharing websites

There are many websites that examine details of a news-sharing website, including who owns it and how long it has existed. Here we demonstrate in steps how Domain BigData, a free website, is used:

1. Access the website: https://domainbigdata.com
2. Enter the URL https://www.ammonnews.net/article/497999 into the search bar

Topic 4

Extremism & Terrorism: Storytelling

Preface

The novel brings reality and history together, and documents any contradictions, conflicts, and differences that exist in its time. The writers treat contemporary issues and document their details through characters that represent and symbolize every side and ideology to become a philosophical, ideological, sociological, psychological, and historical study of events and characters, even if all of this happens through imagination that is built upon facts and history.

Novels show that extremism and terrorism are not limited to a specific behavioral aspect of life, but intrude on all its aspects. While terrorism and extremism have been linked to religion in current media rhetoric, they are not restricted by religion. Religion is merely one angle of the many angles from which they stem, one case among many in reality. Research into extremism and terrorism reveals many meanings and connotations that prove it is a current phenomenon (even though it originates in the past) that has become much more severe with globalization. It has many poles, internal and external, arab, regional, and international; because extremism has become universal. It exists across many different communities and is not confined to one religion, nation, country, language, culture, identity, or geographic location. The reasoning differs because of differing contexts and conditions, but at its essence it rejects the other, rejects diversity, and strives to forcibly, violently, and authoritatively spread ideology.

> **Simply put, calling extremists and terrorists by those names may not hurt them; they are proud to be extremists and terrorists. They believe they represent justice and are martyrs in the fight to protect it against enemies near and far. It is therefore more effective to analyse their ideas and perspectives in order to deter them.**

The novel *Bread and Tea* by Jordanian author [Ahmad Tarawneh](#) depicts an impoverished social class in search of a better life. The author chose this class carefully and was smart in depicting reality in his novel. He also chose to have a clear narration of contemporary events in all their permutations and ideological aspects, and was careful to show the characters' reactions and positions towards those events. He does not only tell one story, but several stories of different characters with different beliefs and ideologies so that every character starts to represent a different segment of society.

In this novel the main factor that leads to terrorism is poverty, which is portrayed in the novel as a condition that sets the stage for extremist thought and severe terrorist situations. Not just poverty in its common, explicit definition, but also (more importantly) social poverty, political poverty, poverty of culture and of morals.

Terrorism as a phenomenon is no longer limited to certain organizations and groups. Its threat now reaches the very foundations of nations and identity, especially in our communities that often resort to violence to resolve conflicts. This requires ideological, epistemic, and cultural dialogue not only between East and West, North and South, but between followers of different religions and different cultures inside every country, even on a regional level. Dialogue defines

rules and basics for a harmonic confrontation of terrorism, which cannot be defeated except by its antithesis; ideas of tolerance, pacifism, equality, justice, fraternity, and solidarity between nations, respect of marginalized identities. This is where the media comes in as a driver of development and protection in society.

Extremism and Terrorism Stories

While terrorism is generally known to be the result of extremism, disagreements over its definition continue to happen. In his book, *Political Terrorism,* researcher Alex P. Shmid includes 109 definitions of "terrorism", stemming from different backgrounds and political interests. Noam Chomsky limits the definition of terrorism: the calculated use of violence or threat of violence to attain goals that are political in nature. This is done through intimidation, coercion, or instilling fear in civilians or governments, and can be carried out by individuals, groups, or states (which he sees as the most dangerous form).

Terrorist attacks reveal the truth of media outlets, how they operate, their reactions, routine operations, and values and principles. In *Front Page Terrorism,* Michel Wieviorka and Dominique Wolton posit that "terrorism is probably one of the areas where professional competence is most needed", where journalists are usually interested in covering terrorist attacks because of three main factors of which they should be careful:

- The event, which is a trap that pushes journalists towards most stereotypical behaviors in the profession,
- The perpetrators driven by terrorist work (who are usually interesting/attractive),
- Power (the distance between which and journalism is difficult to determine and rife with contradictions).

Journalists and media outlets cannot be silenced in spite of violent terrorism. On the contrary, in these moments of anxiety and confusion, freedom of information and diversity are more important than they are in any other situation in order to allow the audience to make rational judgements. When citizen's security is directly targeted, media outlets have a duty to, at once, protect the citizens and democracy by practicing its right and duty to inform. This was reaffirmed by former Deputy Secretary-General of the United Nations, Jan Eliasson, in a 2016 speech in New York, when he said: "Freedom of the media is a defense against terrorist discourse."

Who Narrates the story?

There are six narrators in extremism and terrorism:
1. The official narrative
2. The media narrative
3. The extremist/terrorist group's narrative
4. The human rights organizations' narrative
5. The specialists' narrative
6. The public's narrative

The following figure illustrates the network of connections between these stories:

1 The extremist/terrorist group's narrative - The public's narrative

2 The extremist/terrorist group's narrative - The official narrative

3 The official narrative - The specialists' narrative

4 The official narrative - The human rights organizations' narrative

5 The human rights organizations' narrative - The specialists' narrative

6 The media narrative - The human rights organizations' narrative

7 The media narrative - The specialists' narrative

8 The specialists' narrative - The public's narrative

9 The official narrative - The media narrative

10 The specialists' narrative - The extremist/terrorist group's narrative

11 The human rights organizations' narrative - The extremist/terrorist group's narrative

12 The media narrative - The public's narrative

13 The extremist/terrorist group's narrative - The media narrative

Details of the six interconnected stories are presented below:

1	The extremist/terrorist group's narrative and the public's narrative
When extremist/terrorist organizations address the public (through their media platforms), they justify their points of view using several rationalizations. These may be religious (Ibn Taymiyyah's fatwas for ISIS, for example), or social (poverty, social injustice and abuse of rights), or political or economic or cultural. The danger here lies in these groups' ability to justify their actions using real, prevalent social, economic, political, and cultural circumstances. The public interacts with these narratives and produces its own narratives that range from supporting, opposing, or simply observing.	
Extremist/Terrorist groups' stories have the following characteristics when addressed to the public:	- Exploiting the public's religious beliefs - Exploiting the public's social/economic circumstances - Exploiting the political circumstances that surround the public and are rife with corruption - Exploiting the current circumstances with international war waged against

	them, as parties being targeted by forces of international hegemony
Extremist/Terrorist groups' media rhetoric addressed to the public	- Enthusiastic, zealous, aims to stir emotions - Straightforward language that speaks to human needs - Denotes full knowledge of the public's circumstances to delude them - Outlines the reasoning - Demands the public's support and solidarity
Hidden agendas in terrorist/extremist organizations' media rhetoric addressed to the public	- Attempts to mobilize the streets in favor of extremist ideology - Attempts to recruit the youth - Intimidate the state and society in order to gain concessions
The media's role	Countering this narrative, the role of journalists and media outlets' is: - Expose these organizations' claims as false, be they religious, social, economic, political, or cultural - Expose these organizations' true intentions to the public through analyzing their hidden agendas - Educate youth on the dangers of associating with these organizations through direct interaction with or promotion of their ideologies - Adopting an opposing media rhetoric that is based in fact and encouraging the state and society to reject all of these organizations' claims and justifications.

Exercise 17:

In a January 27, 2020 audio recording by ISIS' spokesperson, Abu Hamzah al-Qurashi, he announced that "Israel will be [ISIS'] main target in the coming stages", and added "soldiers of the Caliphate everywhere, especially in Sinai and the sacred Levant, make the Jews' markets and settlements testing grounds for your guns and chemical weapons. I call on the Palestinian people to foil the "Deal of the Century."

Previously, ISIS usually failed to mention Palestine and the Palestinian cause in their

statements, and have recently suffered major human and tactical losses, the most prominent of which was former leader Abu Bakr al-Baghdadi.

Given that al-Qurashi's statement was addressed to the public,

1. How do you explain the return of Palestine as a priority in the group's manifesto?

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2. What do you take away from "testing grounds for your guns and chemical weapons"?

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3. What do you take away from "I call on the Palestinian people to foil the "Deal of the Century"?

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4. What do you take away from "Israel will be [ISIS'] main target in the coming stages"?

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5. In your opinion, will ISIS be able to recapture public influence with this statement? To what extent?

2	The extremist/terrorist group's narrative and the official narrative
When extremist/terrorist organizations address official agencies (governments) through their media platforms, they attempt to assert dominance through their rhetoric by showing organizational, offensive, intelligence, and tactical power. Their narrative is divided into two parts: first, justifying attacks against this country, and second, describing the details of the terrorist attack. We must not forget that these organizations consider the public to be the main target of their media rhetoric.	
Extremist/Terrorist groups' rhetoric addressed to official agencies that justifies attacks against this country	- Demonstrates the scale of corruption in the country - Accuses the state of complacency with evil and colonizing forces - Demonstrates the extent of the state's neglect of their citizens that leaves them subject to poverty and tyranny
Extremist/Terrorist groups' rhetoric addressed to official agencies that describes the details of the terrorist attack	- Asserts control over the situation - Outlines tactical strategies of the attack - Exaggerates losses incurred by the enemy - Exaggerates the enemy's confusion - Diminishes their own losses
Hidden agendas in terrorist/extremist organizations' media rhetoric addressed to official agencies	- Attempts to spread chaos across the country - Humiliating the state, taking away its prestige - Planting the seed of insubordination/rebellion within the public
The official narrative needs to have the following characteristics:	- Exhibiting strength and the ability to retaliate - Exhibiting security coordination between every branch of the state - Minimizing the terrorist attack's damages - Accentuating the state's security and intelligence capabilities - Spreading reassurance among citizens - Discrediting the justifications used by extremist/terrorist organizations - Honoring victims as martyrs of the nation

	- Affirming that medical staff have been assigned to follow up with people who were injured - Affirming control over the situation and pursuit of its perpetrators
The media's role	- Adopting the official narrative, even if there are reservations. This is not the right time for disagreements. - Exhibiting unity between the state and its citizens - Spreading reassurance among citizens - Discrediting the justifications used by extremist/terrorist organizations through deep analysis that exposes their falsehood - In case there are victims, designating them "martyrs" and avoiding the term "the dead" - When describing people with injuries, affirming that they are receiving urgent medical care - Detailed descriptions of the events, internally and externally - Not publishing images or videos from the attack that may provoke public opinion

3	The official narrative and the specialists' narrative
The official narrative with input from specialists follows as a later step in order to analyze and discredit the justifications given by extremist/terrorist organizations. Specialists of all fields can be consulted, including religious, educational, political, economic, cultural, and security.	
The official narrative with input from specialists to counter the extremist/terrorist organizations' narrative has the following characteristics:	- Increase citizens' confidence in the state's ability to face these organizations - Analyze these organizations' media rhetoric and expose the fallacies in it - Increase citizens' confidence in the state's cohesion/unity - Increase citizens' confidence in the state's ability to retaliate
The specialists' media rhetoric through the official narrative to counter the extremist/terrorist organizations' narrative has the following characteristics	- Adopts the official stance - Discredits the extremist/terrorist organizations rhetoric and reveals the fallacies in it, aligns with the state's official narrative
The media's role	- Affirm the narratives exchanged by official agencies and specialists - Add further analysis through consulting with more specialists

4	The official narrative and the human rights organizations' narrative

Human rights organizations in Jordan are divided into three types:
   1. Local organizations
   2. International organizations with representation in Jordan
   3. International organizations without representation in Jordan
 	
All three types reject extremism and terrorism, and so transmitting the official narrative through these organizations happens parallel to as well as following the event. This is in order to affirm the state's understanding of the importance of sharing a complementary role with the organizations in protecting the local community through protecting their human rights in Jordan.	

The official narrative through interaction with the discourse of human rights organizations to counter the extremist/terrorist groups' narrative has the following characteristics:	- Affirm human rights through matching the two narratives and uniting behind the condemnation of extremism and terrorism. - Affirming state support for these organizations' activities, allowing them to operate freely in the fight against extremism and terrorism. - Official narrative's adoption of human rights organizations' narratives when dealing with terrorist attacks.
The human rights organizations' media rhetoric addressed to the official narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Adopting the official narrative, adding human rights-specific perspectives. - Discredits the extremist/terrorist organizations rhetoric and reveals the fallacies in it, aligns with the state's official narrative. - Conflict between these organization's rhetoric in defending basic human rights and the official narrative in which governments choose a security approach only. - Conflicting narrative regarding anti-terrorism and anti-extremism legislation when those legislations attempt to undermine the state's commitments to protect and respect human rights.
The media's role	- Affirm the narratives exchanged by official agencies and human rights organizations. - Act as mediators and attempt to bridge the gap in perspectives when differences occur. - Affirming the importance of the role these organizations play in protecting the human rights of individuals in jordanian society.

5	The human rights organizations' narrative and the specialists' narrative
Even though the motives for extremist tendencies that lead to violence are different from country to country, and even within each country, terrorism always thrives wherever there is desperation, humiliation, and lack of education. Terrorism flourishes when impoverished people meet only carelessness and indifference. Terrorism is inherently rooted in desperation and frustration. Human rights (economic, social, and cultural), and the organizations that exist to protect them, are therefore undoubtedly part of the solution in combatting terrorism.	
The specialists' narrative through interaction with the discourse of human rights organizations to counter the extremist/terrorist groups' narrative has the following characteristics:	- Reaffirms concepts of human rights and the importance of the role these organizations play in fortifying societies. - Matching narratives with a shared goal of analyzing and combating extremist and terrorist ideologies.
The human rights organizations' media rhetoric in regards the specialists' narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Considers specialists to be a reference to reaffirm the organizations' directives in discrediting the extremist/terrorist narrative. - Discredits the extremist/terrorist organizations rhetoric and reveals the fallacies in it, aligns with the specialists' narrative. - Seeks specialists to support the organizations' programs inside their respective communities.
The media's role	- Affirm the narratives about combating extremism and terrorism exchanged by official agencies and human rights organizations. - Playing an inclusive role for both parties in trying to connect opinions in their differences - Affirm the importance of the role these organizations play in protecting the human rights. - Stress the importance of the opinion of experts and specialists, when these organisations implement their projects in protecting human rights of individuals in Jordanian society.

With storytelling, each narrative passes before the public.

6	The media narrative and the human rights organizations' narrative
Journalists and media outlets are true allies of human rights organizations, and this complementary role is enacted through positive interaction between both narratives. Through Jordanian media outlets, human rights organizations find a window into Jordanian society that helps them complete their vision of protecting civilians and society, and Jordanian media outlets find in the organizations a view that affirms their narrative in combating extremism and terrorism.	
The human rights organizations' narrative addressing the media narrative and journalists to counter the extremist/terrorist groups' narrative has the following characteristics:	- Reaffirms concepts of human rights and the importance of the role these organizations play in fortifying societies. - Shared goal of analyzing and combating extremist and terrorist ideologies.
The media rhetoric in regards to the human rights organizations' narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Considers human rights organizations to be parallel references for the media rhetoric, through affirming the complementary relationship between journalists and media outlets, and these organizations, in discrediting the extremist/terrorist narrative. - Discredits the extremist/terrorist organizations rhetoric and reveals the fallacies in it, aligns with the human rights organizations' narrative.

7	The media narrative and the specialists' narrative
The specialists' narrative through interaction with the media narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Considers media outlets to be a platform to discuss their ideas and views and deliver them to the public and official agencies. - Utilize their expertise and intellectual abilities (each in their respective field) to clarify their views on how to combat extremism and terrorism. - Claiming in-depth knowledge of the orientations of extremist and terrorist organisations and their ideologies - Claiming to be aware of shortcomings that precede the terrorist attacks. - Claiming to be aware of preventative measures to protect Jordanian society from any future breaches by extremism and terrorist organizations.
The media rhetoric in regards to the specialists' narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Considers specialists to be a reference to analyze different aspects of the terrorist attacks, and in discrediting the extremist/terrorist narrative. - Aligns with specialist opinions to discredit the extremist/terrorist narratives and expose the profound fallacies in it through collaborative media rhetoric. - Produce recommendations for future fortification of Jordanian society against attacks by extremist/terrorist organizations.

8	The specialists' narrative and the public's narrative
The Jordanian public trusts specialists' opinions because of their expertise, specializations, and profound understanding of extremism and terrorism. Media outlets, journalists, and the state are successful in delivering their respective media rhetorics when they consult with specialists in combating extremism and terrorism.	
The specialists' narrative interacting with the public narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Uses scientific language to describe the situation (a terrorist attack) as well as what will be necessary to avoid similar incidents in the future.
The public's narrative interacting with the specialists' narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Considers specialists to be a reference that condemns extremism and terrorism and encourages behaviors that combat the extremist/terrorist narrative. - Confidence in the specialists' narrative's ability to analyze and discredit the extremist/terrorist narratives, expose the fallacies in it and its distortion of facts. - Adopt the specialists' views and share them in public gatherings.
The media's role	- Analyze the narratives exchanged by specialists and the public in combating extremism and terrorism. - Using specialists to gather public support for the media narrative of journalists and media outlets in combating extremism and terrorism. - Monitor the public's interactions with journalists and media outlets when they use specialists to combat obscurantist and extremist thought.

9	The official narrative and the media narrative
Media outlets across the different platforms and fields play a large role in the aftermath of a terrorist attack; the media can objectively cover the crises that result from extremism and terrorism and take into account all the different dimensions in order to seek a solution that overcomes these situations as quickly as possible. The media can also, through certain practices, play a preventative role that fortifies communities and protects their civilians from the danger of slipping into the grip of extremist ideology.	
The official narrative interacting with the media narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Directs journalists and media outlets (in the moments accompanying a terrorist attack) to unify media rhetoric in the following ways: 　1. Adhere to official statements. 　2. Encourage media outlets to reassure the public and spread hope amongst them. - Directs journalists and media outlets (in the aftermath of a terrorist attack) to unify media rhetoric in the following ways: 　1. Adhere to the official reports on numbers of victims and injured people, and extent of damages. 　2. Encourage media outlets and journalists to analyze and discredit the extremist/terrorist narratives and expose the fallacies in it. 　3. Adhere to the official reports on who the perpetrators of the attack are.
The media rhetoric interacting with the official narrative to counter the extremist/terrorist groups' narrative has the following characteristics:	- Aligns with the official narrative in regards to: 　1. Number of victims, injured people, and damages. 　2. Perpetrators. - Adopts a rhetoric to analyze and discredit the extremist/terrorist narratives and expose the fallacies in it. - Consult with specialists on making future plans for fortifying Jordanian youth against adopting extremist/terrorist narratives.

10	The human rights organizations' narrative and the extremist/terrorist group's narrative
Extremist and terrorist groups have always antagonized human rights organizations and considered them an enemy, targeting them and their employees in terrorist attacks. This is why Jordanian journalists and media outlets must stand in line with these organizations against obscurantist and extremist ideology.	
The extremist/terrorist narrative in regards to human rights organizations' narrative has the following characteristics:	- Accuses them of allegiance to the West, colonialist powers. - Questions their funding sources. - Accuses them of toeing governmental lines. - Questions the point and feasibility of these organizations' programs. - Attempts a media rhetoric that attempts to forge a divide between these organizations and society.
The human rights organizations narrative when interacting with the extremist/terrorist groups' narrative has the following characteristics:	- Discredits the extremist/terrorist narratives and exposes the impact of these groups' actions on human rights. - Monitors human rights abuses committed by these groups. - Adopts a media rhetoric that rejects violence, extremism, and terrorism in all their forms.
The media's role	- Adopt the human rights organizations' rhetoric in rejecting violence, extremism, and terrorism in all their forms. - Adopt a rhetoric that stresses the importance of these organizations' programs. - Adopt a rhetoric that attempts to integrate these organizations into society. - Provide these organizations with a platform to divulge their funding sources if they want to do that.

11	The media narrative and the public's narrative

Media outlets combat extremism and terrorism and provide public opinion with insights into terrorism's aim of frightening civilians, shedding innocent blood, and destroying vibrant facilities. The media's role is to form public opinion that is against terrorism and extremism in all their forms. Public opinion is influenced by what media outlets and journalists publish to the vein of forming values and behaviors that reject this violence, this extremism, and this terrorism.

The media narrative addressing the public to counter the extremist/terrorist group's narrative has the following characteristics:	- Adopts a rhetoric that rejects extremism and terrorism in all their forms. - Uses simple language and avoids complications and exaggeration. - Avoids rallying people and tries to reassure them and spread hope among them when covering terrorist attacks. - Instills confidence in the state and security forces' ability to combat and face extremism and terrorism. - Consults specialists (and simplifies their views) to discredit the media narrative with which extremist and terrorist groups address the public.
The public narrative facing the media narrative in countering the extremist/terrorist group's narrative has the following characteristics:	- Discredits the extremist/terrorist narratives through media narratives. - Questions the official narrative. - Adopts a media rhetoric that rejects violence, extremism, and terrorism in all their forms, with some cases supporting the extremist and terrorist groups' positions.

American TV channel CBS' code of conduct states that "withholding information can damage media credibility."

12	The extremist/terrorist group's narrative and the media narrative
Extremist and terrorist groups have always and will continue to try to exploit media outlets and journalists to publicize their ideologies, beliefs, and perceived righteousness. This is where the media role to stop this comes in.	
The extremist/terrorist groups' narrative in regards to the media narrative has the following characteristics:	- Avoids direct confrontation with media outlets and journalists, assuming that they are a neutral actor that must be transparent in publishing the truth. - Granting media outlets interviews and statements. - Affirming the righteousness of their causes. - Attempting to provide journalists and media outlets with scoops/undisclosed information.
The media narrative in regards to the extremist/terrorist groups' narrative has the following characteristics:	- Discredits the extremist/terrorist narratives through consulting experts and specialists. - Shuts all media platforms for these groups. - Adopts a media rhetoric that rejects violence, extremism, and terrorism in all their forms. - Aligns with society and official agencies in combating the obscurantist and extremist ideologies that these groups adopt.

Topic 5

Hate Speech:
Terminology and Manifestations

Preface

Freedom is the basis of responsibility, and free press is the only press that assumes responsibility for the word, and bears the burden of directing public opinion using the truth. A citizen's right to information is the essence of journalistic work and its purpose. This right is what demands guaranteed flow of information, and the empowerment of journalists to receive information from its sources, and the elimination of any constraints on publishing and commenting on it (Coddington, 2015). Journalism is a message of dialogue and participation, and journalists have a duty to preserve the essence and etiquette of dialogue, and take into account the audience's right to respond and correct, and the public's right to personal privacy and human dignity. Journalism has a special duty to upkeep public decency, human rights, the rights of women, families, children, and minorities, and intellectual property (Curran & Seaton, 2018).

Article 15, Paragraph (i) of the Jordanian Constitution: The State shall guarantee freedom of opinion. Every Jordanian shall be free to express his opinion by speech, in writing, or by means of photographic representation and other forms of expression, provided that such does not violate the law.

Article 15, Paragraph (ii) of the Jordanian Constitution: Freedom of the press and publications shall be ensured within the limits of the law.

The legal status of hate speech receives a lot of attention from scientists and philosophers alike. This attention is limited to providing and critically evaluating arguments to discredit the justifications of hate speech instead of analyzing the term itself. Arab societies have witnessed a wide spread of this phenomenon in tandem with Arab political transformations on one side, and the social-demographic transformations resulting from displacement and immigration on the other (Jarrar, 2015). An intense spread of social media use accompanies these transformations. Social media platforms have become a medium that is accessible to everyone and an epicenter that attracts every (natural) ethnic, racial, religious, geographic, social, political, and gender/sexual difference. This has made them fertile ground for increasing hate speech (Al-Jbouri, 2019).

> **Article (20) of the International Covenant on Civil and Political Rights prohibits any propaganda for war as well as any advocacy of national or religious hatred that constitutes incitement to discrimination, hostility or violence by law.**

Reaching a comprehensive definition of "hate speech" may seem difficult and complex due to the inclusion of divergent concepts related to communication (linguistic instruments, voice elements, body language, and visual elements), as well as the difference in definition depending on the institution that produces it on one side, and the context in which it falls on the other.

The linguistic definition may be the most accurate: hate speech is a phenomenon that involves a precise interaction between communicational intention and communicational reception on a semantic level, meaning between the intended meaning and the understood meaning (and the recipient's interpretations).

> **President of the Senate, Faisal Al-Fayez, describes hate speech as a "practice that is unfamiliar and not aligned with our traditions and values". Senate member Hussein Majali describes it as 'foreign'.**

The European Commission added in its definition of hate speech that criticism of religious groups and sects is permissible, but without the use of terms and expressions that insult or offend or cross lines of public decency and taste.

In conditions such as those facing Jordan, working to solidify a national front and enhance national unity is vital. Educating journalists and media outlets about the importance of adhering to professional journalistic standards, and not creating problems and discord that result from spreading hate speech through media happens on the following levels:

> **Level one:**
> Words are not innocent, and carry many connotations that can be government by logic OR emotion. They can equally encourage positive communication between individuals in a society or repel them from each other. As much as they can facilitate conversation and dialogue

between differences, they can also distort intentions, produce divisions, and be used as justification for violence and extremism.

Level two:
Words directly and indirectly contribute to our perceptions of the other, to the same extent that they form others' perception of us.

Level three:
Using terms of hate against others is a violation of their rights, and a direct destruction of all attempts to build a culture of freedom and tolerance in a society.

Level four:
A media structure that adopts hate speech (either completely or partially, intentionally or unintentionally), constitutes primitive language controlling modern minds. It inhibits societal advancement.

Level five:
It is necessary to adhere to media work references and a culture based on rights. Spreading hate speech on media platforms is considered among the most dangerous violations of journalistic codes of conduct and ethics.

Analyzing Hate Speech

Manufacturing hate is one of the most important weapons used in psychological warfare, in addition to being one of the most important tools in deconstructing social structures and unity. Militarized wars target human life and material possessions, whereas psychological wars target social behavior through influencing people's thinking and morale. Hate is manufactured through the spread of lies, the falsification of facts, the fabrication of events, the manipulation of minds, the defamation of others, and the glorification of injustice. This creates an environment that fosters hatred and hostility and enforces acrimony. Hatred is cemented into ideology and belief before becoming violent, extremist behavior. Nurturing hate incubates violence and terrorism.

Amateur media carries a main responsibility for spreading hate speech to viewers, listeners, and readers on a continuous basis. This type of media raised the pace of its aggression by specialising in hatred in the absence of professional journalism that strengthens popular, national bonds and counters gossiping journalists who mock the social fabric by blindly inciting hatred and exclusion (Abdulmajeed, 2012).

The role of media outlets is considered the most dangerous and the most important, because so many people rely on the information, data, and perspectives they receive from them to form their understanding of the world, their worldview. Media then plays a significant role in creating impressions, crystallizing convictions, and creating awareness for the recipient. Therefore, media outlets must aim to transmit messages of tolerance, dialogue, and coexistence across all parts of society. They must aim to reject hatred, violence, extremism, discrimination, and terrorism.

In order to understand media content in the context of hate speech, it is necessary to understand the logical context of hate speech in the following way (Ben & Matamoros 2016):

First: the procedural definition of "hate speech": the definitions of hatred, based on its manifestation in media, can be summarized as any written, visual, or audio rhetoric that aims to symbolically murder and exclude the other. The worst manifestation of this is calls to murder or violence, but it also includes insults, slandering, humiliating, shaming, and discrimination.

Second: **the context of speech:** evaluating the enormity of the speech and its destructive impacts is linked to the evaluation of the social, political, and economic context of the targeted group. This is echoed by a certain level of violence against this group which can then be measured to determine the extent of such offenses. Discriminatory hate speech is reinforced by institutional discrimination against such groups, which already suffer from a political environment with media tools that express a media speech that deflects national ideals.

Third: the speaker's influence: This influence depends on the speaker's position and influence over the audience. The speech of the spokesperson who usually belongs to an elite, whether political, economic, governmental or the media, influences the audience with the most powerful images.

Fourth: the speaker's intention: the speaker needs to have a clear intention of rallying hatred and targeting a group based on ethnicity, race, or religion, and be aware of the potential consequences of their speech while taking language and frequency into consideration.

Fifth: content: the extent of the speech's direct/indirect calls for discrimination, violence, or societal animosity against the target group.

> **The worst type of incitement is built on convictions that make the person believe they are correct and violently, unendingly defend their beliefs without awareness of the importance of dialogue, mutual respect, and in complete self-indulgence.**

Sixth: the scope and frequency of the speech: the outlet through which the hate speech is transmitted, its intensity, and its frequency must be studied. For example, was it published by one publication, or transmitted and shared in popular media? Was it published once or published repeatedly with insistence?

Seventh: the possibility of damage: how connected the speech is to damage that has occurred or is about to.

Media and Hate Speech

The increasing importance of media and communication is pinned by its position as a vital and dynamic platform for sparking diverse political and social dialogue. In addition, it is considered the platform in which most intellectual and cultural currents meet and interact positively. We may also find a wide range of manifestations of social transformation. Because of the platforms' influence, it is the media's responsibility to support a balanced discourse based on the values of citizenship and human rights, addressing violent, inflammatory hate speech which forms a danger to civil peace. This responsibility can make a difference towards guiding or eradicating hate speech through affirming and enhancing the values of tolerance and cohesion, as well as spreading a culture of love in society while adhering to professional codes of conduct that reject rhetorics of hatred and exclusion, that instigate tribulations and unrest. They must refrain from publishing inflammatory news items and events or media content, and work to eliminate exclusionary thought to the end of deepening cultures of humane fraternity, and guide media rhetoric in the direction of social peace and security.

There is no doubt that hate speech in different Arab media outlets has spread and become a threat to safety and security in Arab societies. It has become a tool for incitement in the absence of legal and journalistic regulations, which places many question marks on traditional media roles of informing, raising awareness, educating, and entertaining. In a number of Arab countries, amid current events and the accompanying inflammatory political and social rhetoric, politics has become a battlefield to attack any opposition. This is what countries of political transition are witnessing in the Arab world. Hate speech in the content produced by audiences on social media continues to have negative effects on the entire communication process, specifically when coupled with pictures and videos, as well as hurtful comments and a lack of awareness due to eroding influence of traditional value systems.

Jordanian Media and Hate Speech

The report on the status of press freedom in Jordan, published by the Center for Defending Freedom of Journalists, revealed dangerous data on hate speech indicators on social media platforms and in Jordanian media. Results of the survey show that 41.8% of participants thought Facebook was one of the largest producers of hate speech, followed by twitter (24.5%), digital media (10.6%), Youtube (9.6%), and Snapchat (7.1%). Traditional media platforms received few accusations of spreading hate speech with print journalism receiving 1.5%, radio (1.3%), and television (1.9%). The following diagram illustrates this distribution:

Hate speech indicators on social media and in Jordanian media
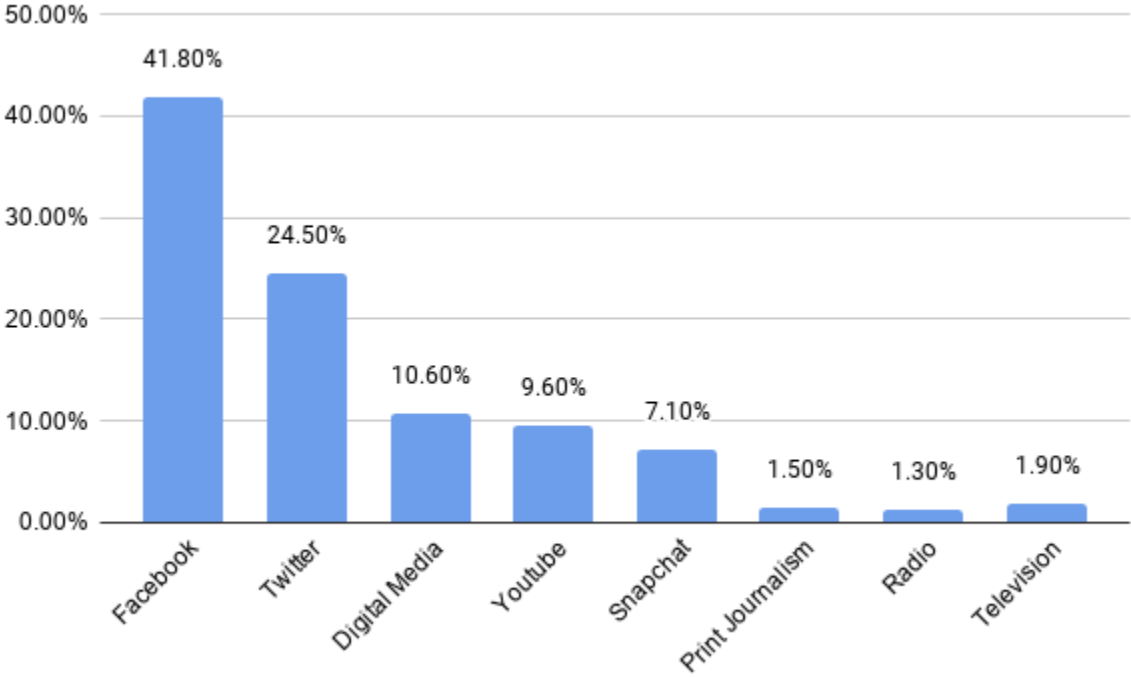
It is important to consider that 85.9% of the 255 journalists surveyed believe that Jordanian media outlets have contributed to increasing hate speech and exclusion.

One of the most important recommendations of the report was working on a directory of the themes, traits, and terms that contain inflammatory connotations of hate speech and violence, as well as holding training workshops for journalists to avoid having them fall into the trap of hate speech and incitement, especially under the near-transparent guise of freedom of speech and expression.

Vocabulary and Terminology of "Hate Speech"

It is worth noting here the importance of the "Dictionary of Hate" that was prepared by the Jordan Media Institute (JMI) in collaboration with the Ethical Journalism Network (EJN).

"Ibn mukhayyamat" - *child of refugee camps*

Context:
The term "*ibn mukhayyamat*" is frequently used when talking about a Palestinian individual living in refugee camps in Jordan. This term has political and legal dimensions related to the tragedy of Palestian refugees and their adherence to their right to return to the cities from which they were displaced in Palestine. The camp is a "temporary place" that hosts Palestinian refugees. The housing agreement ends when the occupation ends.

Example:

"*Ibn mukhayyamat* "Wehdati"" (a Jordanian Football Club, popular among Palestinians)

"*Ibn mukhayyamat*: the Palestinian cause," this is a positive use of the term and does not indicate hatred.

Be cautious!
The term "*ibn mukhayyamat*," if used out of context and in relation to abuse and insult, may encourage the use of "hate speech." It affects the dignity of a major component of Jordanian society, namely the Palestinian refugees, and it may result in creating wounds that are difficult to heal. This kind of term offends and harms national unity.

Jordanian media discourse should avoid and discourage all terms that might indicate discrimination when used in the wrong context. There is no alternate term due to the danger they hold towards national unity and Jordanain national security. We suggest using the term "refugees."

"*Atfal Asshawari'*" - *street children*

Context:
The term "*atfal asshawari'*" is used to describe the impoverished children who are scattered among the streets of Amman, the capital of Jordan, as well as other Jordanian cities. These children, dressed in their worn-out clothes, frequent places such as traffic lights as sellers and/or beggars.

Example:

> "The proliferation of *atfal asshawari'* around traffic lights poses a threat to their safety"

> "a significant increase in the number of *atfal asshawari'* in Irbid..."

Be cautious!
Using the term "street children" or "son of the streets" in general, but especially in media outlets, contributes to connecting children and their childhood to the streets, as it suggests a lack of general sound upbringing of these children. Secondly, this term "son of the streets" challenges and undermines the purity and innocence of childhood.

Suggestions and alternatives
Journalists and media outlets should not use any term that puts childhood in a negative light and stigmatizes it with something that is unrelated. This creates a stereotype and generalises the associations of "street children" to impoverished children. There are many "humane" expressions that may otherwise be used instead of the phrase "street children," such as: "child laborers" or "beggar children."

"*Al-'alaamy haziz a'-thanab*" - A journalist who flatters others for his own interests

Context:
The term "*al-'alaamy haziz a'-thanab*" is used to describe a number of journalists who are believed to use their voice to achieve individual gains and their own special interests, even if the

matter subjects them to hypocrisy, and acts like complimenting high-ranking officials which compromise the honor of the journalistic profession and betray media ethics.

Example:

> "The *al-'alaamy haziz a'-thanab* defends the corrupt at the expense of national interest…"

> "Haz thanab [false flattery] by a number of media professionals is an assault on professional ethics and journalistic codes of conduct."

Be cautious!
The use of the term "*al-'alaamy haziz a'-thanab*" is an offense to the journalistic profession and its noble message. This term paints a dark picture of journalists by accusing them of working for their own good. Such offensive descriptions of media professionals fuel "hate speech" and incite people against media professionals, questioning the morals and integrity of any journalist.

Suggestions and alternatives:
Journalists, just like any group in society, include good and bad people. It is wrong to describe them as "those media people who falsely flatter" and stereotyping professionals working in this field, staining their reputations while also offending them. It is more appropriate to stay away from descriptions that contribute to distorting media professionals' image, and use more indicative expressions when there is a need for it. For example, "media professionals who don't respect the profession's ethics."

"*Jirthaan*" - *rats (if used in a misplaced context)*

Context:
The way in which "hate speech" is present in the word "*jarthaan*" is by the act of diminishing the value of someone through an unflattering and ugly comparison: "rats" or "mice" being a disgusting species of rodents.

Example:

> "These *jirthaan* feed on dirt, and their natural home is sewage…"

Be cautious!
The danger in calling people *"jirthaan"* when you disagree with them in a given opinion, ideology, or principle, is that it contains a flagrant meaning of offense, insult and contempt. This is incompatible with a human being's dignity, and affects humanity to its core.

Suggestions and alternatives:
Sophisticated language reflects the sophisticated ideology that the speaker carries. A real journalist does not translate these ideals into offensive speech and use animal descriptions on human beings, regardless of how much he disagrees with them.

"Al-Haras al-qadim" - *the old guard (if used in a misplaced context)*

Context:
The term "*al-haras al-qadim*" is one of the most widespread expressions, creating controversy and debate within the political scene in Jordan, especially when it seperates political elites into categories, including the "*al-haras al-qadim*".

Example:

"The Fourth Circle popular movement against '*al-haras al-qadim*'"

"Jordan: Separation is imminent between Al-Razzaz and the "filter" of *al-haras al-qadim*, a document for political reform, is causing murmurs among ministers"

"Al-Masry: I am not from *al-haras al-qadim*, and in Jordan there is a class of sycophants and flatterers"

Be cautious!
The frequent use of the term "*al-haras al-qadim*" in Jordanian media discourse may deepen the division and disagreement between political elites. The media "standardizes" them into categories such as "old", "liberal," "modern," and other categories that instead of dealing with their ideologies and programs critically as they deserve, are not based on an intellectual framework or political reference.

Suggestions and alternatives:
When talking about a group of personalities who were at the forefront of the Jordanian political scene over the past half of the century, media outlets can use the expression "a class of experience and wisdom from the political elites," "the generation of veteran politicians," or "the pioneers who contributed to building the modern Jordanian state.'

"Al-khadima" - *female servant*

Content:

The term "*al-khadima*" is used in the context of talking about domestic workers. Especially, with the noticeable increase in the number of women of various nationalities who work in households, either with fixed wages, or as an employee with a contract between the worker, the head of household, and the Ministry of Labor.

Example:

"... is the best *Al-khadima* recruiting office in Jordan… and is distinguished for its speedy recruitment."

"Warning against hiring *a khadima* from Ethiopia"

Be cautious!

Stigmatization is the most prominent caveat against using the term "*al-khadima*" in media outlets. The word "*al-khadima*" is associated with the concepts of "masters and slaves", which perpetuates the discriminatory values in society.

Suggestions and alternative:

The term "domestic worker" is suggested.

"***Thuu al-i'aqat***" - *people with disabilities (if used in a misplaced context)*

Context

The term "*thuu al-i'aqat*" is used to offensively describe others. While this term is universally accepted and adopted by the United Nations to describe people who suffer from either physical or mental disabilities, its use is considered an insult that offends and undermines human dignity, thus it belongs to the "hatred" dictionary.

Example

"T*huu al-i'aqat* of the left-wing parties continue their stupidity…"

"*Thuu al-i'aqat* share their follies in general political affairs…"

Be cautious!
Using the term "*thuu al-i'aqat*" as an insult or offense towards others degrades a large group of society who suffer from either physical or mental disabilities, undermining their human dignity. Disability is not a disgrace, but rather a trial from God; all of us are vulnerable to affliction in one way or another.

Suggestions and Alternatives:
In an attempt to limit the spread of "hate speech," one should avoid stereotyping, stigmatization, and offending others by using the term "*thuu al-i'aqat*" and other terms having a similar meaning, as a means of bringing insult onto others.

"*Zabbal*" - *garbage collector*

Context:
The term *"zabbal"* is rarely used offensively in discreet press materials or opinion articles. However, the term is used on social media, specifically in comments sections when debating issues and insulting and offending one another.

Example:

"The *zabbaleen*, the donkeys[3] of the homeland and the Hirak[4] are calling for…"

Be cautious!
The term "*zabbal*" in Arabic describes a garbage collector. The word itself is not an insult or offensive. This is an honourable profession and people who work as such play an important role in society. However, when using this word as an adjective, it is likely to be seen as an insult or offense.

Suggestions and alternatives:
The term "national worker" is suggested to refer to the employees of the Amman Municipality who are responsible for the cleanliness or cities, villages, and streets.

"*Saheej*" - *a person who is loyal to their regime, party or group*

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[3] The word "donkey" is used as an insult in Jordanian culture
[4] "Hirak" refers to a social or political movement

Context:
The term "*saheej*" is used to describe a person who is loyal to their regime, party or group, and always defends their approaches and actions no matter what. "*Saheej*" can be used as an insult towards people who are are loyal to certain political figures, institutions or ideals.

Example:

"Therefore, the bully, the *sahij*, and those who stand with them, must know that they are exposed to everyone…"

"Are some Sahija Mushrikun[5]?"

Be cautious!
Using this term, "*saheej*" (people who applaud authorities), may incite quarrels and provoke certain groups of people, resulting in members of the same community inciting violence against one another and negatively affecting national unity.

Suggestions and Alternatives:
It is advisable not to use the term "*saheej*," as it leads to the spread of "hate speech," reinforcing division in society.

"*As-suhuf al-baireh*" *- Al-Baireh newspapers*

Context:
"*As-suhuf al-baireh*" is an offensive expression towards the press of political parties, the press of the official pro-government, or competing newspapers. Linking these various parties to "Al-Baireh," which is the vernacular term given to an unmarried girl, aims to diminish the value of these establishments. This term spread with the expansion of electronic media, the decay of paper press' influence, and the reader's reluctance to buy or even read it.

Example:

"Government newspapers are "*baireh*" and have lost their credibility."

"Al-baireh newspapers cannot compete with the modern media or stand against electronic websites."

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[5] "Mushrikun" are people who believe in polytheism; in this example it is used judgmentally.

Be Cautious!
The term "*al-baireh*" contributes to the undermining of "paper journalism", as it insults unmarried women and becomes stigmatised as "*al-baireh*". This expression is mostly used by the ignorant and those who are uncultured.

Suggestions and alternatives:
It is suggested to use terms that indicate "politically loyal journalism," or, in another context, "competing press."

"Al-thalaamiyun" *- obscurantists*

Context:
The term "*al-thalaamiyun*" is used in the context of attacking people of different ideologies. Those who think of themselves as "enlighteners" attack others and describe them as "*al-thalaamiyun*", and vice versa.

Example:

> "My words aren't contradictory as the *al-thalaamiyun* and the enemies of Jordan claim…"

> "...we say to them, and to all the *al-thalaamiyun*, if you come near Jordan, it will be your end…"

Be cautious!
The term "*al-thalaamiyun*" is used frequently in media outlets and opinion articles. It is used in comments by social media users without being aware of the term's meaning, dimensions, and context in which it is used. When using this term, it is dangerous to fall into the trap of "stereotype" and "stigmatization" that contributes to the fueling of hate speech.

Suggestions and alternatives:
Journalists and media outlets have the ethical responsibility to oppose the spreading of terminology which increases "hate speech" and furthermore fueling hatred among members of society.

"'Anis" *- spinster*

Context:
The term "*'anis*" falls under the list of offensive, insulting, and cruel expressions against women. This term is used when talking about an unmarried woman who was unable to bond with a life partner and start a family. "*'Anis*" is frequently used when dealing with womens' issues through media debate and controversy, especially when discussing the topic of late marriage for Jordanian girls.

Example:

"... *'anis*... What a tough word… What a cuel word… Do you know what this word means? I cannot say it because it frustrates me…"

"The rate of *'anusa* in Jordan reaches 42% …"

Be cautious!
In the Arabic dictionary, the term "*'anus*" is applied to a woman if her celibacy is prolonged. She stays at her family's house for a long time until she arrives at a certain age and is still unmarried. "*'Anus*" may also refer to a dry tree branch that breaks easily. The frequent use of the term "*'anis*" stigmatises women for their defects has a bad effect on their reputation. This stigma degrades a woman's value and reduces it to the criterion of her marriage status.

Suggestions and alternatives:
The "*'anis*" should not be used when talking about women. This term should be permanently deleted from the media dictionary when addressing and analyzing women's issues.

"East Amman and West Amman"
(if used in a misplaced context)

Context:
The wrong usage of this expression presents itself in the context of talking about a "Jordanian citizen" and categorizing them based on their place of residence, creating a stereotype towards the Jordanian citizen by attributing the expression "*West Amman*" to the wealthy, and "*East Amman*" to the poor. Expressions like these are common in opinion pieces, Facebook pages and on the internet.

Example:

"The criminal lives in East Amman…"

"A significant increase in the number of beggars in East Amman during the month of Ramadan…"

Be cautious!
Drawing on the geographical division of "*West and East Amman*" not only has geographical and spatial connotations linked to it, but it also leads to the consolidation of "class division," creating a gap between the members of Jordanian society. This results in the spread of "hate speech" and fuels hostility among members of the same society.

Suggestions and alternatives:
We must be aware not to use the term "*West Amman,*" to refer to "the rich and powerful," due to its role of entrenching concepts such as "bourgeois" and "aristocracy." On the other hand, we should not, under any circumstance, use the demographic division of "*East Amman*" in a way that offends its residents, seeing as they constitute the largest proportion of the population Amman.

"*Filipino*"

Context:
The term "Filipino" is used when talking about domestic workers coming from the Philippines. This term is associated with the word "servant".

Example:

"A *Filipino* servant was killed in the capital, Amman."

"*Filipino* servants are the highest paid in Jordan."

Be cautious!
There is no problem in using words such as: Filipino, Nepali, Ugandan, Celanian, Indonesian, when talking about people's nationality. The problem starts when nationality is linked to specific professions, therefore becoming stereotyped in an insulting way.

Suggestions and alternatives:
In the event that the journalist or press editor notices that the use of nationality is used in an insulting or offensive way, he is responsible to fulfill his ethical role and not authorize such offensive terms.

"Lafoufa"

Context:
The term "*lafoufa,*" meaning "outsider," is used when describing refugees who came to Jordan in the 1920's. Over time, these refugees integrated into Jordanian society and acquired Jordanian nationality.

Example:

> "In Jordan, we still call the group which joined the tribe 500 years ago, '*lafoufa*' or '*tboua*', or similar names I cannot remember now…"

Be cautious!
The use of the term "*lafoufa*" in media outlets falls under stigmatization as it aims to undermine a group of people and consequently harms their reputation. Incidentally, these are degrading names that perpetuate discrimination. The person who "entered" a tribe is being accused of not belonging to it.

Suggestions and alternatives:
The media should resist such terms as *"lafoufa"* that perpetuate "hate speech" as it is becoming more common in society through the repeated use of these offensive terms that insult and stigmatize others. Subsequently, these discriminatory feelings contradict citizenship rights that the Jordanian constitution guarantees.

"*Muta'aslim*"

Context:
The term "*muta'aslim*" may be used in opinion pieces, seeing as it is spread on various social media platforms. It questions the Islamic religious values of the person in a crude and aggressive manner, indicating the ignorance of "muta'aslim" towards Islam and its lessons.

Example:

> "What Islam are you talking about, *muta'aslimun* brotherhood?"

> "Are they muslims or *muta'aslimun*?"

Be cautious!
The danger of using the term "*muta'aslim*" in media outlets presents itself when someone uses it to unconsciously describe the other as an infidel. This is because when you call someone "*muta'aslim*" it means the person is not "*muslim*" but claims Islam. This use implicates the speaker in the practice of "*takfir,*" in whose conditions and interpretations the public can not partake, as it is highly restricted due to its sensitivity and danger.

Suggestions and alternatives:
In order to limit the spread of "hate speech" and its generalization, through the use of expressions such as "*muta'aslim,*" the term "*muslim*" should be used because it is the best correct alternative. It does not call for hatred, nor does it incite revenge or carry any meanings of hate.

"*shakhs muq'ad*" - *person in a wheelchair*

Context:
As with the term "*thuu al-i'aqat,*" the term "*shakhs muq'ad*" may be used to offensively describe others, aiming to belittle them. The use of the adjective "*retarded*" [muq'ad fikriyyan] is common to describe a person who disagrees with someone's opinion, their beliefs, or their attitudes.

Example:

"*Retarded* and claiming knowledge and culture…"

"These politically *retarded* people are a burden on Jordanian society"

Be cautious!
The term "*muq'ad"* may be used as an insult and a means of offending others, as is the case with the term "*thuu al-i'aqat.*" Disability, regardless of its severity or type, is not a disgrace. Rather, it is a trial of God. The use of the term in an insulting way stigmatises them with impotence, weakness, and helplessness.

Suggestions and alternatives:
Work must be done to limit the spread of "hate speech" and move away from stereotyping, stigmatization, and all methods of insulting through the use of offensive words such as "*muq'ad,*" as well as other terms. It offends others and devalues them.

"*Na'ibat*" - *female representative*

Context:
The term "*na'ibat*" and the word "*na'iba*" are used to talk about female representation in the Jordanian parliament.

Example:

"The Jordanian Parliament does not need "*na'ibat*" as it has enough misfortunes in it."

Be cautious!
The term "*na'iba*" means "*misfortune*" in Arabic. Generally, the word often offends women and the nation's representatives in Parliament who have been elected through the ballot box. Additionally, the term "*na'iba*" is a kind of linguistic cover from the original meaning of the word "*misfortune.*" This constitutes a form of discrimination against women and thuse perpetuates hate speech.

Suggestions and alternatives:
It is suggested to use the term "*na'ib*"[6] when talking about a man or a woman to spare the women the term "*na'iba*" with the meaning of "*misfortune*" or the term "member of Parliament."

"Nakhibun Musinnun" - elderly voters

Context:
The term "*nakhibun musinnun*" is used when talking about the elderly who go to the polls to vote. This term is frequently used in campaigns leading up to the election date for the Jordanian Parliament.

Example:

"*Elderly voters* have a negative influence on the results of parliamentary elections…"

"The whales[7] are taking advantage of the *elderly voters* to buy their votes…"

Be cautious!
The term "*elderly voters*" is part of a discourse that falls within the scope of disseminating discriminatory values (mentioned in the Universal Declaration of Human Rights), which criminalises any form of discrimination on the basis of sex, age, and other grounds. The term "*elderly voters*" is an implicit insult to the "*elderly*", who are exercising their right to vote for their preferred candidates.

Suggestions and alternatives:
The elderly should be respected and not demeaned by using descriptions that undermine their status and insult their old age.

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[6] Na'ib (male)/ Na'iba (female)
[7] Representatives/ Deputies with large business interests

Conclusion

We hope this has provided trainers in different media fields a scientific methodology in dealing with prevalent stories of terrorism, violence, and extremism professionally and effectively. This guide aims to improve Jordanian media's ability to combat extremism and terrorism from media literacy, quality of content, and performance perspectives. It attempts to cover all concepts and definitions relevant to media literacy, evaluating media performance through its content and in a way that rejects hate speech and terrorist and extremist narratives in all their forms. To do this, the guide is divided into five topics: the first covers basic journalism guidelines, the second covers tools for media literacy, the third covers fact-checking tools, the fourth covers narratives of extremism and terrorism, and the fifth covers terminology of hate speech and its manifestations.

Those who study this guide will find a concise, smooth, and facilitated overview of best professional practices in this field, made clear through a methodology that strives for excellence in media performance. The guide goes over the RADAR method in operating media coverage that combats extremism and terrorism. It also explores practical applications of media and information literacy beginning with outlining interaction cycles in media literacy, going back to the components of the communication process, then approaching media literacy fields and different kinds of media influence.

A case study was used to explore the educational role of media outlets, and Akeed Jordanian media monitor was used as a reference for fact-checking. Methods of evaluating fact-checking tools were presented, focusing on concepts and standards of fact-checking. A list of some software and websites for fact-checking were given as examples. The guide attempts to present extremism and terrorism narratives through different perspectives and answer core questions regarding who narrates stories. The guide then attempts to present some examples of hate speech terminology and manifestations, in which it focuses on the importance of analyzing hate speech and the ways the media can deal with hate speech. It sheds specific light on Jordanian media's relationship with hate speech and its role in combating it. Through that this guide represents an attempt to examine hate speech terms and expressions in a way that builds on previous efforts by the Jordan Media Institute in this field.

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