

The Mental Image of the Armed (Terrorist) Organizations in the News Bulletins Daish a Model: A Field Study on the Media Professors of the Arab Universities

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Abstract

The past 30 years witnessed an increase in wars and terrorist operations in Arab countries, causing large Problems and crises for the countries that witnessed wars and acts of violence. The Arab countries also witnessed the creation of secret and public organizations, some of which are political while others are armed.

This study aims to shed light on the mental image of an armed organization, such as Daish terrorist organization, through news bulletins and through its brutal actions, as murdering, dragging, burning, slaughtering, individual and collective executions, and systematic destruction of cities and so on. The study also aims to shed light on ways to combat these terrorist organizations.

Key words: Daish; Mental; Image; Media professors; Armed (terrorist) organizations

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INTRODUCTION

Daish Organization: An organization of the Islamic State in Iraq and the Levant, known in short as Daish. This

organization now calls itself just the Islamic state. It is an Islamic extremist terrorist organization which adopts the Salafist jihadist ideology; and its members aimed at reinstating “the Islamic Caliphate and the application of Sharia.” This organization spreads in Iraq and Syria. The leader of this organization is Abu Bakr al-Baghdadi. (Wikipedia, 2014)

“Daish” is considered one of the fundamentalist armed groups that believe in change by violence. The armed operations of Daish are confidential; and joining this organization requires security and intellectual examination. Normally, working in this organization occurs through organized networks (Al Sharq Al Awsat News paper, October 2014).

Daish organization emerged from Al-Qaida (Qaeda in Mesopotamia) formed by Abu Musab al-Zarqawi in 2004. It received the support of some Sunni insurgent groups, which paved the way for the emergence of the Islamic State of Iraq. The organization made Baquba its capital. (Wikipedia, January 2014). The most important objective that the organization seeks to achieve is to create an Islamic state in Iraq and the Levant, which adopts a Salafi jihadist takfirist ideology, and imposes it on the controlled areas. The organization allegedly seeks to restore the Islamic caliphate and the application of Sharia (the Al Wafd, October 2014) .It was in April 2013 that Abu Bakr al-Baghdadi announced the merger of al-Qaeda branch in Syria (Al Nosra Front) with the Islamic State of Iraq under the name of the Islamic State in Iraq and the Levant. The influence of the state expands in Syria day after day, (Lebanon Files; August 2014)

1. REVIEW OF RELATED STUDIES

Al Zahim, 2006 conducted a study entitled the Saudi television role in addressing the phenomenon of terrorism on a sample of 481 individuals .The study aimed at identifying the role of Saudi television in addressing

the terrorism phenomenon by identifying the types of terrorist operations and how to stop them. The study most important results are: The suicide operations are the most important forms of terrorist operations and came in the first place by a mean of (3.80); the destruction of facilities mean was (3.76), car bombs as a form of terrorist attacks came with a mean of (3.75), the promotion of ideas and rumors got a mean of (3.49); planting explosives came with a mean of (2.74), kidnapping and detention of hostages mean was (2.68), hijacking means of transportation was (2.56), and the assassination of VIPs mean was (2.62).

Conway, 2005 did a research on "Terrorism and the Internet. The study shed light on the strong influence of the media in shaping public opinion and creating mental images of reality. In this sense, media can dominate the audience thinking about other cultures and societies. A good example on that is the role played by the American and British media following the attack on the trade center in New York on September 11 by linking the terrorist operations with the media as if they were two sides of the same coin. Researchers analyzed the content of two international magazines and focused on the trend of linking Islam with terrorism after Osama bin Laden murder.

The study aimed to determine the relationship between terrorism and Islam, if available. The results showed that the general trend of Western magazines after the killing of Osama bin Laden was that the world would live in peace and that Islam and terrorism are two separate concepts, despite the presence of some articles which indicate indirectly and symbolically that there is a relationship between Islam and terrorism through the negative coverage of Islamic territories, such as war and terrorist operations carried out by some Arab and Islamic organizations, such as Hamas and Al Qaeda (Yousef, 2013).

(Conway) believes that online media is one of the political active tools these days, especially after using it by terrorist organizations to spread their goals. Most important terrorist organizations use the Internet to:

Show information and everything concerns the organization, such as financing, organizing networks, employment and gathering information (Conway, 2005). Results of the study showed that the terrorist organizations were able to convey their ideas and beliefs to the fans scattered around the world. This quality is what distinguishes the Internet, a quick access to the public without controls or guards gate or control. As a result, terrorist ideas spread and adopted by demographically, psychologically and socially diverse audience (Conway, 2005).

A study conducted by Qudah in 2013 on "television images and terrorism" demonstrated the influential power of television images in a number of areas, such as execution, murder, mutilation, and so on. The study found a number of conclusions, notably that

Television images are extremely effective, where bombing towns and villages was considered terrorism in the first place by a mean of 098; the devastation resulting from military actions as genocide crimes in the second place with a mean of 096. The study also concluded that images of civilian hostages' execution primarily raise fear and tension with a mean of 084. Then came the process of dragging behind moving cars and mutilation as acts of war crimes with a mean of 081. (Qudah, 2013)

Fathi (1999), conducted a study entitled *The Status of terrorism in the Arab world*. The study started from three main bases: Islamic religious principles which renounce all forms of crime, the top of which is terrorism. The causes of terrorism and how to get rid of it; to maintain the Arab world security, stability and territorial integrity; and laying the foundations of cooperation to reduce and eliminate the phenomenon of terrorism

The study concluded that the anti-terrorism agencies managed to liquidate terrorists' leaders and to issue death sentences on the fugitive leaders. The study also concluded that fight against terrorism lies in international cooperation between international and regional organizations to control terrorist cells. In addition, the study concluded that political regimes play an important role in either promoting terrorism or eliminating it (Fathi, 1999).

2. PROBLEM OF THE STUDY

Recently, the world witnessed escalation in the acts of murder, torture and burning of hundreds of civilians and military by some of the armed organizations in multiple specific regions dominated by military conflict, such as the Syrian Arab Republic, the Republic of Iraqi, the Arab Republic of Egypt, Central Africa and other countries, of which the action of burning the Jordanian pilot Mo'ath Kasasbeh and the slaughter of 21 Egyptians in Libya under religious slogans. Researchers believe that the terrorist organizations, especially Daish (The Islamic state in Iraq and Syria) are seeking by all means to get to the various media, especially television and websites of all kinds. As the researcher Hoshyar indicates, the study aims "to access the media to have psychological influence on the general public, advertise for themselves, transfer their demands and threats the concerned authorities in a cheap show of their only weapon which is, kidnapping, murdering, slaughtering without any regard for the human or religious values for which the terrorists allegedly (struggle) (Hoshyar, 2005).

The researchers believe there is a strong link between media and information tactics of the terrorist organizations in order to market themselves, on the one hand and to show their strength on the other hand. Researcher Alwan says that "this relationship has become similar to the partnership between the two institutions; one of which creates the event and other markets it" (Alwan, 2010).

3. OBJECTIVES OF THE STUDY

The importance of the study started from being the first to focus on the mental image of the armed terrorist organizations in news bulletins and to achieve a set of key objectives, with regard to the large effects of the terrorist acts image on news bulletins about the armed terrorist organizations in many areas, such as killing, torture and dragging civilians and military personnel, and the extent of approval or disapproval of such acts of terrorism. The researchers believe that this image helps decision-makers in preventing the armed terrorist organizations from the exploitation of media, especially television and news bulletins

to terrorize people and to disseminate their poisoned propaganda, and criminal threats that are inconsistent with the tolerant religious and human values, and civilization common among peoples and civilized nations. Consequently, limiting the psychological effects of terrorist operations in a narrow range and depriving them from the opportunity to achieve their evil plans. (Hoshyar, 2005)

The objectives of this study also lie in the extent of approval of the terrorist acts on the TV news bulletins regarding killing, torture, execution, beheading and maiming military and dead civilians, and others. This study aimed to achieve the goals in the light of the widespread news channels, on the one hand and their show of tremendous amount of images that embody violence, killing, maiming the dead, destruction and so forth.

4. QUESTIONS OF THE STUDY

The sample characteristics: (Gender -age-marital status-nationality-academic rank-place of residence)

Q1: To extent do you agree or disagree to call Daish a terrorist organization?

Q2: What mental image provided for the following actions in news bulletins?

Q 3: What mental image provided for the execution of the officers and commanders by Daish?

Q 4: What mental image provided for the execution of civilians and hostages by Daish?

Q5: What mental image provided for beheading, maiming the dead and torturing by Daish?

Q6: To what extent do you agree or disagree that Western and Arab satellite channels neutrally cover news of Daish?

Q7: What are the ways of fighting Daish and limiting their influence?

5. HYPOTHESES OF THE STUDY

First hypothesis: There are significant statistical differences between gender and mental image regarding the execution of officers, military commanders, and

civilians, beheading hostages, dead abuse and torture by Daish.

Second hypothesis: There are significant statistical differences between nationality and mental image regarding the execution of officers, military commanders, and civilians, beheading hostages, dead abuse and torture by Daish.

Third hypothesis: There are significant statistical differences between age and mental picture regarding execution of officers, military commanders, and civilians, beheading hostages, dead abuse and torture by Daish.

Fourth hypothesis: There are significant statistical differences between the academic rank and mental picture regarding execution of officers, military commanders, and civilians, beheading hostages, dead abuse and torture by Daish.

Fifth hypothesis: There are significant statistical differences between the place of residence and mental picture regarding execution of officers, military commanders, and civilians, beheading hostages, dead abuse and torture by Daish.

6. STUDY METHODOLOGY

This descriptive study seeks to describe the mental image of the armed terrorist organizations in news bulletins, (Daish a model); it also aims to find out the extent of approval and conviction of the study sample of Daish organization terrorism.

The study methodology is part of a survey research; it is one of the basic methods in descriptive research, where this "methodology is a scientific structured effort which aims at collecting information on a phenomenon or more to form a broad data base that helps to diagnose phenomena and interpret them accurately." (Badr, 1997)

The study seeks to present the Arab Media professors' accurate description and perception of the concept of mental image of the armed terrorist organizations in news bulletins (Daish a model), therefore the field survey methodology is the most appropriate to achieve the objectives of the study.

7. POPULATION AND SAMPLE

The study population consisted of Arab university media professors of (higher education). Although the researchers diligently endeavored (to address all Arab countries media faculties) to know the number of media professors, the team however, was unable to determine the number (for many reasons including: Lack of cooperation with the team). The researchers consequently, resorted to the available sample in the context of non-probability sample in line with the opinion of research methodology expert (Winer Raj) who sees "that the properties, phenomena and features if available in reality, they must be found in

any kind of samples". Based on this opinion, the sample consisted of 190 professors of all academic ranks, from (19) Arab states.

8. SAMPLE DISTRIBUTION ACCORDING TO ACADEMIC RANKS

Lecturers 15.3%, Teaching Assistant 15.8%, assistant professor 29.5%, associate professor 21.1%, professor 18.4%. The pilot sample formed 31.6 %, which is a reasonable proportion and above the required sample for a pilot study. The sample was characterized as a highly-reliable, balanced, non-stereotyped, and capable to evaluate. The respondents were 100% individuals and the full sample were (190) who are media professors.

9. PROCEDURAL DEFINITIONS

Daish: is an acronym for *the Islamic State in Iraq and the Levant*. This is the full name that has been shortened to collect the first letters of words to become "Daish" which is an armed terrorist organization adopts Salafi jihadist ideology (takfiri) and their members aim to restore the so-called "Islamic caliphate and the application of Sharia", taking from Iraq and Syria, their criminal operation theatre Al Alam, (2015).

10. THE STUDY THEORETICAL FRAMEWORK: THE MENTAL IMAGE

The general concept of the image indicates that it is a mental or an optical representation of reality, or it is a direct awareness of the objective external world the terms of incarnation, sense and vision. This representation possesses qualities of adaptation shorthand, shortcut, miniaturization and imagination and conversion; and it also has the properties of enlargement and exaggeration features (Qaddour Thani, 2007). The relationship of image with reality may be controversial or direct assimilation or even paradoxical and contradictory. The image may be language wise dependent on words and voices, or it could be dynamic image based on the ingredient motor of the body; it may also be mono communicative image dependent on stimulus and response model (sender. offer/stimulus/recipient/response). Under this type come more complex communicative images which depend on diversity and multiplicity of communication trends and models.

The search for the concept of mental image always brings us to the vocabulary items which refer to the general concept of an image, the digital image, the poetic image and plastic painting image. All of these types and others emphasize the need for understanding it in order to understand how mental images accumulate in the process of perception which makes us express

our reality through the interaction of these images. The picture is in the middle world between reality and thought and between sense and reason (Nasreddin, 2006). The photograph, for example, is a brief image of the reality of space, size, angle, perspective, an intensification, fiction and imagination. It is characterized in the field of creating a mental image by the technical, aesthetic, symbolic and sometimes ideological nature (Jamil, 2011). The media picture as it appears in the media and cinema bears influential linguistic and mental indications. The most important researchers on the meaning of this type of images is (Roland, 1993); he believes the study of the picture and its influences means focusing on the iconic and linguistic ties, in addition to concentrating on certain binaries, such assignments, embedment, synchronization, progressions, and research in the photomontage, as for example introduction, presentation, and the end, as well as monitoring the aesthetic function of this image, and to direct it to serve the media, news, education, and ideology purposes. In the media's image, there are also a group of rhetoric optical mechanisms which aim to convince and affect the mind, such mechanisms are repetition, metaphor (of all types), antithesis, accumulation, ridicule, deletion and puns, and visual perception (Roland, 1993). It is important to point out that a picture is not just a sign, but it is a text or a fabric mingled with different signs. This appears through three determinants put by the researcher *Françoise Ullet* and cited by *Nasreddin Ayadhi* (2006) as follows:

- The picture is made up of a number of interactive languages as the visual image, in addition to different codes, such as: shape, colors and contextualization.

- The image establishes a relationship with the (real or default) world, whether this relationship was a representative or symbolic nature. Here lies the picture danger as it is not just an expression of what is actually seen, but it gives a symbolic existence so that this symbolic existence not only becomes a substitute for reality, but also controls it.

Understanding the picture also depends on the recipient's interpretation through vision, perception, knowledge and self-understanding of language competence. Deficiencies in these competencies lead the recipient to either (literally) or superficially understand the image, or to become isolated and impotent, or he/she may resort to images (stereotyping). Researchers indicate that the individual who watches alone, his chance to interpret the image becomes lower than if the image was seen collectively. Interpreting the plastic painting image, however, depends in performing communication function on form and color unity, and relies on the symbolic lines, shapes, colors and letters (Qaddour, 2007).

In the context of presenting these types of images, there exists the iconic image which was associated with the American cinema man C. H. Peirce. This image reflects symmetry between the signifier and the signified,

and includes fine drawings, sketches, photographs, visual marks; all of which are based on metaphor, allegory and neighboring; whereas realism refers to neighboring like the (White House neighbors the US president), and symbolism transmits to metaphor property. (Ibrahim, 2008). The previous reading of the picture Semiotics and semantics indicates that the picture in most types is subject to cultural models and contracting is associated with the dominant culture as (Berth), indicates. The picture is not self-fantasy, but it goes beyond individual mood to reflect the class codes and hides living mood, therefore it is inseparable from the Layout value system for a particular community. All can see the picture and throw it out of the social position that reflects his/her inception experience. It is possible to view a stereotyped image as a cultural arbitraries that cannot be justified where adoption of inherent patterns in the image by types and colors and to reflects the collective representations that could push individuals or segments of society to stereotyping (*Mohsen BouAzizi*). Hurriedly came to this impact different techniques, of which there was a visible role for modern digitization in media production by identifying complex relationships in footage, frameworks ,different kinds of films which are techniques that can be considered as an alternative element ,that requires retrieval of images and sequencing them in a particular way, so as to understand the message in a way free from psychological and social communication constraints (Bernard, 2008). The mental image that arises about a person, an institution or a particular social group is a mixture of direct and indirect experience of the individual, as well as the outcome of visual, linguistic and cultural perceptions. This mixture is the image that refers to the mental introduction for anything that cannot be presented to the senses directly. It is also a revival or imitation of the sensory experience associated with certain feelings and emotions. The mental image may be a direct retrieval, or imagination of what the senses previously understood (Webster, 2009).

The researchers monitored the emergence of this mental image in the cognitive development of the individual since early childhood. Jean Piaget is considered one of the few psychologists who have devoted their efforts to the study of mental development, especially with regard to perception, motivation and values in the context of developmental phased division, and its relationship to social effects. Piaget believed that the search in the basic characteristics of intelligence requires a return to sources, which are the preliminary biological processes; Piaget added verbal intelligence and abstract thinking depend on practical intelligence, and practical intelligence depends on the inherited habits of the person's group to which he/she belongs biologically. According to Piaget, mental adaptation depends on two integrated processes, namely, assimilation (comprehension) and accommodation. Assimilation refers to the process of receiving environmental stimuli and using them in a mental activity

according to the experience. The new experiences amend the individual cognitive environment of the individual regularly. Piaget explains this theory by saying (intelligence reflects the degree by which an individual can comprehend all specific experience data in his private framework (Piaget, 1994). This means that we respond in every situation according to our previous experiences; as for the new experiences, the current mental structures change themselves to accept new experiences. This is called a convenience process. The individual mental life, as viewed by Piaget, is a constant process of convenience and comprehension of new elements of the public mental image; and the mind is in a continuous adjustment of this picture depending on the new elements.

As for the perception of symbols, initial signs appear for the brain's ability to recognize the symbols at the end of the child's second year. The brain starts to create new patterns which reveal thinking and perception of symbolic meaning. The disappearance of a thing in front of him does not mean it does not exist, but he/she distinguishes between the presence of mental thing and its perception. During thinking stage man begins the process of self-awareness; as a result of interaction with the environment, he forms internal Pictures (patterns) for the behavior which represent a sensory physical thinking. Thus, begins the appearance of symbolic representations and mental images start to shape; then a gradual transformation of the thinking from the motor picture to the symbolic image begins. At this stage, the child becomes sociable human being even though his sensory motor intelligence is still limited to the direct perceptions.

Piaget refers to the concrete operational stage where the recipient approaches adults in thinking and interaction with others, and objectively realizes the world until he reaches the formal operational stage. He then understands that it is time to re-form his mental construction within a special approach to solve problems; therefore, thinking at this stage is characterized by flexibility and freedom far away from the restrictions of space and time. This thinking is featured by control, reasoning and interpretation of phenomena (Piaget, 1994).

This analysis led Piaget to believe in the crucial role of the society in supplying the individual with symbols necessary for the process of thinking, so that he/she may have a certain way of looking at the world around him/her in the context of the multiple mental images about individuals and social issues. Piaget still emphasizes in his theory that the society has impact on the individual mental structures stronger than self-standing structure, as there is permanent social upbringing for the individual intelligence (Piaget, 1994).

Social factors remain within this most obvious impact in the lives of adolescents and adults (formal operations stage or abstract intelligence) where it is available to the young to review their beliefs and values as well as the life of those around him and his society, and to interact with

what posed by individual groups, cultural institutions, media, schools and places of worship. These institutions help the individual to be realistic in his thinking. Here begins the normalization process in which the individual is engaged in social and environmental life. He respects the group's customs, systems and values. He is often a victim of social stereotyping because of what broadcast by society institutions of social and cultural axioms (Ismail, 2005). The individual attempt to balance access about dealing with the surrounding environment makes him resort to assimilation and accommodation.

Some researchers outline the picture characteristics as: a cognitive and mental process, and an interactive humanitarian operation. They added it has a tendency towards stability and overgeneralization and it ignores differences. It is based on a biased perception; and also helps in predicting behavior regarding different positions; it skips time and space limits; it is inaccurate as it does not necessarily reflect reality. The individual can form a fake picture of the events and people of the past or the future, according to cognitive structures he has already formed.

Researcher Abdul Hamid believes that a mental image could be a general plan, which includes its meaning or the meaning associated with it by the function of the link between words. Each mental image varies from an individual to another depending on previous experience, and according to each individual nervous system attitudes and activities (Abdul Hamid, 2005).

Aston and Savona emphasized the relationship between the mental image and the emotional status relations, and agreed with *Plutchick* who believes that: pictures represent an important aspect of mental maps that we are shaping in our minds about what is going on around us. The mental image reflects the emotional status and it may lead the individual to feel accustomed to some cases of sever emotions. The mental image, however, may lead to help the individual to control hard positions that cause frustration or stress (Aston & Savona, 1996).

11. RESULTS

The study sample: The study sample consisted of 190 professors of communication and media in the Arab universities. They were randomly selected from the study population.

(a) Distribution of Respondents According to Gender.

The results indicate that the number of males was (117) by a percentage of (61.6%), while the number of females was 73 by a percentage of (38.4%).

(b) Distribution of Respondents According to Age.

The results indicate that the highest percentage of the sample distribution according to age variable was (30.7%), for the age of (35 years and under); followed by the percentage of (27.6%), for the age of (46-55 years); while

the lowest percentage was (6.3%) for the age of (61 years and above).

(c) Distribution of respondents depending According to academic Rank:

The results indicate that the highest percentage for the distribution of the sample according to the academic rank was (29.5%) for the (Assistant Professor); followed by (Associate Professor) by (21.1%); and the rank of professor by (18.4%); while the lowest percentage (15.3%) was for the rank of a (lecturer).

(d) Distribution of respondents according to the specific specialty:

The results indicate that a highest percentage of sample distribution according to specific specialty amounted to 33.5% for (the press and electronic publishing), while (31.9%) was for (radio and television), and the specialty of (public relations and advertising) got (20.9%); the lowest percentage, however, was the specialization of (electronic media) 5. Distribution of respondents depending on the social situation:

(e) Distribution of respondents according to social status:

The results indicate that the highest percentage of sample distribution according to social status was (77.3%) for the social status (married); while the percentage of (22.2%), for the social status (single), and the lowest percentage (0.5%) for the social status (divorced).

(f) Distribution of respondents according to the housing type:

The results indicate that the number of respondents who own a house was (69.7%), while the number who rents their house was (30.3%).

(g) Distribution of respondents according to the place of residence:

The results indicate that the number of respondents who inhabit cities was (86.1%), while the number of those living in (villages and rural areas) was (13.9%).

(h) Distribution of respondents according to nationality

The results indicate that the highest percentage for the distribution of respondents according to nationality was (16.9%) for the (Egypt) nationality, followed by (14.8%) for the (Libyan) nationality; then the Algerian (10.4%), the Iraqi (9.8%), the Jordanian (8.7%), the Lebanese (6.6%), the Bahraini (6.6%), the Tunisian (4.4%), and the lowest percentage (0.5%) for the (Saudi Arabia, Oman) nationalities.

12. RESULTS OF THE STUDY

12.1 The Sample's Mental Image of Daish Actions in the News Bulletins

Results of the study indicate that the mean for the nomination of Daish as a terrorist organization was (4.24), and the standard deviation was (1.03) which is very high. While the mean of the mental image about introducing

actions ranged between (3.23 and 4.72), where the highest was (distortion and beheading contravenes with Heavenly norms and standards), followed by the mean of (4.70) for (the demolition of homes and displacement of people as terrorism), while came in second place (terrorist operations against civilians is terrorism) by (4.69). This study is consistent with the study of (Al Hizam, 2006), followed by (the rape and captivity operations as inhumane and contravenes with religions) by (4.66), while the mean of (killing prisoners and hostages as terrorism and war crimes) by (4.59). This is consistent with the results of (Al Hizam, 2006) study; in fifth place ,however, came (the destruction of cities and resources as war crimes and terrorism) with a mean of (4.49) and (defending homeland as a sacrifice and Championship) by(4.48); while the lowest mean was (3.23) for (suicide attacks against military is martyrdom). The total means was (3.93), which is high, but comes in consistent with the results of the study by (Qudah, 2013) which showed that bombing towns and villages is an act of terrorism in the first place with a mean of 0.98.

12.2 The Sample Mental Image for the Execution of Officers and Military Commanders by Daish

The results indicate that the highest frequencies for the answers of respondents on the execution of officers and military commanders by Daish are a very ugly act with a percentage of (89.4%). This finding is consistent with the study of (Qudah, 2013) which showed that the pictures of civilian hostages' execution raise fear and tension with a mean of 84. The sample believes that this (shameful) action represents (84.9%); while the sample showed (empathy with the victims) by (79.1%); in addition, (76.5%) of the sample believe they should demand (reaction). The execution process of officers as (a change in the positive image of the doer) obtained (75.4%). Results also showed that (71.1%) of respondents believe that this work (causes sedition) in the society. While gloating at the victims and approving the execution of military hostages got the lowest percentage of (31.2%). Although this percentage is low, it represents an important indicator that should be considered. The percentage of 31.2% of the professors of Information and Communication (the elite) approval of these criminal acts can be attributed to their political background, or to their belief in these armed groups ideas. However, we can say that the Arab elite totally rejected these crimes carried out by the terrorist groups.

Results showed that the highest frequency of the answers' respondents about the mental image provided for the execution of civilians and hostages by Daish, it is an ugly job, was (95.6%); followed by feeling shame of such acts and it is away from human dignity in the same rank by a percentage of (91.1%). These results are consistent with the findings of the study of (Qudah, 2013), which showed that the image of execution of

civilian hostages leads to fear and tension by a percentage of (90.6%). Whereas sympathizing with the victims received a percentage of (92.0%); besides, (87.6%) of the respondents believe that the spread of these images contribute in the detection and dissemination of the doer criminality. The mental image reinforces the positive image of victims by (80.4%), followed by a demand to react against such actions by (78.4%). It is striking to find that (75.8%) of the respondents believe that such actions lead to the awakening of revenge against Daish, as the scenes of hostages' killing represent negative impact on the viewers. The results also showed that frustration crying, injustice and defeat resulting from those actions was amounted to (67.6%) among respondents. This low percentage may be attributed to the elite sample nature, who deals with these issues rationally rather than not emotionally. Yet, (35.7%) of respondents approve of Daish actions with the hostages and civilians and gloat at them. Although it is a low percentage, it gives a very important indicator as the sample belongs to the university elite, and it raises the question about the way Daish can find an incubator among Arab academics and elites.

12.3 The Sample Mental Image of Beheadings, Dead Abuse and Torture by Daish

Results indicate that (95.2%) of the sample believes that the mental image of beheadings , dead abuse and torture by Daish is contrary to human dignity, while (93.7%) view it as contrary to all values. This finding agrees with the results of the study by (Qudah, 2013) which showed that the act of destruction caused by military actions is crimes of genocide with a mean of 96; while (94.1%) of respondents feel resentful of these actions. Results also indicate that (93.2%) feel disgusted and the spirit of tolerance is killed among people because of these inhumane acts; and (82.6%) feel scared and horrified of such acts. The results also show that (93.7%) of the respondents believe that the criminal acts carried out by members of these organizations are incompatible with all beliefs and values. (93.1%) of the sample believes that these acts are due to ignorance and backwardness of those who belong to such organizations. In the same context, (93.1%) of the respondents believe that what these organizations are doing are considered war crimes. These findings are consistent with the findings of a study by (Qudah, 2013), which showed that the act of destruction resulting from military actions is genocide by a mean of 96. On the other hand, (92.1%) of respondents describe those who belong to these organizations as cruel hearted; and (84.7%) describe them as stupid; and (84.6%) describe them as arrogant. The findings also showed that (91.6%) of the sample believe that actions of these organizations are contrary to all customs and values of the society. Their vile actions make (87.4%), of the sample feel ashamed of the total mental image of beheading and torturing the dead; while (87%) consider that these acts

are described as savage, cruel and destructive, and can be a cause of international crises and can ignite wars in the Arab region by (82.6%). Whereas (29.4%) of respondents think that Daish actions against civilians and hostages are legal. Moreover, they look at Daish criminal acts as justifiable and come in the context of self-defense.

12.4 The Sample Mental Image of Daish as a Terrorist Organization

Results of the study indicate that (92.0%) of respondents believe that Daish is a bubble magnified and exaggerated for political reasons in the region, and that Daish is a foreign fabricated terrorist organization by (75.1%). The Westerners enrollment in Daish came for political reasons by (76.6%), and to a lesser extent, (46.5%) of the sample believe that Westerners enrollment is due to religious reasons. This shows the confusion between what is religious and what is political among the sample of the study, although they belong to the university elite, who are supposed to have the ability to differentiate between the two reasons. In their mental image, the sample focuses on the slogans which Daish, as a terrorist organization, raises as false by (88.9%); and that this organization distorts the image of Islam at a rate of (74.3%), whilst (77.5%) of respondents said that members of Daish are ignorant; and that Daish will be the cause of the region destruction at a rate of (60.7%). These findings are consistent with variable No.(4) ,where the results of the mental image of the organization actions of hostages beheading came as a result of ignorance and backwardness of members of these organizations at a rate of (93.1%). The sample attributes joining Daish to the fatwas of jihad by some radical clerics at a rate of (68.4%). Whereas (64.7%) of the sample believe that the reason is economic due to inequality in the distribution of Arab and Islamic wealth. This study is in line with the results of a study by (Fathi, 1999) where he sees the reason of Arab and Muslim enrollment in Daish came as a result of the persecution Muslims suffer from in the world at a rate of (64.5%). Despite the fact that most of the sample believe that Daish is a Western industry targeting to hit Islam, but (70.8%) believe that Daish will be defeated by the international coalition. This raises an obvious question of how we believe that Daish is a Western industry and at the same time; we are convinced that the international coalition led by the Western countries will defeat it?!

This is not the only contradiction of the sample of study, as the results show that (12.6%) of the sample believes that what Daish is doing represents Islam, and that (10.5%) believe that Daish is right. Although this proportion is low, but it turns out that there are supporters for this organization driven by their own reasons. These results also remain an important indicator that these organizations and their thoughts are acceptable by the academia. It is obvious that (35.7%) of respondents approve of Daish acts of hostages and civilians killing

and they gloat at them as part of the mental image of the civilians and hostages execution. It is strange that (29.4%) of respondents consider the actions taken by Daish against civilians and hostages as legal; moreover, they look at Daish criminal acts as justifiable and come in the context of self-defense, and in the context of the mental image of beheading and torturing of the dead.

12.5 Daish News Coverage on Satellite Channels

The results show that means to be absolutely neutral in Daish news coverage on Arab and Western satellite channels. In the Arab channels, results showed that news coverage of Daish in the Arab channels is neutral by (2.82) and a standard deviation of (1.3) which represents a medium degree of approval. While the mean of Western satellite television channels in their coverage of the Daish news is also neutral by (2.97) and a standard deviation of (1.5) which is a medium degree of approval of minor differences which do not make change in the final results.

12.6 Proposed Ways to Fight Daish and to Reduce Its Influence

Results show that the ways to fight Daish or reduce its influence should be done via a creative process, i.e. by providing websites with accurate information about its crimes and ways to resist it at a rate of (90.5%). On the other hand, (89.8%) of respondents think that there is a need to enlighten the youth by hosting specialists and opinion leaders on radio and television programs to refute their fallacies, and to create awareness among the people to face these extreme ideas; whereas (79.1%) of the sample go far to the point of using the same methods of Daish in media work, i.e. the technical war by hacking their sites and their films on the Internet. The results of this study agree with the study of (Conway, 2005). These results can be attributed to the nature of specialization of the sample members who belong to the specific disciplines in the field of information and communication, and they know the importance of such ways in facing the extreme ideas of Daish.

First Hypothesis: *There are significant statistical differences between gender and: ----*

(a) The mental image of officers and military commanders' execution by Daish

To make sure of the validity of this hypothesis, (chi square-test) was calculated for each item related to the mental image of officers and military commanders' execution by Daish:

The results indicate that there are no significant statistical differences at ($\alpha = 0.05$). This means the rejection of the hypothesis which states that "there are significant statistical differences between gender and the mental image of the officers and military commanders execution by Daish". These results are consistent with those of (Qudah, 2013) which showed that the images of the execution of hostages and civilians make the sample feel scared and tense with a mean of 84.

(b) The mental image of civilians and hostages' execution by Daish

To make sure of the validity of this hypothesis, (chi square - test) was calculated for each item related to the mental image of civilians and hostages execution by Daish:

The results indicate that there were no significant statistical differences at ($\alpha = 0.05$) at the fourth variable: (the mental image of civilians and hostages' execution by Daish), except for the variable "away from human dignity". To find out these differences, the value of (odds ratio) was calculated and it amounted to (3.19). This means that male approval (3.19) is more than that of the females.

(c) The mental image of beheadings, dead abuse and torture by Daish

To make sure of the validity of this hypothesis (chi square-test) was calculated for all variables related to the mental image of beheadings, dead abuse and torture by Daish according to gender.

The results indicate that there were no significant statistical differences at ($\alpha = 0.05$) on the variable of (the mental image of beheadings, dead abuse and torture by Daish), except for the variable of "contrary to all values and beliefs". To find out about these differences, the value of (odds ratio) was calculated and it amounted to (3.98). This means that male approval (3.98) is more than that of the females.

Second Hypothesis: *There are significant statistical differences between nationality and:*

(a) The mental image of the officers and military commanders' execution by Daish

To make sure of the validity of this hypothesis (chi square - test) was calculated for all variables related to the mental image of officers and commanders' execution by Daish for nationality.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for the variables of (The mental image of the officers and commanders' execution by Daish) and nationality. While differences appeared for variables (away from human dignity, compassion for the victims, a cause of sedition, going out on demonstrations as a reaction, volunteering to fight those who carried out execution, demanding for a diplomatic solution with the doer, demanding for recruitment and mobilization to fight the doer, gloating at the victims and approving their death, and feeling of frustration)

(b) The mental image of the execution of civilians and hostages by Daish

To make sure of the validity of this hypothesis (chi square - test) was calculated for all variables related to the mental image of officers and military commanders' execution by Daish for nationality.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for some variables of (the mental image of the officers and military commanders' execution by Daish) and nationality. Differences, however, appeared for variables of (shame and disgrace; a way from human dignity; a cause of sedition; to volunteer in fighting those who carried out execution). To identify the nationality which benefited from these differences, Table 2 illustrates this.

Table 1
Shows the Statistical Differences for the Mental Image of Officers and Commanders Execution by Daish Along With the Nationality

Variables	Highest frequency for nationality	Frequencies
Away from human dignity	Egypt	27
Compassion with the victims	Egypt	29
A cause of sedition	Libya/ Egypt	23
Demonstrations in reaction	Libya	19
Volunteering to fight who caused death	Libya	13
Demanding a diplomatic solution with the doer	Egypt	12
Demanding recruitment and mobilization to fight the doer	Libya	23
Gloating at of the victims and approving their execution	Libya	7

Table 2
Shows the Highest Frequency of Nationality at Which Appeared Statistical Differences With the Mental Image of the Civilians and Hostages Execution by Daish

Variables	Highest frequency for nationality	Frequencies
Disgrace and shame of the action	Egypt	28
A way from human dignity	Egypt	30
A cause of sedition	Libya /Egypt	24
Volunteering to fight who caused death	Egypt	13

The mental image of beheading, dead abuse and torture by Daish

To make sure of the validity of this hypothesis (chi square-test) was calculated for all variables related to the mental image of beheading and dead abuse and torture by Daish in relation with nationality.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for some variables of (beheading

Table 3
Shows Statistical Differences for the Mental Image of Beheading and Dead Abuse and Torture by Daish Along With Nationality

Items	Highest frequency for nationality	Frequencies
International crises and waging wars	Egypt	28
Legitimate and justified actions	Libya	8
Disgrace and shame of their actions	Egypt	28
Considering these acts as war crimes	Egypt	28
Contrary to all values and beliefs	Egypt	29
Considering it contrary to all customs and values of society	Egypt	30

Third hypothesis: There are significant statistical differences between age and all of: ---

(a) Mental image of the execution of the officers and military commanders by Daish

To make sure of the validity of this hypothesis (chi square-test) was calculated for all variables related to the mental image of the execution of the officers and military commanders by Daish in relation with age.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for the variables of (the mental image of the execution of the officers and military commanders by Daish) in relation with age. This means that the hypothesis which reads “there are significant statistical differences between age and the mental image of the execution of the officers and military commanders by Daish” is rejected.

(b) The mental image of the civilians and hostages’ execution by Daish

To make sure of the validity of this hypothesis (chi square-test) was calculated for all variables related to the mental image of the civilians and hostages’ execution by Daish in relation with age.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for some variables of (the mental image of the civilians and hostages’ execution by Daish) in relation with age. Differences, however, appeared for variables of (Demanding reaction against the first action; gloating at the victims and approving their death). These differences came in the advantage of the age group (35 years and under) for the first variable frequency of (44), and the age group of (46-55 years) and for the second variable frequency of (27).

(c) The mental image of beheadings, dead abuse and torture by Daish

To make sure of the validity of this hypothesis (chi square-test) was calculated for all variables related to the

and dead abuse and torture by Daish) in relation with nationality. Differences, however, appeared for variables of (international crises and waging wars; legitimate and justified actions, disgrace and shame of their actions, considering these acts as war crimes, contrary to all values and beliefs, and considering it contrary to all customs and values of society). To identify the nationality which benefited from these differences, Table 2 illustrates this.

mental image of beheadings, dead abuse and torture by Daish in relation with age.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for some variables of (The mental image of beheadings, dead abuse and torture by Daish) in relation with age. Differences, however, appeared in the variable of (international crises and waging wars). These differences came in the advantage of the age group (35 years and under).

Fourth Hypothesis: There are significant statistical differences between academic rank and: ---

The mental image of the officers and military commanders’ execution by Daish

To make sure of the validity of this hypothesis (chi square - test) value was calculated for all variables related to the mental image of the officers and military commanders’ execution by Daish in relation with the academic rank.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for the variable of (mental image of the officers and military commanders’ execution by Daish), in relation with the academic rank. These differences emerged at the variable of (demanding for a diplomatic solution with the doer). These differences are in favor of the academic rank of (Assistant Professor) with a frequency of (31); and the variable (a feeling of frustration). These differences were in favor of the rank of (Assistant Professor) with a frequency of (36).

(b) The mental image of the civilians and hostages’ execution by Daish

To make sure of the hypothesis validity, (chi square - test) value was calculated for all variables related to the mental image of the civilians and hostages’ execution by Daish in relation with the academic rank.

Results show that there are no significant statistical differences at ($\alpha = 0.05$) for some variables of (The

mental image of the civilians and hostages' execution by Daish in relation with nationality. Differences, however, emerged for variables of (disgrace and shame of the action, executing violent actions, demanding for

a diplomatic solution with the doer, assisting in showing and disseminating the criminal's actions). To identify the academic rank which benefited from these differences, Table 4 illustrates this.

Table 4
Shows Statistical Differences for the Mental Image of Executing Civilians and Hostages by Daish Along With the Academic Rank

Items	Highest frequency for academic rank	Frequencies
Disgrace and shame of the action	Assistant professor	53
Executing violent actions	Assistant professor	25
Demanding for a diplomatic solution with the doer	Assistant professor	28
Assisting in showing and disseminating the criminal's actions	Assistant professor	49

(c) The mental image of beheadings, dead abuse and torture by Daish

To make sure of the validity of this hypothesis (chi square-test) was calculated for all variables related to the mental image of beheadings, dead abuse and torture by Daish, in relation with the academic rank.

The results indicate that there were no significant statistical differences at ($\alpha = 0.05$) for the variable of (the mental image of beheadings, dead abuse and torture by Daish) in relation with the academic rank. This means that the hypothesis which say that "there are significant statistical differences between academic rank and the mental image of beheadings, dead abuse and torture by Daish.

Fifth Hypothesis: There are significant statistical differences between the place of residence and:

The mental image of officers and military commanders' execution by Daish

To make sure of the validity of this hypothesis value (chi square-test) value was calculated for all variables related to the mental image of the execution of the officers and commanders by Daish in relation with place of residence.

The results indicate that there were no significant statistical differences at ($\alpha = 0.05$) for the variable of (mental officers and military commanders' execution by Daish.) in relation with the place of residence. These differences emerge at the variables of (away from human dignity). These differences were in favor of the place of residence (city) with a frequency of (139), and the variable of (a feeling of frustration). These differences are in favor of place of residence (city) with a frequency of (113).

(b) The mental image of the execution of civilians and hostages by Daish

To make sure of the validity of this hypothesis (chi square-test) value was calculated for all variables related to the mental image of the execution of civilians and hostages by Daish in relation with place of residence.

The results indicate that there were no significant statistical differences at ($\alpha = 0.05$) for the variable of

(mental image of the execution of civilians and hostages by Daish), in relation with the place of residence. Differences, however, appeared in the variable of (feeling frustrated, crying, injustice and defeat). These differences were in favor of the place residence (city) at a frequency of (106), and the variable of (demanding for a diplomatic solution with the doer). These differences were in favor of the place of residence (city) at a frequency of (70).

(c) The mental image of beheading, dead abuse and torture by Daish

To make sure of the validity of this hypothesis (chi square - test) value was calculated for all variables related to the mental image of the execution of civilians and hostages by Daish in relation with place of residence

The results reveal that there were no significant statistical differences at ($\alpha = 0.05$) for some variables of (The mental image of beheading, dead abuse and torture by Daish.) in relation with the place of residence. Differences, however, appeared at the variables of (oppression, torture and destruction). These differences were in favor of the place of residence (city) with a frequency of (136), and the variable of (stupidity) in favor of the place of residence (city) with a frequency of (130), and the variable of (incitement against the doer), in favor of the place of residence (city) with a frequency of (107).

13. RESULTS AND FINDINGS

a) The sample members agreed on naming Daish a terrorist organization,

b) The execution of officers, military commanders, civilians and hostages by Daish is a very ugly act.

c) Results showed that mental image of beheadings, dead abuse and torture by Daish is an insult to human dignity, as viewed by Arab professors of media and communication.

d) Results showed that Daish is a bubble magnified and exaggerated for political goals in the Arab region.

e) Results indicated that news coverage concerning Daish on the Arab and Western channels is neutral.

f) Fighting Daish and limiting its risk should be done through a creative process – by providing websites with correct information about their crimes and ways of resisting them.

g) Findings proved that there were no significant statistical differences between gender and mental image of the officers and military commanders' execution, execution of civilians, hostages, beheadings and dead abuse and torture by Daish.

h) Findings proved that there were no significant statistical differences between nationality and mental image of the officers and military commanders' execution, execution of civilians, hostages, beheadings and dead abuse and torture by Daish.

i) Findings proved that there were no significant statistical differences between age and mental image of the officers and military commanders' execution, execution of civilians, hostages, beheadings and dead abuse and torture by Daish.

j) Findings proved that there were no significant statistical differences between academic rank and mental image of the officers and military commanders' execution, execution of civilians, hostages, beheadings and dead abuse and torture by Daish.

k) Findings proved that there were no significant statistical differences between place of residence and mental image of the officers and military commanders' execution, execution of civilians, hostages, beheadings and dead abuse and torture by Daish.

l) Findings proved that there were no significant statistical differences between social status and mental image of the officers and military commanders' execution, execution of civilians, hostages, beheadings and dead abuse and torture by Daish.

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