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# Global Media, Digital Journalism and the Question of Terrorism: An Empirical Inquest on ISIS

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This study examined the role of digital journalism on insecurity and terrorist attacks of ISIS as reported by media outlets. This study was anchored on the framing theory, which stipulates that the digital media as the machinery of development communication for creating awareness of security issues. The method adopted was content analysis, which analyzed 30 news videos of ISIS terrorist activities based on Youtube. Also, four research questions were adequately answered in this study. From the findings, global media outlets framed their reports to secure sympathy from its global audience for the victims of extreme violence. The result indicated that more than 70% of CNN news reports were framed on the nature of terrorist attacks by ISIS. CNN built a media agenda on the patterns of attacks by ISIS. It was recommended that global media outlets should give sufficient attention to issues of security and terrorism across the globe.

Keywords: Digital journalism, Framing, ISIS, security, terrorism

The international community is perturbed at the alarming use of terrorism as an approach of settling political, economic and social issues. Scholars agree that terrorism is the greatest threat to world peace in the 21<sup>st</sup> century. Adora (2010) reasoned that:

... We live in a world of strife, violence, and wars. Despite the untiring effort of individuals, groups, organizations, and countries all over the world to promote peaceful co-existence among men and women, our generation is still being threatened by the ravage of terrorism. Indeed, the phenomenon of terrorism today is something that is most disturbing and calls for renewed counter-terrorism approaches (p. 103).

Recently, the rising wave of ISIS as a terrorist group has become a perennial issue among policymakers, activists, legislators, and social scientists. Terrorism seems to have a very rapid spread in Europe and the Middle-East due to the advent of a terrorist group popularly known as ISIS. From a general standpoint, ISIS (Islamic State in Iraq and Syria) is a radical terrorist group founded in June 2014 for their military conquest of Iraqi and Syrian territories. This terrorist group specializes in brutal beheadings and torture of hostages, ruthless treatment of local minorities, and incredible capacity of recruiting foreign jihads (Chulov, 2014; Gonchar, 2014; Jegede, 2016). Furthermore, ISIS also presents an unknown threat to the whole civilized world, including the United States (Gonchar, 2014). Due to the prevailing threat of ISIS to the globalized world, the former United Nations Secretary in General, Ban Ki-moon announced, "the international community needs to be unified to deal with ISIS" (Al-Jazeera English, 2015).

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Interestingly, the global media have applied their framing function to create awareness of terrorism activities of ISIS. Scholars such as Saifuddin and Sualman (2017, p. 101) reasoned that "media framing plays an important role in projecting terrorism act by the Islamic State...particularly, by comparing online news stories and articles between several news networks regarding the threat of ISIS." In the realm of journalism, most studies have examined media coverage on the pattern of terrorist activities across the globe (Cottle, 2009; Gerodimos, 2013). However, there is a paucity of research investigations on the use of digital journalism among global media outlets for framing ISIS activities. There need for this data is critical because there is a need for media education on the issues of terrorism and insecurity. This study examined the use of digital journalism for the framing of ISIS activities using YouTube as a study example.

## Research Questions

- RQ1:** What is the users' level of prominence towards global media report on ISIS terrorist attack?
- RQ2:** What is the direction of the global media report on ISIS terrorist attack?
- RQ3:** What is the recurring frame of the global media report on ISIS terrorist attack?
- RQ4:** What are the predominant themes reported by the global media on insecurity and ISIS terrorist attack?

## Hypothesis

- H1:** There is a significant association between the direction of global media reports and the recurring media frames on ISIS terrorist attack.

## Theoretical Framework

The framing theory serves as an anchor for this study. The thrust of this theory speculates that the media can place prominence on an issue by emphasizing a specific dimension of a story. This theory is a unique element of the agenda-setting theory, which emphasize on the essence of the issues that affect objective reality rather than on a particular topic (Fairhurst & Starr, 1996; Deetz, Tracy, & Simpson, 2000). Thus, a media frame refers to how media outlets categorize and report the events and issues they cover. Scholars such as (Okorie & Bigala, 2016; Okorie & Salawu, 2016; Okorie & Bwala, 2017; Okorie & Salawu, 2017) agree that the media can create different types of frames to potray socio-cultrual issues in most modern societies.

As it relates to this study, the role of the media cannot be ignored or negotiated because the media serve as the machinery of strategic communication, which is effective in creating awareness of security issues. Global media outlets can frame security issues in a manner that such issues become important to the public. In essence, global media outlets use frames to establish boundaries for security issues in any modern society. Importantly, the issue of terrorism activities of ISIS in Europe and other parts of the world is a major security issue framed by global media outlets in different ramifications. Interestingly, global media outlets utilize digital journalism to frame issues of terrorism activities of ISIS.

## Digital Journalism and Global Media

In the realm of media studies, digital journalism refers to the production of news reports and editorials through the internet or digital media platforms. In the same vein, digital journalism is also referred to online journalism or computer-assisted journalism, which utilizes the vantage points of the internet for the production of news (Fondevila & Joan, 2010; Franklin, 2014; Price, 2015). Scholars such as Fondevila and Joan (2010, p. 82) observed that “there is a strong link between journalism, the computing and the telecommunications, which has effects on positive for all three disciplines.” The digital journalism has been the big feeder of these synergies since it has forced to developing the technology applied to the digital media: hypertext, interactivity, and multimedia.” In essence, the advent of digital journalism was triggered by the unbridled influence of Internet and telecommunication development in most modern societies.

Interestingly, digital journalism has transformed journalism practice across the globe. Scholars agree the application of digital journalism has reinvented and reinvigorated traditional journalism practice in most modern societies (Fondevila & Joan, 2010; Franklin, 2014; Price, 2015; Pindaye, 2016). Franklin (2014, p. 482) believed that “age of digital media is witnessing innovation and radical change across all aspects of journalism, creating ...a frenzied search for alternative business models for funding sustainable journalism for the future.” In the same vein, Price (2015, p.5) observed that newspapers need to become more innovative. They are trying many approaches, but while some possible pathways present themselves, it is unclear which will succeed. As far as the workflow of newsrooms is concerned, many newspapers have adopted ‘digital first’ strategies, which involve concentrating on digital rather than print output. The main target has been to remain on top of rapidly breaking news on social media networks and to maximize viewer ‘footfall,’ even though most revenue still comes from print.” Thus, the application of digital journalism has reinvented journalism practice in the areas of interactivity, immediacy and digital outputs.

Importantly, global media outlets have adopted digital journalism in their operations by utilizing social media such as Facebook and YouTube to serve as veritable platforms to address socio-cultural issues that negatively affect many modern societies. Okorie, Usaini, and Oyedepo (2012, p. 17) noted that “Something of a symbiotic relationship has developed among the broadcast and cable outlets with Internet sites like YouTube, Facebook, and Twitter. CNN regularly uses YouTube videos on its cable network, and also incorporates real-time tweets, instant messages, and Facebook comments from viewers into live programs.” Furthermore, Okorie, Usaini, and Oyedepo (2012, p. 17) noted that “the BBC’s Action Network (formerly called iCan) was launched as a Website in November 2003 to help people become more involved in their community and take steps in addressing issues of concern to them. Users find others who share their concerns, exchange information and advice, and organize campaigns. There is also material provided by the BBC, such as authoritative guides on how to negotiate civic life, briefing on issues, and a database of organizations covering about a thousand different issues.”

In recent studies, scholars agree that the growth of digital journalism in global media operations is also strongly interlinked with blogging and citizen journalism (Pindaye, 2016; Alfailakawi, 2018; Okorie, Loto, & Omojola, 2018; Patra, 2018). Okorie, Loto, and Omojola (2018, p. 295) reasoned that “the advent and popularization of blogging have generated wide discussion of the meaning of blogs to interpersonal relationships, popular culture, and political participation. Users have adapted blogs to a vast array of

uses, resulting in a diverse set of practices subsumed under the rubric of 'blogging.' Though blogs cannot be sorted into perfectly distinct categories, it is safe to say that the blogs dedicated to commentary on political issues and current events have established themselves as a relatively discrete genre." In the same vein, Okorie, Usaini, and Oyedepo (2012, p. 18) believed that "citizen journalism is becoming an increasingly large influence on the mainstream media." The term is not limited, however, to people without journalism training. There are news blogs kept by professional, trained journalists who want to comment on news stories to cover public reactions to them.

## **Global Overview of ISIS**

The rise of the ISIS to global attention was results of reprisal attacks following the US invasion of Iraq in 2003 (MAITIC 2014; Chanchal 2015, p.345). This group was founded by insurgents of the Tanzim Qaidat al-Jihad fi Bilad al-Rafidaya, equally identified as the al Qaeda in Iraq (MAITIC 2014; Gulmohamad, 2014). The last 's' of ISIS comes from the Arabic Word 'al-sham,' which means Syria, Levant or Damascus in some cases. Luna and Zoltan (2015, p. 367) recall that the Obama administration often used ISIS to also refer to bordering territories of Jordan, Palestine, and Lebanon. In Arabic, ISIS is known as Da'ash (Fawaz, 2014, p. 1), it sprung up from the Islamic State in Iraq, an associate of al Qaeda. The leader of the sect is known by his nom de guerre as Abu-Bakr al Baghdadi, or Abu Dua-with a real name as Awwad Ibrahim al-Badri al-Samarrai. He is believed by some reports to have been radicalized by his experience in captivity having been held in prison between 2005 and 2009 (Chanchal, 2015). Other accounts refer to him as a 'fire-brand preacher' under Saddam Hussein. He studied at the University of Baghdad and was listed by the United Nations in 2011 as a terrorist.

Global organizations like the United Nations and the European Union in recent times have labeled ISIS a 'terrorist organization' following its caliphate strategy to world domination. The ideology of this sect has spread rapidly from Western Iraq to as far as Eastern Syria- this according to Chanchal (2015, p. 345) has made ISIS "militarily the most successful Jihadi movement ever."

Showing off its handiwork daily via Twitter and YouTube, ISIS has repeatedly demonstrated that it is much more than a transnational terrorist organization- rather, it is an entity with sophisticated command and one that has proven its ability to take and hold strategically critical territory at the heart of the Middle East. (Chanchal, 2015, p.346)

The withdrawal of America in 2003, according to The Meir Amit Intelligence and Terrorism Information Center reports 2014, gave ISIS "a convenient starting point for its operations" (p.2). ISIS imitates the clear-hold-build tactic used in Afghanistan and Iraq- the tactic is to carry out a surprise attack, ensure maximum casualties, and disseminate fear while withdrawing and ensuring minimal losses. Within this period, unfriendly locals and citizens would often leave such territories, leaving ISIL with a submissive few upon their return to that location to build and maintain the territory as their (Chanchal, 2015, p.349).

With regards to their attack strategies, ISIS has remained constant with surprise attacks on unsuspecting communities, especially in areas where casualties are perceived to be more. This, they often carry out seamlessly, with little or no losses on the terrorist organization (MAITIC 2014). ISIS- a Sunni-Jihadist organization has triggered massive violence upon the capture of some Iraqi territory including Mosul and Tikir. ISIS has never

refrained from all forms of atrocities in destroying military installations and civilians settlements in each attack. ISIS ranges from 7,000 to 10,000 in number (Chanchal, 2015, p. 346). The CIA accounts it more at 25,000 to 31,500 (MAITIC 2014, p.3). Its army is drawn from fighters previously part of al Qaeda and faithful followers of Saddam Hussein. Chuck Hagel, the US Defence Secretary, told Congress that ISIL had acquired significant resources and advanced weapons as it has seized territory across Iraq and Syria (US Department of Defence).

The strong dominance of ISIS characterized by the attacks on Christians and Shia Muslims continue to instill fear in surrounding territories of Jordan, Turkey and Saudi Arabia. About the exponential growth and influence this sect wields, research has been carried out to unearth the source of the financial strength it seems to have built over the last decade. It has been discovered that ISIL is largely funded by donations from a sympathizer, proceeds from pre-arranged criminalities, bank muggings and the sales of natural resources in Iraq and other parts of Syria (Fawaz, 2014, p.2; Reuters May 12, 2014; Chanchal, 2015, p. 346). ISIS is equally funded through black market sales of oil, growing and sales of drugs and black market cigarettes and alcohol as well as the operation of internet cafes (Chanchal, 2015, p.348; MAITIC 2014, p.5). ISIS continued to make several millions of dollars daily- although profits fell after aerial attacks by the United States on some oil installations owned by ISIS (MAITIC 2014, p.5).

Similarly, ISIS loots millions of dollars from banks in Mosul; taxes are also paid by citizens of the Islamic State (MAITIC 2014, p.5). Ransom is often demanded the release of abductees after each attack. In other cases, religious taxes are received as punishment for missing prayer hours, cigarette smoking, and breaking the Sharia laws. Looting of public museums and sales of artifacts also constitute a major source of funding for their activities.

## Methodology

This study employs content analysis for research designs, which entail the study of three global media outlet (BBC, CNN, and Aljazeera) to examine the terrorist activities of ISIS as well as analyze audience comments/ views on the activities of ISIS on YouTube platform. To achieve stated objectives, videos uploaded on YouTube channel of BBC, CNN, and Aljazeera on ISIS activities were critically analyzed. These digital media contents were used to determine the frequency, prominence, direction of the media reports, quality of reports and source of the report that relates to global media coverage of extreme violence and terrorist activities of ISIS.

The population of this study includes all the issues of the BBC, CNN, and Aljazeera news report within the year of study (2015-2017) which are the years when there were more intense cases of terrorist activities of ISIS. The sample size for this study was 30 issues from three television broadcast stations. The issues were selected by purposive sampling technique, whereby the researchers selected the top news videos in terms of viewership and comments on YouTube.

The unit of analysis for this study includes comments, views, news analysis, news reports, and videos. These contents of the units of analysis were tested based on prominence, direction or tone of the news coverage, the depth of the news coverage, the frequency of the news coverage, as well as the quality of reportage. The content categories were classified according to the following divisions:

## Content Categories/Story Type

- (i) Comment: this is a journalistic term that refers to the collective opinion, stand or view point of a media organization on the "change begins with me" campaign.
- (ii) Views: this is the objective coverage of the global media coverage of terrorism activities of ISIS and its relevance to the public. This is objective, factual and devoid of reporter's biases or prejudices.
- (iii) News reports: these are extensive reports on the global media coverage of terrorist activities of ISIS
- (iv) Videos: these are videos that reports issues on the global media coverage of terrorist activities of ISIS

The types of media framing on global media coverage of terrorist activities are Gain frame, Thematic frame, Issues frame, Human interest frame, Economic consequence frames. Human interest frames present the problems, concerns, or achievements of the citizenry in a way that brings about interest or sympathy in the viewer. Also, the gain frame means that when you frame a message focused on the positive outcome. Economic frames mean there is a profit motive or economic benefit to the crisis, while the issue frames revolve around the government or national party of the country.

Also, the hypothesis was tested with Chi-Square and Spearman's Rank Correlation analysis at 5% level of significance (i.e.,  $\alpha = 0.05$ ). Chi-Square tests were to determine the association that exists between the variables. Also, Spearman's Rank Correlation analysis was to ascertain the strength of the association between variables.

## Results

This study was based on the 30 TV news items. These were the various TV news reports on insecurity and terrorist attacks of ISIS as reported by a media outlet (BBC, CNN, and Aljazeera) from January 2015 to May 2017. Also, the data were analyzed with the use of simple percentage and frequency tables. This study in general terms was aimed to find out the attention given by the TV News report to insecurity and terrorist attacks by ISIS.

## Analysis

**RQ1:** What are the users' levels of prominence towards global media report on ISIS terrorist attack?

Table 1. Distribution of news reports on ISIS

	News title	News source	Numbers of views	Number of comment
1	Inside the street battles for Mosul	BBC	401,831	479
2	The Islamic State	BBC	12,042,227	18,156
3	Killing ISIS	BBC	2,414,718	2,007
4	Man survives an ISIS massacre	BBC	1,948,072	1,663
5	Face-to-face with ISIS	BBC	2,190,002	1,929
6	Child soldiers executing 'Spies	BBC	2,26,976	2,546
7	Bodies being exhumed at camp Speicher,	BBC	1,115,273	32667
8	ISIS beheading 21 Egyptian Christians	BBC	126,321	2365
9	A citizen journalist from Raqqa was being slaughtered silently	BBC	15,423	2345
10	Islamic state beheading video and social media	BBC	1,523,501	359
11	Alleged ISIS executions in Iraq	CNN	5,636,864	1,748
12	Attacking and liberating Umm Tababer checkpoint	CNN	196,337	904
13	ISIS beheads 2 prisoners with giant sword	CNN	13,785	7,392
14	Hundred killed as key Iraqi city Ramadi fall to ISIS	CNN	96,465	485
15	ISIS-promise-kill-captured-Kurds-shocking	CNN	1,751,395	7437
16	Former ISIS group sex slave Jinan narrate her dreadful story	CNN	2, 503,135	1,266
17	ISIS cut off the water supply for residents	CNN	99	0
18	ISIS claims Church bombings that killed 36 wounded 78	CNN	1,620	52
19	SDF destroys speeding ISIS car with guided missile	CNN	48,528	53
20	The battle for Mosul A dirty war in ISIS's heartland	CNN	6,777	78
21	Syria conflict: 76,000 dies in the deadliest year	Aljazeera	212	0
22	Islamic State burns 4 captives alive #ISIS	Aljazeera	2,675,809	1,586
23	Fault Lines - The battle for the Sinai	Aljazeera	67,132	57
24	Al Qaeda battles ISIS	Aljazeera	4684	1
25	ISIS executes 1 man and throws 2 off building	Aljazeera	73,880	342
26	ISIS publicly beheads 2 'Sorcerers' in Sirte, Libya	Aljazeera	23,856	328
27	Former al-Qaeda Mufti: I condemn ISIL attacks	Aljazeera	36,025	61
28	Head to Head - Who is to blame for the rise of ISIL?	Aljazeera	382,719	1000
29	Who is Moaz al-Kassasbeh, ISIL's Jordanian captive pilot?	Aljazeera	24,889	20
30	ISIS to Christians: If You Love Jesus, You Will Die Like Jesus	Aljazeera	16	0

Table 1 indicates that ISIS inflicted terror by killing Christians and burning churches. Also, the table shows that ISIS engaged in beheading individuals, which is a form of extreme violence. Furthermore, the media used words in framing their headlines such as 'Killing,' 'Beheads,' 'Slaughtered,' 'Attacking' and 'Executing' to describe the act of terror and extreme violence of ISIS.

Table 2. Users' level of prominence to the TV report

Name	Users' viewership		Users' comment	
	Frequency	Percentage	Frequency	Percentage
BBC	21,991,266	61.94%	64,516	73.88%
CNN	10,225,005	28.80%	19,415	22.23%
Aljazeera	3,289,222	9.26%	3,395	3.89%
Total	35,505,453	100	87326	100%

Table 2 shows that 61% of YouTube users viewed a BBC report on ISIS; this was followed by CNN, which had 28.80% of YouTube viewers. Therefore, YouTube users gave high viewership and engagement to BBC reports. It can be inferred that users' level of prominence was significant with BBC news. In sum, these global media outlets had sufficient digital media outputs and civic engagements on terrorism activities of ISIS.



**RQ2:** What is the direction of the global media report on ISIS terrorist attack?

Table 3: Direction of a news report

Slant	Frequency	Percentage
Favorable	1	3.33%
Neutral	7	23.3%
Unfavorable	22	73.3%
Total	30	100%

Table 3 shows that a significant majority of news reports was an unfavorable report on the terrorist attacks of ISIS in Europe. Also, almost 25% of the reports were neutral on the issues of ISIS activities in Europe.

Table 4. Direction of news report according to a media outlet

Slant	BBC		CNN		Aljazeera	Total	
	Frequency	%	Frequency	%	Frequency %	Frequency	%
Favorable 3.33%	0	0%	1	10%	0	0%	1
Neutral 23.3%	4	40%	0	0%	3	30%	7
Unfavorable 73.3%	6	60%	9	90%	7	70%	22
Total	10		10		10	30	100%

From Table 4, CNN had (10%) favorable report on the ISIS attack, while BBC and Aljazeera had a neutral report of 40% and 30%, respectively on ISIS attack. Also, a significant number of unfavorable news was reported by CNN, Aljazeera, and BBC. Therefore, the directions of news reports on the ISIS attack were unfavorable on terrorism activities of ISIS.

**RQ3:** What are the recurring frames of the global media report on ISIS terrorist attack?

Table 5. Frames of a news report

Frames	BBC	CNN	Aljazeera	Total
Gain frame	5	2	2	9
Thematic frame	1	1	2	4
Issue frame	1	2	3	6
Human interest	3	5	3	11
Economic frame	0	0	0	0
Total	10	10	10	30

From Table 5, the predominant frames used were Human interest frame and Gain frame. In essence, global media framed the issues of ISIS activities to generate empathy and support to tackle terrorism. Also, the table indicated that global media outlets had no economic frames on the terrorist activities of ISIS.

Table 6. Frames of news report according to a media outlet

Frames	BBC	%	CNN	%	Aljazeera	%	Total	Percent
Gain Frame	5	50%	2	20%	2	20%	9	30%
Thematic frame	1	10%	1	10%	2	20%	4	13.33%
Issue frame	1	10%	2	20%	3	30%	5	16.67%
Human interest Frame	3	30%	5	50%	3	30%	11	36.67%
Economic Frame	0	0%	0	0%	0	0%	0	0%
Total	10		10		10		30	100%

The predominant frame used to report ISIS activities of extreme violence were Human interest frames that that (3) for BBC, (5) for CNN and (3) for Aljazeera which summed up to a total of (11) as calculated in percentage, it added up to 36.67%. Thus, it can be said that global media outlets framed their reports to secure sympathy from its global audience for the victims of extreme violence and terrorism.

**RQ4:** What are the predominant themes reported by the global media on insecurity and ISIS terrorist attack?

The two major themes reported by BBC, CNN and Aljazeera, were as follows:

- (i) **Mosul:** The city of Mosul is a crucial target of the terrorist activities of ISIS. A great number of Iraq citizens have migrated to neighboring countries such as Turkey to escape the dangers of insecurity and terrorist attacks in Mosul. A significant number of media reports give significant attention to Mosul because of the growing influence of ISIS in the region. A documentary report on the 'Fall of Mosul' depicts how Western governments were shocked how ISIS captured Mosul, which is the second largest city in Iraq. Furthermore, the report depicts that ISIS had more than 1,000 soldiers, which invaded Mosul with sophisticated military weapons. The BBC news report titled 'Inside the street battles for Mosul' indicates the ISIS fighters made use of civilians as human shields to resist the capture of Mosul. The BBC report maintained that major victims of the war were children and women. The report further indicated that Iraqi citizens were killed by ISIS when they tried to flee from the city. ISIS fighters were trained to fight to the death, which made it difficult for the Iraqi forces to recapture the city.
- (ii) **Beheading and brutality of individuals:** A major mark of ISIS fighters were the beheading and killing of individuals. More than 70% of CNN news reports were framed on the nature of attacks by ISIS. CNN built a media agenda on the patterns of attacks and killing of persons by ISIS. The act of extreme violence of ISIS depicts no respect for human life, whether women or children. An Aljazeera news report titled "Islamic State burns four captives alive #Isis" depicts the dreadful nature of ISIS by inflicting terror on their victims.

## Hypothesis Testing

**H1:** There is a significant association between the direction of global media reports and the recurring media frames on ISIS terrorist attack

Table 7. Chi-square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-square	6.409 <sup>a</sup>	4	.171
Likelihood ratio	8.406	4	.078
Linear-by-linear association	1.090	1	.296
N of Valid cases	30		

The Chi-square test shows that there is no association ( $p = 0.171$ ) independence between the direction of global media reports and recurring media frames on ISIS terrorist attack. Thus, in the direction of global media reports has no association with the types of media frames.

## Discussion

Across the globe, digital journalism serves as veritable platforms for creating awareness of socio-cultural issues. The application of digital journalism for global media operations has helped to disseminate information about events, situations, and crises to different continents of the world. Thus, digital journalism has exceptional benefits for wide coverage of socio-cultural issues. In the realm of media studies, digital journalism promotes participation, mobilization, and engagement of individuals towards resolving socio-cultural issues in most modern societies.

In recent times, terrorism is a major socio-cultural issue reported by global media outlets. Importantly, the global media is regarded as the voice and shield of the people in any modern society. Also, the global media are expected to perform the traditional function to educate, enlighten and motivate the populace towards security issues such as terrorism. This study examined how global media outlets utilize digital journalism to frame reports on terrorist activities of ISIS across the globe.

For this study, the first research question (**RQ 1**) sought to find out the users' levels of prominence towards global media report on ISIS terrorist attack. This result indicated that users' level of prominence was significant with BBC news. In sum, these global media outlets had sufficient digital media outputs and civic engagements on terrorism activities of ISIS. This result supports the position of Patricia and Ojomo (2015), who believe the media give substantial attention to issues of terrorism across the globe. Furthermore, individuals are usually concerned about issues of terrorism that may affect them. This result implies that individuals will be more responsive to media products on terrorism to be more security conscious.

The second research question (**RQ 2**) sought to find out the direction of the global media report on ISIS terrorist attack. The results showed that the directions of news reports on the ISIS attack were unfavorable on terrorism activities of ISIS. This result supports the position of Kayode-Adedeji, Oyero, and Aririguzoh (2019), who found that most media reports on terrorism were negative, which is aimed to portray the nature and the danger of ISIS in most modern societies. In related studies, Saifuddin and Sualman (2017) believed that the direction of global media reports on terrorism has been negative and controversial.

The third research question (**RQ 3**) examined the recurring frames of the global media report on ISIS terrorist attack. The result showed that global media outlets framed their reports to secure sympathy from its global audience for the victims of extreme violence

and terrorism. This result supports the findings of Boyle and Mower (2018), who found that most media outlets reported the influence and activities of the Islamic State in Iraq and Syria (ISIS). They maintained that ISIS-related coverage among American, British and Middle Eastern media organizations, reveal differences both in the amount of coverage and in the ways that each organization chose to frame its coverage. This result supports the tenets of the framing theory, which stipulates that 'the global media can give attention on certain events, such as ISIS activities in Iraq and then places them within a field of meaning. For this study, the predominant frame used to report ISIS activities of extreme violence were human interest frames, which seek sympathy and empathy from the global audience on issues of terrorism across the globe.

The fourth research question (**RQ 4**) examined the predominant themes reported by the global media on insecurity and ISIS terrorist attack. The result identified two major themes reported by BBC, CNN and Aljazeera were (i) the battle for the city of Mosul, which was a crucial target of the terrorist activities of ISIS. (ii) The killing and brutality of individuals by ISIS terrorists. A great number of individuals were killed when ISIS used them as a human shield when fighting UN and US forces.

For hypothesis one (**H1**), the result shows there is no association between prominence direction of global media reports and recurring media frames on ISIS terrorist attack. The chi-square test of independence as shown in Table 7 at 5% level of significance, there is no significant independence between the two variables. This means that the direction of media reports have no significant influence on the recurring media frames on ISIS terrorist attack.

## Conclusion

The digital media serves as a social agent for development in any country. Digital media platforms such as YouTube and Facebook can serve as a voice for the voiceless as well as a shield for the weak. According to the surveillance function of the media, global media outlets should utilize digital media platforms to provide security information and awareness about the nature and practices of terrorist organizations such as ISIS. Global media organizations can spearhead a media agenda on the growing influence of ISIS in Europe and the Middle East. It is suggested that global media outlets should give sufficient attention to issues of security and terrorism across the globe. Furthermore, it is suggested that the US and European governments develop a concrete plan to terminate the political and financial strength of ISIS in Europe and the Middle East.

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