

Comparative analysis of media framing in international agencies of east-west news. Case Study: Attack at Istanbul airport

Análisis comparativo del framing mediático en agencias internacionales de noticias Oriente-Occidente. Estudio de caso: Atentado al aeropuerto de Estambul

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Abstract

Social realities are discursive constructs, so that attitudes and representations are the reflection of an informative approach. In this sense, the cultural and linguistic gaps between different civilizations, together with a discursive construction of a war nature, could be creating the ground for a continuous confrontation between East and West. The present study analyzes the different rhetorical frames of the international news agencies Reuters, Al Arabiya, Al Jazeera and Associated Press about the terrorist attack at the Istanbul (Turkey) airport on July 28, 2016. A quantitative study of the figures speech and the most repeated topics in the headlines of the attack is carried out. The power of the media in public opinion and the construction of reality generate a discussion about how these news are spread and their effects. The objective is to compare the different rhetorical frames in both civilizations and to identify if stereotypes are projected and if this framing contributes to the spectacularization of the conflict. The main result is that there are no significant discursive differences, which leads to the conclusion that east-west rhetorical figures are used to produce a certain effect in the population, among those that highlight the euphemisms, dysphemisms, demonization and discursive polarization, resources that serve to emphasize fear and create even larger gaps of social significance.

Keywords

Framing, news agencies, stereotypes, war discourse, demonization, rhetorical frames.

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Resumen

Las realidades sociales son constructos discursivos, por lo que las actitudes y representaciones son el reflejo de un enfoque informativo. En este sentido, las brechas culturales y lingüísticas entre distintas civilizaciones, aunado a una construcción discursiva de naturaleza bélica, pudieren estar creando el caldo de cultivo para un enfrentamiento continuo entre Oriente y Occidente. La presente investigación analiza los diferentes encuadres retóricos de las agencias internacionales de noticias Reuters, Al Arabiya, Al Jazeera y Associated Press sobre el atentado terrorista al aeropuerto de Estambul (Turquía) el 28 de julio de 2016. Se realiza un estudio cualitativo de las figuras retóricas y los tópicos más repetidos en una muestra de 144 titulares relacionados con el atentado. El poder de los medios de comunicación en la opinión pública y construcción de la realidad generan un debate sobre cómo se redactan estas noticias y sus efectos. El objetivo es comparar los encuadres entre las agencias de ambas civilizaciones e identificar los estereotipos proyectados y si se contribuye a la espectacularización del conflicto. Se obtiene como resultado principal que no hay diferencias discursivas significativas, lo que lleva a concluir que tanto en los medios y agencias internacionales de Oriente medio como de Occidente se utilizan figuras retóricas para producir cierto efecto en la población, entre las que resaltan los eufemismos, disfemismos, la demonización y la polarización discursiva, recursos que sirven para enfatizar el miedo y crear aún mayores brechas de significación social.

Palabras clave

Encuadre informativo, agencias de noticias, estereotipos, discurso bélico, demonización, encuadres retóricos.

Introduction

On June 28, 2016, twenty-one days after the attacks of June 7, takes place an attack at Atatürk International Airport in Istanbul (Turkey). The explosions occurred in different parts of the airport, and at the same time there was a shooting in the parking lot and two explosions at the international arrivals terminal. These acts left a total of 44 deceased and 239 injured. The media coverage of this event was extensive and the media of the world echoed the information, broadcasting live news and showing alive videos of the moment of the attacks.

In the news of terrorist attacks, which have a social and historical context that occurs in a conflict that has lasted over the years, clichés, simplifications and lack of depth predominate (Hernández, 2016; Casteleiro, 2015). The media discourse creates concrete ways of understanding reality

and conditions the shared knowledge of the world (Rodrigo-Alsina, 1989 and 1997). The present presentation of Islam includes xenophobic tensions and identity crystallizations, both in the West and in the East (Bensalah, 2006), using framings containing rhetorical devices which allow to condense the meanings (Montoya-Londoño and Mejia-Vallejo, 2015). Most of these settings converge on the same goal: equate Islam with barbarism and show those who practice this religion as retarded, violent, and bloodthirsty beings (Bensalah, 2006).

On the other hand, the relationship between the media and terrorism is complex because the diffusion of terrorist actions can be propaganda, and in turn can be due to the pressure that violent groups exert on the media (Torres, 2006). Therefore, the need to address the rhetorical framing of terrorist attacks carried out in the name of Islam is imperative in order to understand the information transmitted, and identify if stereotypes are projected and contribute to the spectacularization through informative treatment.

This research will analyze the informative treatment that international news agencies, in their digital media platforms, had with respect to June 28, 2016 at Istanbul Airport (Turkey), through an analysis of interpretative-based content on the rhetorical settings of the main international news agencies, taking as axes show of companies in the Western World (Reuters and AP) like the Middle East (Al Jazeera and Al Arabiya). This study is part of the importance of studying international news agencies, in the sense that they are sources of replicated information –even sometimes without contrast– by means of communication from around the world, a phenomenon known as the “ventriloquist effect”, in which a single medium becomes multiple voices (Arráez, 1998).

The media and the creation of realities: State of the art

Media coverage of terrorism, framing and rhetorical framing

The increase in terrorist acts around the world has become a problem concern (Shoshani & Slone, 2008). Among the primary mechanisms by which this extension and magnification occurs is psychological warfare, which constitutes the planned use of communications to influence the opinions, emotions, attitudes and behaviors of target groups (Weimann, 1983).

The signals sent by the media through a careful construction of the terrorist event are designed to create and maintain the illusion of power beyond the attack itself (Hoffman & McCormick, 2004). Media coverage of terrorism news can play an important role in changing attitudes, such as the perception of the enemy and stereotypes (Shoshani & Slone, 2008).

One of the most important components of these attitudes are stereotypes that describe the human tendency to resort to a simplified image of a certain social group in the face of a complex social reality (Mackie & Hamilton, 1993).

According to Torres-Toukoumidis *et al.* (2017), international news agencies are responsible for configuring the informative agenda, the focus and its versions, generating globalized public opinion matrices, coinciding also with the “ventriloquist effect” explained by Arráez (1998), in which few powerful agencies fix the framing of many media.

Any communicative text requires narrative strategies to organize the discourse. In the case of the media, news events are presented in a systematized manner, based on narrative conventions that offer an explanation of who is doing what, and for what purpose – framing– (Ardèvol-Abreu, 2015). Thus, framing consists in selecting some aspects of reality and making them more notable in communication (Valera, 2016). Entman (2005) explains that this “informative agenda setting” applies to a cascade theory that consists of the following levels:

- The government: It is in the first place because it has more control over the discourse and more power and independence to decide.
- Other Elites: Those close to governments and that have some influence on them.
- • Media: This is a complex level since not everyone has the same interests or the same influences, they create their own waterfall.
- Settings, this is the way to send the message.
- Public, although it seems to have a minimum power, Entman (2005) does not consider the public as a passive subject that accepts without questioning the interpretations of the media.

The discourse approach through the frame concept reveals the importance of cognitive aspects beyond the analysis of the purely linguistic elements that constitute the text (Palma & Manrique, 2010). From the frames perspective theory posed by Fillmore (2006), these conceptual

structures play a leading role as mechanisms that facilitate the organization of knowledge of the world and provide the basis for achieving discursive coherence. Lakoff (2008) considers that frames have a great power of persuasion or manipulation since they maintain a very close bond with the emotional world of the receiver, question that is used when one wants to mobilize the reader (Lakoff, 2008, p. 33).

Framing contains rhetorical devices that rely on the hierarchical organization of the texts, as well as on their narrative structures. For the framing, symbols such as rhetorical figures are used that allow condensing the meanings (Diaz, 2009). As Rodríguez and Castro analyze (2012, p. 443), most public affairs derive in a frame struggle, the actors seek to consolidate their power through a strategy that consists in deliberately planning the activation of certain mental associations, with a shared cultural knowledge (congruence), then this is also a rhetorical activation.

Rhetorical strategies of conflict: demonization, stereotypes and spectacularization

It is becoming increasingly common to find rhetorical elements arranged for the manipulation of the message that are issued by authorities or members of the establishment with access to the discursive social podium (Grijelmo, 2001). Among these elements is demonization, understood as a rhetoric technique that sets the foundations of a real or imaginary confrontation to cause social fear, seeking to misinform or alter the perceptions and realities about an event, description or a person from presenting them as harmful to society, generally as few valid arguments but with great emotional burden (Romero-Rodríguez, Aguaded & Gadea, 2015; Romero-Rodríguez & Römer-Pieretti, 2016).

For its part, the demonization which is necessarily part of the social division –real or imaginary– through polarization, is understood as a social phenomenon that appears when individuals align their beliefs in extreme and conflict positions, while others maintain more moderate or neutral opinions (Isenberg, 1986; Sunsteins, 2002). According to Cañizalez (2004), polarization implies ignorance of the other and has had a media correlate, because also the media and journalists have barricaded themselves in positions that exclude the possibility of understanding the other. The polarization

strategy in the discursive plane tries to minimize the achievements of the opponent and maximize their own, as well as to minimize their own errors and maximize those of the other (Van Dijk, 2003, 2009).

Another of the rhetorical strategies most commonly encountered in the conflict discourse is the euphemism, which etymologically means “good speech” or “favorable speech”. According to Allan and Burridge (1991) an euphemism is used as an alternative to a negative expression, in order to discredit or offend audiences. The euphemism tries to lessen the effects of the construction of a reality that collides with the interests or beliefs of the audience, so as not to affect or reduce the perception damage of the issuer against third parties (Romero-Rodríguez, 2014).

Meanwhile, the dysphemisms—which also emerges continuously in the informative rhetoric—is a form that consists in naming a reality with a pejorative expression or with the intention of lowering it in the category. This resource tends to appear in the hegemonic discourse not as a transmission instrument of a propositional content, but as a means of persuasion, since it is often used to exert ideological control, so the connotational or evaluative content of the chosen words usually prevail over the purely denotation value (Crespo, 2010).

Language is a non-instinctive method of communicating ideas, emotions and desires by means of a symbol system produced deliberately (Sapir, 1980). Language and different linguistic forms are very important when it comes to elaborating and constructing the facts discursively. Some thoughts depend on the language used when expressing certain ideas (Searle, 1997). Through language, the spectacularization of the news occurs, which according to Cimatiribus (2011) refers to the exhaustive exploitation of an event using stylistic resources such as exaggerations or decontextualization of a sentence, so that it is more shocking even though the content of the news is superficial. This phenomenon has a clear link with the growing tendency in the media towards the infotainment, i.e, the combination and fusion of the information with the entertainment and its own discursive formulas (Lozano, 2000; Radunski, 1999).

The media are responsible for reflecting reality by generating models that influence the creation of social identity (Gila & Guil, 1999; Marín, 2012), so stereotypes arise from social media and are learned through socialization processes. Stereotypes become the most comfortable exit instrument when it comes to informing—as they allow the conceptual simplification—and to establish patterns of social conduct in the face of the images that the spectator is consuming, causing the confusion of the reality (Vega & Martín, 1999).

Materials and methods

This research aims to compare the journalistic discourse of international news agencies (Reuters, AP, Al Jazeera and Al Arabiya), through the information units related to the Atatürk terrorist attack of Istanbul (Turkey) on June 28, 2016. It is understood as informative units the compendium of content that integrates the news, thanks to which it is able to assemble the visual skeleton of the publications (Hernández, 2017). For its achievement, are posed as specific objectives: i) to compare the rhetorical framing between the Western agencies (Reuters and Associated Press) and the agencies of the Arab world (Al Jazeera and Al Arabiya); (ii) to identify whether the information units are subject to stereotypes and/or other civilizations; (iii) review whether the media and in particular international news agencies contribute to the dramatization of the conflict through the polarization and demonization of the Arab world or the western world. As teleology, it is sought to demonstrate whether the dissemination of information on the attack generates topics and ideas related to negative attributions such as fear or harmful stereotypes about a particular civilization.

To respond to these issues, the study will be addressed with qualitative design and exploratory-correlational scope from an interpretative-based content analysis of the rhetorical framing of the holders, which will help to examine how they elaborate the meanings (Saini and Schlonsky, 2012), by means of the figures of the discourse and how they express favorability or opposition towards the Arab world/Islam in both civilizations, as well as the spectacularization. In addition, information is provided regarding the current relationship between two or more variables (correlational), in this case between the Western communication agencies (Reuters and the Associated Press) and the Middle East (Al Jazeera and Al-Arabiya). This will be used for the Qualitative data Analysis System (QDA) Atlas. ti v. 8.03 for the hermeneutical cataloguing of various samples of headlines on the terrorist attack at Atatürk International Airport in Istanbul. The selection of the agencies, in addition to representing “n-n” parity between the two civilizations, is justified because they coincide in that they are those that kept more traffic during 2016-2017 (see Table 1), according to Alexa®.

Table 1
Web traffic of the news international agencies

Agency	Ranking position	Web	Traffic
Al Arabiya	1985	https://goo.gl/63dPtU	48.80%
Al Jazeera	1974	https://goo.gl/TBDnJL	64.90%
Reuters	348	https://goo.gl/NiY8cw	63.70%
Associated Press	4613	https://goo.gl/Lm9wsn	62.0%

Source: own elaboration from the ranking Alexa®

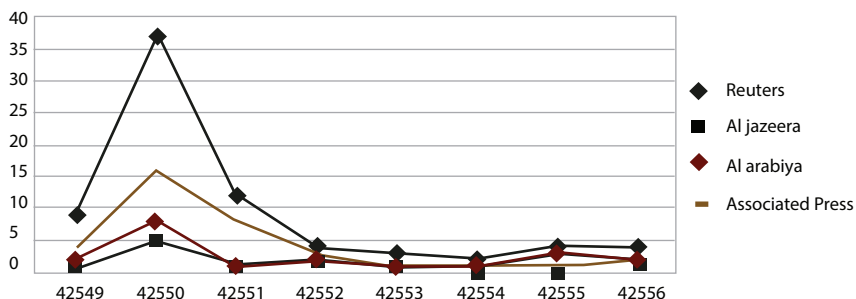
Then a search was made through the main web pages of each of the designated agencies, using as search elements: Istanbul, terrorism/terror, attack, Muslism, Daesh/Isis, Jihad/Yijadism, airport/, also using in the boolean algorithms AND and OR. Subsequently, all the headlines published in each of the agencies have been selected from the moment of the attack until a week later (from June 28, 2016 to July 5, 2016), obtaining a total sample of 144 headlines in total (see Table 2 and Figure 1).

Table 2
Number of informative units by news agency
(from June 28, 15 to July 05, 2016)

Agency	N of units	Website
Al Arabiya	23	https://goo.gl/pogvCx
Al Jazeera	11	https://goo.gl/VYHP23
Associated Press (AP)	36	https://goo.gl/ceVmJ3
Reuters	74	https://goo.gl/Q23oKS

Source: own elaboration

Figure 1
Evolution of informative/treatment units by day of analysis



Source: own elaboration

As an analysis instrument, is used the construction of the emergent discursive families used and validated by Torres-Toukourmidis *et al.* (2017), which will allow to correlate and differentiate the discursive positions of the information presented by these agencies. Thus, the discourse analysis of this research is also based on the three basic principles included by Van Dijk (1983): functionality, significance and directionality of the goal. The functionality explains that the meaning of the discourse expressions is a function of the expressions that compose it, focusing on the lexical options and the style of the sentences for the possible acts to be carried out with the enunciation of the discourse. Then, according to Meersohn (2005) the meaning of a sentence should be calculated on the basis of the meaning of its component words. The significance, on the other hand, refers to the establishment of coherence structures in sentences towards a general theme. Finally, the directionality of the goal is oriented to the potential acts imbued in the discourse.

Likewise, the emerging families of the hermeneutical round used by Torres-Toukourmidis *et al.* (2017), were selected for the present work by virtue of the material similarity of the study, as well as by the linkage with Van Dijk (1983) communicative principles. These codes emerged from the validation in the aforementioned study, being the following:

A. Ideological attribution of the Islam

- a. 1 Demonization of Islam
- a. 2 Exaltation of Islam

B. Ideological attribution of the Arab World

- b. 1 Demonization of the Arab world
- b. 2 Exaltation of the Arab world

C. Western-Middle East foreign policy

- c. 1 Polarization of the West-Middle East
- c. 2 Coexistence of the West-Middle East

D. Desired emotional state in the civilian population

- d. 1 Stressing the fear/panic in the population
- d. 2 Emphasizing the tranquility/peace of the population

E. Rhetorical expression of the discourse

- e. 1 Use of dysphemisms
- e. 2 Use of euphemism/conceptual simplification

The results obtained correspond to the inductive result of the previous review of the sample used in its analysis, identifying the reiteration of these codes in an assisted manner through the QDA platform. To know the percentages, a rule is made of the results obtained in each of the emerging families.

Analysis of the results

In the period analyzed, corresponding to the interval between June 28 and the July 5, the four agencies presented a total of 144 informative units. These represent the definitive effective sample, as they were related to the facts and their effects. Reuters and AP contain the largest number of news items with 74 and 36 units, respectively; while Al Arabiya and Al Jazeera had a total of 23 and 11 informative units (as extracted in Table 2). The day after the attack (June29) the largest numbers of information units were issued per day (Figure 1).

From the total of the selected sample, are extracted a total of 286 emerging codes, being more reiterated those belonging to the family “stressing the fear of the civilian population” with 90 encodings. “Euphemisms” are placed in the second highest place with a total of 75 reiterations. It should be

noted that the “demonization of Islam and the Arab world” has a total of 33 codes. The “emphasis on peace” appears with 38 emerging codes, while the “ideological attribution of Islam” and the “exaltation of Islam” are placed in the last place with 13 and 2 codes.

Discourse differences and Framing

By adapting the criteria exposed by the semantic study of the media discourse (Van Dijk, 1983) to the emerging families validated and extracted from the hermeneutic study of international news agencies carried out by Torres-Toukoumidis *et al.* (2017), the following linkage is evidenced:

A. Functionality: Lexical substitution is the property assumed as the main indicator in this specific context. If the existence of other components is valued, it is observed that the reiteration of euphemisms and dysphemisms beset by the sensitivity of the message contrasts on the surface of the speeches emitted by the four international agencies (see Table 3).

Table 3
Lexical substitution of international agencies
in the rhetorical expression of the discourse

	Al Arabiya	Al Jazeera	Associated Press	Reuters	Total
N ^o euphemisms	13	8	20	34	75
N ^o dysphemisms	5	2	4	11	22
Rethorical expression of the discourse	18	10	24	45	97

Source: own elaboration

It is taken into account that from the 23 headlines analyzed of Al Arabiya are obtained 13 codes of euphemism, so it is deduced that to equate it hypothetically Al Jazeera would contain 6, Reuters 42 and Associated Press 20. It is therefore noted that the international news agencies that belong to the Arab world have a higher number of euphemisms, although the Associated Press equals it and Reuters approaches it. This evidences that repeated patterns based on language manipulation with disinformational effects are used, for example:

Euphemisms

Turkey's Erdogan vows unity after deadly airport blasts (Al Jazeera, June 29).

Dysphemisms

ISIL turns 'shock and awe' doctrine against Islam (Al Jazeera, July 5).

B. Significance: The figure of the speech unit on the attacks of June 28, 2016 is represented by the local coherence and the overall coherence expressed in the information subscribed by the four international agencies. According to Torres-Toukourmidis *et al.* (2017) in the first place, local coherence is symbolized by the ideological attribution of Islam and the Arab world, referencing the semantic involvement of the text deriving from the facts, while global coherence is nothing more than the general theme of the Information exposed in local coherence (see Table 4).

Table 4
Semantic meaning of codes extracted from international agencies

Semantic meaning	N of codes
Ideological attribution of Islam (local coherence)	13
Ideological attribution of the Arab World (local coherence)	31
Western-Middle East Foreign Policy (global coherence)	44

Source: Own Elaboration

When are specified the international agencies and pop-up subcodes for local coherence, there is also data synchronization with the emerging subcodes of global coherence. In other words, the demonization of Islam and the Arab world corresponds to the family exposed by the West-Middle East polarization; meanwhile, the exaltation of Islam and the Arab world corresponds to the west-middle east coexistence (see Tables 5 and 6).

Table 5
Relationship of negative connotation codes classified by agency

	Al Arabiya	Al Jazeera	Associated Press	Reuters	Total
Demonization of the islam	2	2	3	4	11
Demonización of the Arab World	5	2	4	11	22
West-Middel East polarization	7	4	7	15	33

Source: Own Elaboration

Table 6
Relationship of positive connotation codes classified by agency

	Al Arabiya	Al Jazeera	Associated Press	Reuters	Total
Exaltation of the islam	1	1	0	0	2
Exaltation of the Arab World	0	0	2	7	9
West-Middle East coexistence	1	1	2	7	11

Source: own elaboration

It is observed in the previous tables that the four news agencies analyzed use the discredit rhetoric on recognition, while the demonization of the Arab world is the ideological attribution that the greatest load of semantic significance has. It can also be shown with clarity that a discourse inclined towards the polarization of the West-Middle East is constructed, as it is extracted from the following headlines:

France temporarily closes missions in Turkey over threat (Associated Press, July 5).

New York airport security increased after Istanbul attack (Associated Press, June 28).

White House condemns attack on Istanbul airport (Reuters, June 29).

Meanwhile, some news through the polarization of the Arab world – which has the greatest number of encodings in the positive aspects– balance

the polarization with the West-Middle East coexistence. This phenomenon can be seen in the following headlines:

Tunisian father who went to Turkey to bring back militant son killed (Al Arabiya, June 29).

Obama: U.S. stands with Turkey after Istanbul airport attack (Reuters, June 29).

c) *Directionality of the goal:* by taking into account the emerging families of the study of Torres-Toukoumidis *et al.* (2017), exposed to functionality and significance, the communicative purpose was associated with the social situations projected in a specific context (see Table 7).

Table 7
Communicative purpose in the desired emotional state to the civilians

	Al Arabiya	Al Jazeera	Associated Press	Reuters	Total
Emphasis on fear	14	5	23	48	90
Emphasis on tranquility	8	5	8	17	38
Desired emotional state in the civilians	22	10	31	65	128

Source: Own Elaboration

The encodings extracted show how the emphasis of fear on information directed at peace and tranquility in the civilians is exposed. Having knowledge of these results, can be seen how the media – as replicators of the discourse of news agencies– both in the Western world and in the Arab world resort to the emphasis of fear as a discursive strategy, causing panic. In this way the population accepts decisions that would not accept with other feelings. The use of this rhetoric can be seen in the following headlines:

German spy chief can't rule out Istanbul-style attacks at home (July 4 in all the agencies).

Ghostly quiet as tourists stay away from Turkey's magical Istanbul (Al Jazeera, July 4).

Tips for staying safe while traveling overseas this summer (Associated Press, July 29).

Stereotypes and topics

Stereotypes are used that bring the concept of terrorism to the West in an equivocal way, demonizing collectives and marginalizing to perceptual ostracism. Some holders stereotyped the type of attack carried out by the Islamic State (EI), which causes them to be always attributed to this terrorist group. This maximizes the rumors about the Arab world and the demonization of Islam, which causes news about terrorism to trigger the stereotype of the Arab-terrorist. With the use of words such as Islamic terrorism, jihadist or extremist and highlighting the nationalities of terrorists stereotyped the Arab world, relating it perceptively and automatically to terrorism. It can be seen in the following headlines:

CIA says Istanbul airport attack bears hallmarks of Islamic State (Reuters, June 29).

US congressman: Chechen extremist behind Istanbul airport attack (Associated Press, June 29).

Once again, Saudi Arabia is on the terrorism frontline (Al Arabiya, July 5).

Spectacularization of the conflict

Following the completion of the analysis, a new form of transmission and spectacularization of the conflicts have been observed. A terrorist attack, as a fact of the news, has all the components for the spectacularization: emotion, suspense, violence and uncertainty. The way in which the media takes advantage of these characteristics have been observed in the different headlines in which they are:

a) Multimedia elements, which help the spectator to create a perception of the facts, as if it were a sci-fi film. It can be seen in the following headlines:

New terrifying scenes of Ataturk Airport attack (Al Arabiya, June 29).

Ataturk Airport attack: Scenes of carnage in Istanbul (Al Jazeera, June 29).

B. Fragmentation of the content, which means that the viewer is constantly watching the media updates and maintaining interest and uncertainty in the conflict. It can be seen in the following headlines:

Last hour: Obama hints at ISIS responsibility for the Istanbul attack (Al Arabiya, June 29).

ISIL 'key suspect' in Istanbul's Ataturk airport attack (Al Jazeera, June 29).

c) Storytelling, For the creation of this type of content, according to the headlines, actions are seen such as visiting families of the victims and sharing stories of the witnesses, which connects the public emotionally. The way in which the storytelling has been used in the sample can be observed in the following units:

Tunisian father who went to Turkey to bring back militant son killed (Al Arabiya, June 29).

Al Arabiya visits the family of a Saudi man killed in Istanbul attack (Al Arabiya, June 30).

d) Decontextualization, The bombing of Turkey and in general, other attacks, have been isolated from their historical and spatial context, so that they become incompressible and emotional facts, causing a sense of confusion between the audience. Misinformation retains information and spectacularize, making it newsworthy what it sells. It can be seen in the following headlines:

Istanbul airport attack killed 2, injured 25 Saudis: envoy (Al Arabiya, June 29).

Vast majority' of dead in Istanbul airport attack were Turkish, official says (Reuters, June 29).

Thirty-one killed, 147 wounded in Istanbul airport attack (Reuters, June 29).

41 dead in Istanbul airport attack (Associated Press, June 29).

E. Intrigue headlines. By fragmenting the information, a large number of news is sent to the day. This causes that people are saturated with information and that many are not open to reflection. For the reader to open

those news that according to the media are relevant, vocabulary is used that leaves the audience intrigued as “Last hour”, “Special cover”, “the latest”. This vocabulary captures the attention of the spectator, as it creates a feeling of providing news and being part of the main plot of the series.

Last hour: Special coverage of Istanbul Ataturk airport attack (Al Arabiya, June 29).

The Latest: Video in Turkey shows man being shot at airport (Associated Press, June 30).

Conclusions and discussion

To reach the first specific objective “to compare the discursive approaches (framing) between the Western agencies (Reuters and the Associated Press) and the agencies of the Arab world (Al Jazeera and Al Arabiya)”, after making the analysis is concluded that there are no significant discursive differences. All the news, regardless of the agency to which they belong, use euphemisms and dysphemisms, polarize, demonize and emphasize fear. In both cases rhetorical figures are used in order to produce an effect on the population and to alter perceptions through language. It is striking that there is a greater number of discursive units of demonization of Islam in Arab-owned agencies (7 units), a situation that may be because even the news of the Arab world or the issues pertaining to the Islamic world are treated under the pressure of the Western ideals (Eurocentrism), of relations with the West and to the extent that the east is affected by them.

It can also be seen with clarity how the “emphasis on fear” is a constant in the information of the four news agencies analyzed. Disinformation and decontextualization of facts are used to avoid critical thinking, omitting information on the history of conflict and political and social relations (Romero, 2012).

Also, and reaching the second objective, there is a tendency to generate stereotypes, especially in the news of the western world, which does not help to raise public opinion with the Arab world and produces an increase in the prejudices that they cause problems in the social environment and in the coexistence possibility.

In the same order of ideas and reaching the third objective, it is observed in the results that international agencies contribute to the spectacularization of the conflict. This leads to the non-guarantee of professionalism in all communications, since quality is less important than using the features imposed by digital channels in the new age of communication. This also uses emotional strategies to disseminate sensationalist images that can hurt people's dignity and offer distorted representations of reality. In some cases these strategies can be considered a positive spectacle because they help to broaden the moral space, making it possible to sensitize or to move the audience against suffering, but without situating the facts from a critical and reflective view.

It is said that the four news agencies analyzed used rhetorical figures in order to produce an effect on the population and build a reality through language. In this sense it is evident that the media do not say how to think but what to think (agenda setting) and from what point to approach (framing). This relates to what is referred by Tuchman (1978), who describes the news as a window whose framework delimits the reality to which one has access, limiting the perception of another different reality and focusing the attention on that specific fragment, affirming even as a result of this research that the news of middle-east agencies are treated under the pressure of Western ideals, considering them as a predominant discourse.

In relation to the tendency to generate stereotypes, it is observed that Western news agencies create a negative view of Islam presenting as a threat and contributing to what is known as "contemporary racism", which is based on self-defense rather than on racial differences. This confirms what was said by Torres-Toukourmidis *et al.* (2017) when claiming that stereotypes are gaining greater force on the emotional level of discourse and oblige the consumer of information to adhere to the schemes drawn up by the media on the basis of constant repetitions, the aim of which is to get the mirage becomes an undisputed reality.

Finally, it is noted that the news on terrorism has become a discourse focused on mass entertainment in both societies. Being newsworthy and being in public opinion can create what has been called "positive spectacularization", term which is not supported by Hacker (1976) that says that the spectacular is unnecessary creating barriers between the spectator of the news and who suffers.

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