

ISLAM AND MUSLIMS: HOW TO USE MEDIA ANALYSIS TO FACILITATE INCREASED RESPECT IN A HARSH PUBLIC DEBATE



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Islam and muslims: How to use media

analysis to facilitate increased respect

in a harsh public debate

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International Communication Effectiveness

SILVER

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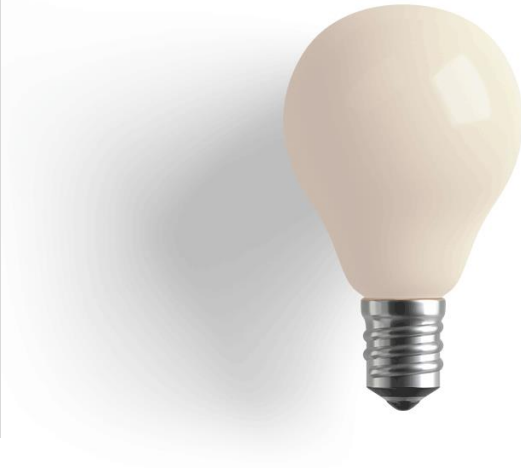
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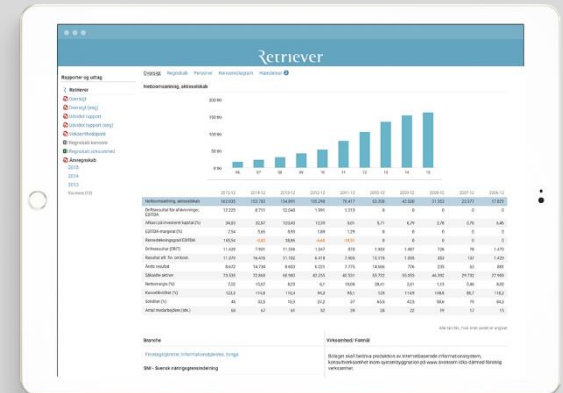
Challenges in the planning phase

- Frustrating small amount of time
- Extremely large amount of coverage
- Right before the peak of Retriever's high season



The method

- We did a quantitative analysis on whether the coverage on the topic islam and muslims had increased
- We did a qualitative analysis where we coded 1000 articles
- We chose to lean on external knowledge – combined earlier analyses and research from the field with our own findings





Some of the findings

Media creates a strong connection between islam and terrorism

Almost 50 percent of the articles about Islam and Muslims in Norwegian media concern conditions in other countries, such as terrorism.

The words Islamist and Islamism is used explicitly in 56 percent of all these articles, so the impression a reader gets from consuming Norwegian news, is a strong connection between Islam and terrorism.



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Some of the findings

Muslims do take part in the debate themselves

Muslims do take part in the debate that concerns themselves; 31 percent of the op-eds regarding Islam and Muslims is written by a Muslim. However, Muslim men are more often represented than Muslim women.

In the part of the debate where people try to define what Islam is, and which direction Islam in Norway should take, young Muslim women participate as often as Muslim men do.

Muslim men speak frequently on behalf of communities and organizations, while Muslim women almost exclusively represent themselves as private persons.



Some of the findings

The harshest corner of the debate is the letters to the editor

Eleven percent of the coverage leave a predominantly negative image of Islam and Muslims, while only three percent is positive.

A significant amount of letters to the editor has an implacable tone towards Muslims, and these are almost without exception written by men and not women.



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