

# Mass Media and the Terror of Terrorism in Global Security Analysis

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## ABSTRACT

*Contemporary global security realities have identified the pervasive mass media terror continuum in the form of display of graphic images and somewhat persuasive impacts of the mass media as used by terror organizations across the world. This work is therefore an explorative analytical narrative of the impacts of the mass media in the promotion and consolidation of terrorist ideologies and rationalization of terrorist activities. Generally, the work has made an objective modest attempt to review the nature and dynamics of global mass media and relationship between some of the fallouts of the impacts of the mass media in the spread and sustainability of global extremist and terrorist ideologies. This narrative is derivable from different international scholars and national governments based on sustained empirical researches in different countries of the world. Consequently, this work adopted extensively the historical and explorative approach that relied on secondary sources comprising books, journals and reports that were logically arranged and evaluated through content analysis in tandem with social science research enterprise. The work, therefore, established glaring intrinsic and extrinsic correlation between the impacts of the mass media and terrorism in the world and ultimately offered useful recommendations accordingly to stem this scourge.*

**Keywords:** *Mass Media, Terrorism, Global, Terror.*

## *Media Massa dan Teror Terorisme dalam Analisis Keamanan Global*

### ABSTRAK

*Realitas keamanan global kontemporer telah mengidentifikasi secara berkelanjutan tentang teror media massa yang tersebar dalam bentuk gambar grafis dan dampak media massa yang persuasif sebagaimana digunakan oleh organisasi teror di seluruh dunia. Karenanya, karya ini merupakan narasi analitis eksploratif tentang dampak media massa dalam promosi dan konsolidasi ideologi teroris dan rasionalisasi kegiatan teroris. Secara umum, karya ini berupaya secara sederhana namun obyektif mengkaji sifat dan dinamika media massa global dan hubungan antara beberapa dampak dari media massa dalam penyebaran dan keberlanjutan ideologi ekstremis dan teroris global. Narasi ini diturunkan dari berbagai pakar internasional dan pemerintah berdasarkan penelitian empiris berkelanjutan di berbagai negara di dunia. Tulisan ini mengadopsi pendekatan historis dan eksploratif secara ekstensif mengandalkan data sekunder seperti buku, jurnal dan laporan yang disusun dan dievaluasi secara logis melalui analisis isi bersama-sama dengan lembaga penelitian ilmu sosial. Berdasarkan hasil kajian, penelitian menemukan ada korelasi intrinsik dan ekstrinsik yang signifikan antara dampak media massa dan terorisme di dunia dan pada akhirnya menawarkan rekomendasi yang berguna untuk membendung momok ini.*

**Kata-kata Kunci:** *Media Massa, Terorisme, Global, Teror.*

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## INTRODUCTION

There has been an interesting debate around the relationship between the mass media and global terrorism.

Analysts have been relentless efforts to show the global relation of state security and the terrorism threat, by revealing the co-dependence of all the humanity and

the effects of terrorism violence media exposure worldwide. This was well expressed in 1974, when the American researcher of terrorism Brian Jenkins came to the conclusion that 'terrorism - is a theater' (Coll, 2005). All terrorists, who take hostages, demand the right to speak to the media, or the right to appear live in front of viewers and listeners.

In carrying out the terrorist acts, their organizers rely upon the information effect, which becomes an imperative in the minds and practices of extremists. Renowned researcher of terrorism - Ian Hardman wrote: "The publicity of a terrorist act is a pivotal point of terrorism strategies. If terror fails to cause the information response in social circles, it would be useless as an instrument of social conflict (Hardman, 1979).

This research has its roots in a hypothesis that terrorists using mass media for their acts popularization and the necessity of mass media for sensation brings to terrorism violence media exposure, which in the end has much wider and deeper multilevel psychological, social and paradigm changing affect, than even the terrorist act in itself. This hypothesis brought us to a multisite study that examined the

complex relationship between terrorism, mass media, and neurology of human brain reactions, desensitization and radicalization in conjunction with victimhood. A key focus of the research was to understand how all these elements are included in victimization and do assist in terrorism spreading, increase of aggression level, radicalization and humanity desensitization, changing and strongly impacting the young generation together with the paradigms of the society in general. This viewpoint gives a clear idea of codependent or global relation of state security and the threat of terrorism. Being mentioned, global relation of state security depicts the effects of a threat, which are codependent for the whole society in general, no matter where specifically the threat had taken place and terrorism media exposure according to our hypothesis has global affect.

Given these aims and having already overviewed the terrorism essence and definitions, its main goals and features, we began with a focus on researching interconnections of terrorism and mass media, different theories and options of their mutual beneficial interrelatedness and impact on each other and the general public,

with the key emphasis on the global victimhood dimension by attending to the relevance of media terrorism violence impact, with in-depth analysis of short and long term media terrorism affects and their causes. More specifically, this involves an analysis of over twenty researches on media violence effects, psychological and neurological conscious and subconscious connections with visual information, key determinants of human behavior, childhood perception distinctive features and different levels and perspectives of desensitization effect.

In this work therefore, we focus on the terrorism media effects in different ways, combining the efforts of mass media in cooperation with the society and governments, the tactics employed by terrorist organizations and the nexus between the mass media and the global audience, and also on the level of international worldwide cooperation to decrease personal and community violent extremism impact and decrease motivation for participation in political violence trans-generationally. The aim is to ultimately explore useful policy recommendations that will help to collaboratively to stem this scourge.

## **METHODOLOGY**

The study adopted historical design which is qualitative and explorative in nature and content analysis was used to ascertain and examine the effects of mass media on terrorist activities across the world. Across all ages, the mass media has been identified to have series of persuasive and destructive effects on the global audience with regards to terrorism. This study adopted qualitative media content analysis as its primary methodological thrust to answer the stated research questions. Media qualitative content analysis over time has gained adequate popularity and acceptance by researchers and experts in media analysis (Neuuendorf, 2002; Riffe & Freitag, 1997; Yale & Gilly, 1988).

This research method has the capacity to measure either in quantitative and qualitative terms the effects of the persuasive power of the media via the collection and analysis of the content of pictures, texts, worlds, symbols etc. While content analysis can be both quantitative and qualitative, it is the strong views of the authors of this work that qualitative content analysis will be more appropriate for this research work because it has been established by experts to have the greater

capacity to effectively capture the latent and copious effects of the mass media on the audience in a remarkable fashion (Mcnamara, 2005). Consequently, the authors adopted content analysis in a qualitative manner in such a way that the study relied extensively on secondary sources of data, such as textbooks, journal articles, magazines, newspapers, official documents and internet materials logically gathered and arranged coherently to make a research sense out of it. This is the opinion of the researchers was validly achieved.

## **RESEARCH FINDINGS AND DISCUSSIONS**

### **The Power of Mass Media.**

Information has now become a powerful real tangible resource. In some areas it has even more value, than commodity, financial and other resources. Information has become a weapon that can be applied for individual, local or mass destruction. The presence or absence of relevant information contributes to the attainment or to the loss of power, increase or decrease of individuals or groups influence. Media and information flow is often used in the interests of certain political forces. In extreme political processes, government

opponents use possibilities of the mass media technology to counter the official authorities.

In carrying out terrorist activities information and communicative component plays a major, if not the decisive role. Using the media to disseminate information about the course and consequences of a terrorist act is one of the distinctive and fundamental features that reflect the essence of terrorism. Terrorism can be determined as an act of violence, which is seeking to attract attention to it with the help of the media and subsequently to transfer a message through the publicity it receives (Ganor, 2011). It's for a reason, many experts agree that modern terrorism cannot exist without the media, it's alive, while it's highlighted (Farnen, 1990).

### **The effects of terrorism media exposure.**

**Short-Term Effects.** When a human being of any age experiences something new - a color, an object, a feeling, in the brain there is allocated a cluster of cells to recognize that thing next time and differentiate it from already known things. Each time when we experience that thing these "nodes" are activated. If or when two things are

experienced together, they get “wired” together (e.g. a flower and its smell). The more often we experience things together the more they become strongly linked in our neural network; they get their constant place among known concepts, feelings, and memories. So every time when one node is activated the other is partially activated too, it’s called spreading activation. This process is automatic, so even in very young children, there are a lot of different violence indicators, which are linked (guns and war, verbal insults and fighting, etc). So any time a person is experiencing or watching a violent scene, it as a result activates the violence nodes, which spreads out to linked nodes and activates them too, at least a little, like a wave effect. It’s a neural process called priming(L. R. Huesmann & Kirwil, 2011). As soon as a behavioral tendency is primed in nodes, it increases the likelihood (but not guarantee) the behavior to occur. If several stimuli simultaneously prime the node a behavior is even more likely to occur (Bryant & Zillmann, 1994). For example, if a person is insulted by someone, the mere sight of a gun activates the primed violent behavior links and can push the insulted person to

fight aggressively against the provoker. In this case two stimuli – insult and the gun, primed with the node of particular aggressive behavior, pushes the activation, thus resulting in aggression. Similarly, an impulse of media violence primes all kinds of nodes associated with violence and aggression. If any other priming events or provoking factors occur at approximately the same time, aggression can be ensured.

Another neural process, which brings an observation of violence to be followed by aggressive action in the short run is mimicry(L. R. Huesmann, 2007). Humans, like some other primates, have specialized neurons, called mirror neurons, which mimic others’ behaviors. A particular mirror neuron is activated whenever a particular behavior, e.g. hitting, is observed or performed. Although the mimicry process is yet to be learned more, it is clear that people, and especially young children, tend to mimic whatever they see other people doing. This mimicry mechanism helps us to acquire all sorts of skills, repeating others. But every tool is just a tool, and it can be used for good or for bad, so when what is observed is aggressive behavior and violence, aggressive

behavior is also promoted in the observer.

**Long Term Effects.** A compound plurality of concepts, sensations, feelings, which in certain circumstances are activated together, with a spend of time become linked together in our brain as a complex knowledge structure called a scheme or a script (e.g., our driving home from the office after several repetitions becomes almost automat - the knowledge about where to turn, what to switch in your car and when, even where a hole in the road is, you already have all relevant memories and feelings - it's a script of behavior). These knowledge structures - scripts, once activated, become key determinants of behavior, and we may act under the influence of the scripts outside of our consciousness (L. R. Huesmann & Kirwil, 2011). Of course in childhood the perception and production of scripts is much more numerous and very effective, and surely parents and peers play important role, but today children are influenced by the mass electronic media a lot, and often almost without control of grown-ups, kids surf in the internet whatever they wish, and the perceptive child's mind effectively learns the scripts and beliefs being with

media, same as with parents or peers. So if that media is educational or carries messages of kindness and helpful behavior, the child's neural network will reflect that input. Same, if the content is violent, it will be inputted into the developing neural network of a child. Same process happens with grown-ups but with less intensity.

Imitation is the basis of learning. It occurs in infants, in children, in teenagers, and in adults, but obviously young children are especially susceptible to imitate what they observe. And imitation in humans also called observational learning is much wider than simple mimicry. Children see something being done and not only script is but also develop nominative beliefs about the appropriateness and evaluation of specific behaviors, e.g. if they see someone solving a problem by behaving violently, they save in their memory a script for such behavior and a belief that it is acceptable to behave so. In adult years they are more likely to behave the same way (L. R. Huesmann, 2007).

Aside from being imitation sources, each violent image in the news, movies, internet or games, pictures in newspapers or even a comic book acts as

a trigger, each time activating aggressive feelings and thoughts, patterns and schemas, already stored in memory. When such aggressive thoughts and feelings are activated over and over again, they become chronic, means easily accessible in mind, and are more likely to influence behavior.

These phenomena have many layers. An often exposed to violence person may also become more alert for hostility and aggression around, and perceive even some ambiguous action (such as being bumped in a crowded room) as a deliberate provocation. In this way people become more hostile and less tolerant to each other, prejudging negative intentions in others, at the same time creating new negative hostile patterns for their own reactions and those who imitate them (ISRA, 2012).

There is another aspect to be mentioned. When we observe images, which attract, we wish to experience them personally in reality (the principle commercial uses a lot combining some pleasures with their goods), and if a person for example loves publicity, and observing a lot of terrorist acts being widely shown, discussed and public, a cognitive connection of having committed a terrorist act is linked with

becoming a worldwide known media person (like it was with Ben Laden for example) it creates a subtle process inside a person's mind of justifying the violent behavior and seeking to act in the same way in order to achieve the person's desired pleasure, as being recognized and well-known in our example. This also brings to violence desensitization because psycho physiological and behavioral research shows the link between repeated exposure to media violence and desensitization is observed both as the short and the long term effect (Bailey, West, & Anderson, 2011).

Table shows the summary of main causes of media violence impact in short and long term prospective.

Table 1 Causes of media violence short-term and long-term impact

Short term effect causes	Long term effect causes
Continuous activation of violent linked nodes	Lasting (easily accessible) aggressive scripts
Learning aggressive scripts and cognitions	Violent interpretational schemes
Physiological arousal	Supporting aggression beliefs about social behavior
Subconscious tendency to imitate observed behavior	Excuses for aggressive behavior
Desensitization to violence	Desensitization to violence

Source: Anderson Craig A., Berkowitz L. at al. "The influence of media violence on youth" (Anderson et al., 2003)

Sometimes it's very difficult for people to believe that media violence affects us, firstly because people often

mistakenly think, that its effects must be immediate and severe (e.g., watching a terrorist act on TV and then immediately taking someone as a hostage or killing someone to get what you want), and if the effect is not that vivid and simultaneous it is assumed to be nonexistent. In reality, media violence effect is usually less dramatic and less immediate, e.g. a child just becoming more disrespectful or rebellious, when watching violence in the media often (Dill, 2009) or an adult becoming less helpful or more hostile to the others around (Brad J. Bushman & Anderson, 2009). Another psychological effect is that if someone is deeply interested in violent media – watches, reads, uses or creates it, cognitive dissonance and the inbuilt necessity to maintain a positive self-image subconsciously motivates to deny negative effects of media violence (B. J. Bushman & Huesmann, 2012).

Developed countries realize this effect and have started applying action plans, which are implemented to some extent, as for example Ontario Office for Victims of Crime in Canada yet in 2004 has researched and reported about the actions needful to take. As this report makes clear, there is no longer any issue that violent media has the potential to

contribute to violent behavior on the persons exposed to it (Office for Victims of Crime, Ontario, Smith, Ontario, & Ministry of the Attorney, 2004).

Prominent terrorist groups know and use the named above features of human mind and psychology, which makes it easier for terrorists to brainwash the public, recruit new members and fulfill their goals, thus complicating for the governments and the society solving the problem of demolishing terrorism.

### **Mass Media and Terrorism Correlation.**

The most well-known terrorists have always tried to ensure that the reports about their "acts" can be more detailed, colorful presented, and appear on the pages of newspapers and magazines, on the TV - screens, heard on air of many different radio stations. Terrorists always seek the widest possible highlight of their actions. Taking an example of the most widely known terrorist attacks of September 11, 2001, experts believe that the attacks were orchestrated in such a way to achieve maximum propaganda effect (Kellner & Lacey, 2004). For the symbols of America were chosen as



targets of the attacks - the World Trade Center and the Pentagon. Acts of many other terrorist groups and even individual terrorists are similar. For example, Timothy McVeigh, who blew up one of the biggest buildings in the US city of Oklahoma (FBI, 2015), said in court that he chose this target, because it was a well-known building, located in the middle of a wide area, which made it possible to achieve high quality photographs in newspapers and magazines, as well as beautiful picture in the news.

Italian terrorist group "Red Brigades" (Stanford, 2012) tried to conduct their attacks on Saturday for it was the front-page news in all the Sunday newspapers. Palestinian terrorist gang "Black September" carried out their attack at the time of the Munich Olympic (Sanchez, 2015), as its events were covered in the largest media in the world. Even more desirable for terrorists are interviews with them, in which they speak out their views, explain the motives of their terrorist acts, of course, putting the right arguments to the background. In fact, the media operates in such way to create indulgence for terrorists, by going and meeting them, helping their promotion of criminal

ideology. Most times this is done for the sake to increase circulation, attracting new subscribers and viewers, promote brand and increase ratings. The pursuit for sensationalism turns it into advertising of terrorism (Perešin, 2007). Sometimes these interviews are free, but often they are paid for because the terrorists are willing to pay well for the necessary materials to appear in the media, and for it they are never stingy. For fund seeking media, the quest to raise funds prevents them from resisting the temptation to print a sensational material, and at the same time get a decent amount as a reward.

Most modern terrorist organization seek to acquire their own media - about 80% of them maintain their own websites, many have radio stations and even TV channels. Gabriel Weimann from the United States Institute of Peace identifies over eight different ways terrorists use the Internet for their purposes, from psychological influence to recruitment, network collaboration and finding funds (Weimann, 2004).

Except the declared terrorist purposes, mass media actions are vital for them to cause chaos in society, to split public opinion, demonstrate their capacity to make well-trained and

ambitious attacks, recruit new fighters and attract the attention of sponsors. Between media and terrorism there exists a very interactive mutual beneficial relationship, as media industry seeks contents, prefers a sensation, terrorist organizations can, by the media means ensure themselves maximum publicity. In this way, terrorist organizations are eager to manipulate and exploit free media for their purposes. It's even possible to say, that it is the mass media itself that globally provides reach to terrorism, it influences the way in which public perceives terrorism and its dangers, and also the attitudes formed through national and international politics. In other words terrorism threat seeks to use the mass media international power for achievement of global destructive affects in order to fulfill their goals, thus no matter the origin of terrorism act, mass media exposing it provides its co-dependent effect globally. It is therefore plausible to state that the mass media might be either a very strong instrument of terrorism or a kind of weapon in defeating it (Schmid, 1989).

Furthermore, the French sociologist Michel Wieviorka argues that terrorism and the media have a

symbiotic relationship, according to his theory, there are four modes between the terrorists and the media: a. Net indifference - when the terrorists are not trying to intimidate the population or group outside of their alleged victims, and not propaganda through their actions. b. Relative indifference - when the terrorists are indifferent to the news of the terrorist attacks. c. Mid-focused mode - the terrorists use the media as a tool to spread messages about threats. d. Total destruction - a relationship where the terrorists are considering the media, editors and journalists as enemies to be punished and destroyed (Wieviorka, 2004).

In his own submission, P. Wilkinson finds evidence of interrelation of terrorism and the media as follows: a. Terrorists use the publicity; b. Freedom of the media in an open society enables it being manipulated and exploited. He also represents four targets for terrorists to use the media: a. Promotion by acts and creation of extreme fear among target groups. b. Mobilization of widespread support for their goals among the population, as well as the impact on the international community's opinion, emphasizing topics such as the righteousness of their ideas and the

inevitability of their victory. c. Disrupting the activity of the government and the security forces; d. Mobilization, incitement and stimulating actual and potential supporters and in this way increasing the number of terrorists, raising funds and inspiring further attacks (Wilkinson, 2011).

George Pocheptsov the Head of the Strategic Initiatives Office of the Presidential Administration of Ukraine in an interview to one of the channels said, that in association with terrorism there can be identified several information cycles. Cycle one: the information impact on the surface level. Direction of attack: symbolic objects for the public. Goal: psychological pressure on the audience, which is much larger in scale than the number of direct victims. An example is the capture of a Budyonnovsk hospital in Russia (Wikipedia, 1995) or an attack on the World Trade Center in New York. In this case terrorists include the whole apparatus of the media, creating an event of such a level, the description of which none of the media can evade. For example the terrorist attack 9/11 in New York forced all other information messages to be interrupted, creating a

unified structure for mass response.

Cycle two: the information effect on the depth level. Direction of impact: mass consciousness. Tools: generation of a large number of secondary communications associated with the discussion of the terrorist act. In the case of the terrorist attack in America, significant public buildings were chosen as targets for public attention, so the mass consciousness was wounded, and it was prepared by cinema perception. Almost everyone who looked at the TV screens had the feeling of watching a movie. Especially it is true about the live broadcast. As Pocheptsov said: a visual impact is really always stronger (BBI, 2004). And it's worth mentioning, that visual images psychologically influence the sub consciousness, which is the basis of behavioral stereotypes and perception of the environment (Castelhana & Henderson, 2008).

Continuing the ideas of Georgiy Pocheptsov, the terrorist act in New York demonstrated a new perspective of terrorism. If terrorism was directly connected with the media, now there was a second link: terrorism and mass culture. One of the definitions of terrorism sets it as an impact, not toward the victims in itself, but other segments

of society, and the only way to implement this impact is the media. Another examples of this impact was Nord-Ost terrorist act (Wikipedia, 2002), which once again activated the Chechen topic in the eyes of the Russian and international public. A terrorist act and mass media combination may bring an even more complex transition: from a change of public opinion to a change of policy as it happened in Spain and the famous C-N-N effect (Gilboa, 2005), which is applied in pressure of the media and public opinion on politicians and military in the process of decision-making. In addition, a terrorist act is specially created for the sake of blowing itself out like by catapult to the media. To unleash the conflict produced by terrorists, it's obligatory to listen to the terrorists, to fulfill or not their demands.

Pocheptsov's opinion confirms in other words, that terrorism, basically, is targeting to the media environment. Consequently, it turns out that the task of terrorists is not to kill the hostages, but their demands and the very fact of terror together with their ideology to be shown on TV and subsequently discussed in the media and public and therein comes the question of terrorism victims.

### **Uncounted terrorism victims.**

According to the Webster dictionary a victim is one that is acted on and usually adversely affected by a force or agent, one that is injured, destroyed, or sacrificed under any of various conditions, a person, who suffers from a destructive or injurious action (Webster). We have suited to count the victims of terrorism as a number of assassinated or violated persons during the terrorist act in itself, and these numbers are actually substantial. According to the information of the Global Terrorism Database from 1970 till 2015, the number of terrorism victims killed is around 391912 and wounded 451951 persons (National Consortium for the Study of Terrorism & Responses to Terrorism, 2001). This number this grossly underestimated with regards to the real number of terrorism victims worldwide. More so, the number grows daily based on the spate of terrorist activities.

The normative hypothesis is that every time any person reads or watches a violent episode, he/she is affected by a force of psychological impact of violent contents, and in this way becomes a victim. The general reaction among populations of different countries on

reports of terrorist attacks increases the symptoms of stress, the number of visits to doctors as a result of the threat of terrorism reactions. In the same vein, various ailments that culminate in visits to the doctor often have the background of anxiety, fear, feelings of despair, depression. Particular attention should be paid to the negative impact of the threat of terrorism on the children's psyche. It is interesting to trace the transformation of a well-known in Russia children's game over the past several decades. Previously, children played "Cossack and robbers". After 1917, they began to play "red and white army". After the Second World War, they played "Soviet and fascist". Now children play terrorists. The game is "bandits and bandits", both sides kill each other. In the game there are no bad or good characters. Everybody kills everyone. During the period of childhood, they assimilate the ideas of murder for assassination. Unlike the period after the Second World War, when to be a fascist in the game was not prestigious, now the image of a terrorist becomes in some way attractive. This is the one whom all are afraid of, the one, who cannot be defeated. That is a great object for identification. To stop being

afraid, you need to scare others.

In the United States, there is a National Advisory Committee on Children and Terrorism, which emphasizes that "the effect of terrorism is mainly spread through psychological influence" (National Advisory Committee on Children and Terrorism, United, Department of, Human, & Office of the, 2003). It is known that the most negative impacts on children and families is the fright caused by terrorist events. The main goal of terrorism is achieved if it impacts the feelings of a large number of people. The main victims of terrorism currently are therefore not those who are killed, but those alive, who are afraid. Fear among the population, demoralizes, creates neurotic fear, provokes and intensifies psychotic reactions, and we can see all of this now in our society. This is exactly what the terrorists are striving for. Concepts such as "the purpose of life," "the meaning of life," "life values" lose their significance, since the threat to lose your life exists any time and everywhere. You can be killed at home, on the way to work, or at work itself, in a store. And there is no doubt that all these terrorist goals would be unachievable without "mediation" of the

media and in particular - television.

Numerous researches on impact of violence on TV, news, films, video games, internet, music and other media sources reveal evidences, that media violence busts possibility of successive aggressive and violent behavior in both short and long-term contexts. One of the most substantial researches, which has learnt around 200 previous studies on this matter, conducted during 30 years, and made their own 432 different tests, had large database, was diverse in methods and samples, included different media genres, which overall findings are consistent, shows average statistics: the effects of appearing milder forms of aggression rate is around 0,32, when more severe forms of violence including physical violence against a person rate is also substantial ( $r = 0,13$ ) (Paik & Comstock, 1994).

Short-term impact increases the probability of aggressive thoughts, aggressive emotions and physically and verbally aggressive behavior. Recent large-scale research of long term effect shows converging evidence of a link between frequent influence of violent media in childhood with aggressive behavior later in life, physical assaults and spouse abuse. An interesting fact is

that the correlation of general aggression with current TV violence among females of the age of 20 is even higher than among males: 0,21 to 0,18 (L. Rowell Huesmann, Moise-Titus, Podolski, & Eron, 2003). Obviously there was a correlation rate difference between the kids who were previously more aggressive = 0,38 than among those who were initially less aggressive = 0,18 (Leyens, Camino, Parke, & Berkowitz, 1975).

As we can see in table below, the 9 meta-analysis conducted in different years by different researches show that the rate of aggression increase is substantial and pro-social behavior decreases after repeated exposure to media violence.

Table 2 Nine meta-analysis reviews of violent video effects on aggression and related variables

researchers	Anderson & Bushman <sup>i</sup>	Sherry <sup>ii</sup>	Anderson <sup>iii</sup>	Anderson et. Al <sup>iv</sup>	Ferguson <sup>v</sup>	Ferguson	Ferguson & Kilborn <sup>vi</sup>	Anderson et. Al <sup>vii</sup>	Greitemeyer & Mugge <sup>viii</sup>	average
research year	2001	2001	2004	2004	2007	2007	2010	2010	2014	
number of independent estimates	54	25	86	55	25	21	27	381	85	
Participants	4262	1716	11014	15491	4205	3602	12436	130295	34454	
aggressive thoughts	0,27		0,24	0,31	0,25			0,16	0,25	<b>0,25</b>
Psychological arousal	0,22		0,16	0,22	0,27			0,18	0,22	<b>0,21</b>
aggressive feelings	0,18		0,16	0,29	0,29			0,14	0,17	<b>0,21</b>
<b>aggressive behavior</b>	<b>0,19</b>	<b>0,16</b>	<b>0,2</b>	<b>0,23</b>	<b>0,29</b>	<b>0,14</b>	<b>0,14</b>	<b>0,19</b>	<b>0,19</b>	<b>0,19</b>
prosocial behavior	-1,6		-0,21	-0,3	0,3			-0,1	-0,11	<b>-0,34</b>

Source: Douglas A. Gentile “Media Violence and Children: A Complete Guide for Parents and Professionals”, Greenwood Publishing Group, 2003, p. 256

In different social and age groups the rate is different, but the fact is that in all numerous researches none of the groups was immune to the effects of media violence. In this way we have found out that the notion of terrorism victim must include not only the persons, assassinated or injured by terrorists during the terrorist act, but also must include all those, who have watched, read or listened about a terrorist act in mass media. It puts the terrorism victimhood to a completely new dimension and arises many new prospective of terrorism research.

## CONCLUSION

Due to the international nature of mass media, terrorism media exposure brings to co-dependent global outcomes

for the whole mankind, for this reason it's obvious to conclude that terrorism has already become a global state security threat and is to be tackled by the international community accordingly. This part of our research has provided an overview of some of the pertinent issues, concerning terrorism and mass media interrelation and explored this interconnection from the victimology of terrorism viewpoint. Terrorism impact on public opinion and the society worldwide in general is multi-layered and substantial. To fulfill one of its main goals, which is to influence, terrorists use mass media as widely as possible, getting in this way compound and deep effect, which is not on the surface and not instantaneous, but has the power of

national, international and even global paradigm changes in generations. All these effects are used by terrorists and mainly terrorist organizations firstly to promote their ideology, secondly to popularize ideas among potential new recruits, and also to infuse fear of their omnipotence and invulnerability to the minds of ordinary people living in countries, where terrorists operate and around the world. Where the fear lives in people, it's easier to operate for experienced gangsters, it's easier to cause panic, so necessary for them, and so it's easier to commit terrorist attacks.

Another dimension of this impact is exposure to media violence mainly of terrorist act viewers, shown on any screen or put as a picture. Not every viewer will be affected noticeably at once, but investigating the psychological processes involved, the research has found out that every viewer is affected in some way, evoking increased anxiety and aggression in both the short run and the long run, and increasing desensitization of the viewers to violence and decreasing helpfulness and compassion.

In this way we can speak about much broader range of victims each terrorist act brings, and the society in

general, mass culture and individual victims should all be counted. That's why we are coming to the conclusion, that terrorism is to be determined as a multidimensional society changing phenomenon and a co-dependent threat for state security globally, therefore to counter its challenges and threats, it is necessary to unite the efforts of states and public structures, the governments, civil society and, first and foremost, the media representatives worldwide. Hence it also gives the scientific society a new perspective and dimension of terrorism research.

As the focus of this case study was in the mass media effect of terrorism threat, the first impetus of terrorism affects mitigation lays exactly in the ways and quantities of terrorism being enlightened in the media and on the internet, and coherent actions to use the power of mass media in order to counter terrorism.

**Mass media based solutions.** Certain censorship and measures of admission to information should be implemented at the state levels. The state and the media should create a coordinated policy to prevent terrorists accessing news information channels.



The competence of journalists covering these very complex topics should be highly increased cause many times in hostage taking unprofessional information sharing of journalists brought to fatalities and dramatic changes of terrorist actions. In this respect they should follow recommendations of experts on antiterrorism.

Media is to expand their contacts with law enforcement agencies. Forms of such contacts can be different - courses for the media sector, covering the problems of terrorism and extremism, joint training sessions, conferences, mutual trainings of journalists and PR-structures employees at the operational services. Participation of the law enforcement agencies in the way of delivering information will allow changing the distribution of accents in the transmitted information of the media, to strengthen in the public mind the notion that not only law enforcement agencies but also society should counteract the manifestations of extremism.

Media should help to provide assistance to operational services in using its opportunities to establish open contacts with the public in order to

search for persons involved in extremist activities (organize telephone "hot lines", feedback through the Internet server, participation in TV and radio programs). Through these and other similar channels, citizens can at any time draw attention to suspicious moments related to both normal offenses and manifestations of extremism.

**Co-dependent cooperation propositions.** The UN Parliamentary Assembly in cooperation with media professionals is to develop a unified code of conduct for journalists, photographers and editors, dealing with terrorist acts and threats within the framework of their professional organizations in order to keep the public informed of the realities, but without unnecessarily multiplying the impact of terrorism coloring and celebrating it. The approach should be multidisciplinary to attenuate radicalization of the audience.

It is also needful to create political mechanisms and improve the effectiveness of political institutions aimed at identifying and eliminating the causes and conditions of terrorism and especially religious extremism. Effective counteraction to extremism on ethno confessional grounds cannot be

achieved through the efforts of law enforcement agencies and the administrative system. A comprehensive program of rational, systematic and continuous attraction of the resources of the whole society is needed: representatives of the clergy, the scientific community, experts and the media. Therefore, when implementing state policies aimed at neutralizing negative factors affecting the spiritual development of society, it is necessary to use the potential of the media and, in particular, of electronic information networks.

Another important area to work on is the awareness of the public and especially the parents of young generation world-wide, which should be broadened and deeply increased, for they could understand, realize and act accordingly to these effects and impacts, to at least abridge the mass worsening of the situation. The most feasible ways might include help of mass media either: informational programs, social videos on TV, articles in journals, internet channels with valuable information for parents in the considered aspects. This can be achieved with the help of educational structures for parents and siblings – schools, kindergartens,

courses for future parents, literature.

Globalization and internet made all the world interconnected and thus co-dependent, therefore, terrorism threat and its mass media effect has become an international problem and it must be solved globally through national, international and multi-lateral efforts.

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