

TERRORIST ATTACK IN THE HOLY ARTISAN CAFÉ, BANGLADESH: AN ANALYSIS ON NEWS FRAMING

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ABSTRACT

This article analyzes the societal consequence of the news framing of the terrorist attack in the Holy Artisan Café of Bangladesh which killed 29 people, including 20 hostages (17 foreigners and 3 locals), two police officers, five gunmen, and two bakery staff. on 1st July 2016. With the application of both quantitative and qualitative research methodology, the researcher studied 134 news articles regarding the terrorist attack on the two prominent newspapers of Bangladesh: “The "Daily Star”, and “The "Prothom Alo” dated from 01 July 2016 to 01 July 2017. The quantitative analysis of the comparative framing of media coverage of these two prominent newspapers, the article found that i) 88.81% coverage of these two dailies are generically news articles, ii) the major source (41.04%) of this news is Bangladesh Police, iii) only 11.94% articles interpret the reasons and political consequence of the terrorist attack, iv) 88.16% news is descriptive, v) the contextual framework of 63.43% news is episodic. With an application of the Content Analysis method, the qualitative research found that: the news coverage of

the two dailies regarding the Holy Artisan attack in Bangladesh had far-reaching societal consequences impacting public perceptions, government policies, security measures, and social dynamics. .

INTRODUCTION

News framing plays a pivotal role in shaping public perceptions and responses to terror attacks. It is a powerful tool used by media outlets to present events in a particular light emphasizing certain aspects while downplaying others. It influences public opinion, shapes government policies, and even impacts international relations. The extremist attack at the Holy Artisan Bakery in Dhaka on July 1, 2016, Known as "Bangladesh's version of 9/11", has been called one of the most heinous terror attacks in the memory of recent Bangladesh. The Artisan attack has revealed some important facts, including the attack's nature and target groups, the attackers' profiles, the Islamic State's (IS) involvement, and weaknesses in the nation's counterterrorism strategy. The heartbreaking terrorist attack that started a 12-hour hostage situation ended with fatalities among foreigners, civilians, and law enforcement (Rana, 2018). The Holy Artisan attackers' primary goal was to kill foreigners to garner international media attention. The Holy Artisan restaurant is the perfect setting to accomplish that goal. Attacks on foreign nationals close to foreign consulates ensured widespread media coverage, which in turn caused travel to Bangladesh to be canceled or delayed, harming Bangladesh's expanding economy. It did happen since worldwide media outlets reported on the events globally. Numerous nations, like the United States, the United Kingdom, Australia, and Denmark, have already warned their nationals about visiting Bangladesh harming the economy of Bangladesh (Hasib, 2017). Evidence points to the global jihadist movement as the driving force for the extremists' desire to kill Westerners. The Islamic State, an international jihadi terrorist organization with a base in Syria, took responsibility for the café attack. The Islamic State was the deadliest terrorist organization in the world in 2016, according to the Global Terrorism Index (GTI) 2017, killing over 9000 people in that one year (Global Terrorism Index, 2017). It launched a global jihad against the unbelievers to establish a global 'Caliphate' in 2014. As a result, it has carried out or encouraged more than 140 attacks in 29 different nations (Lister et al., 2017). The Holy Artisan terror assault was carried out by the local affiliate of the Islamic State known as Jamaat-ul-Mujahideen Bangladesh (JMB), also known as neo-JMB, in support of the worldwide jihad of the Islamic State. It is known that the attack's goals included recruiting new members to its cause as well as causing panic and death. As a result, Bangladesh faces a difficult challenge in dealing with and quelling Islamic extremism on its soil (Ap, 2016)

NEWS MEDIA AND TERRORISM

The news is in the position of giving us the "pseudoenvironment" we rely on to experience and comprehend events we can't see for ourselves (Papacharissi and Oliveira, 2008). When reporting on such incidents, news frames are crucial because they demonstrate a method of repeated selection and emphasis in conveying perceived reality (Entmen, 1993). The news media are crucial in influencing how society views acts of terrorism because they respond to fundamental inquiries such as what occurred, who was at fault, and how to resolve the problem (Falkheimer and Olsson, 2014). In an open society, the media compete intensely for the attention of their readers and are always pushed to break news first and offer more news, excitement, and entertainment than their competitors. The goal of the mass media is to 'scoop' their competitors with news items that will capture and hold the public's interest and boost their ratings and income (Wilkinson, 1997). As a result, they are compelled to react to terrorist propaganda since it is dramatic awful news. As a result, there is a sort of synergistic relationship between terrorism and the media (Wilkinson, 1997). Particularly susceptible to exploitation and manipulation by merciless terrorist outfits are the free media in an open society. In general, terrorists use TV, radio, and print media to spread the word of the act and instill intense anxiety in their intended audience (Wilkinson, 1997). One shocking instance of media negligence happened in 1988 during the hijacking of a Kuwaiti airliner by Hizbollah militants. There may have been a chance for an elite commando group to execute a hostage rescue operation when the airplane was on the ground in Larnaca, Cyprus. The relentless intrusiveness of the international media surrounding the aircraft with infrared equipment made it impossible to launch a rescue operation without its presence being revealed by the media, even during the hours of darkness. This was a major barrier to such an operation. (Fahim, 2023).

LITERATURE REVIEW

Theoretical Foundations of Media Framing:

The process through which people create a certain conception of an issue or change the way they view an issue is known as framing (Chong and Druckman, 2007). One's overall opinion might be significantly influenced by their current frame of mind. Politicians do this to persuade voters to support their positions by urging them to consider such positions in a certain way. This is achieved by emphasizing certain aspects of the policy, such as its expected effects or its connection to significant values (Jacoby, 2000). A communication frame "organizes everyday reality" by offering "meaning to an unfolding strip of events" and encouraging "specific definitions and interpretations of political issues" (Chong and Druckman, 2007). Scholars analyze frames to spot patterns in issue definitions, compare coverage across media, and look at variances between media types (Semetko and Valkenburg, 2000). According to Entmen, A-frame in communication may only be described about a particular issue, occasion, or political figure (Entmen, 2000). According to Goffman, framing is a classification strategy

that enables users to locate, perceive, identify, and categorize everyday events (Goffman, 1974). Gitlin describes framing as permanent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, through which discourse is frequently organized by symbol handlers (Gitlin, 1980). Tankard et al. conceptualize framing as a core theme for news reporting that provides context and, through the use of choice, emphasis, and elaboration conveys what the issue is (Tankard et al., 1991). The framing theory highlights every entity's capacity, whether it be an organization—to define other people's realities by emphasizing one interpretation and downplaying a less preferred one. A frame is the focal point of the notion of how events' properties are arranged within various schemata (Papacharissi and Oliveira, 2008).

Framing the News of Terror Event:

By employing specific frames for highlighting events and issues, the media can influence public opinion. An issue is presented and defined by a communication source as part of framing (de Vreese, 2005). The framing notion has potential because it emphasizes communicative activities. Frame-building (how frames form) and frame-setting (the interaction between media frames and audience predispositions) are key components of the dynamic process of communication (de Vreese, 2005). Applying frames to a crisis, such as a terrorist attack, may be a tactic to determine the primary reasons and accountable parties, form moral conclusions, and, eventually, offer policy remedies to the incident (Papacharissi and Oliveira, 2008).

In actuality, the frames established by a particular society contextually determine how terrorism and terrorist attacks are defined. For instance, across political regimes, the line separating terrorists from freedom fighters is usually blurred. While some societies may find the methods used by specific groups of people to be outrageous, many other societies may find these same tactics to be appropriate. The frames that are connected to these tactics greatly influence how these acts are interpreted (Cohen-Almagor, 2005). Corman and Dooleyn (2002) investigated the themes and patterns in Reuters' coverage of September 11 by looking at temporal patterns of influence. They discovered a "stimulus-response" model's proof, in which a triggering event—such as an attack—led to an institutional military and/or political response and a subsequent understanding of the social impact of the terrorist act (Corman and Dooley, 2006). When comparing German and American news sources that covered the September 11 attacks, it was discovered that while the news was widely disseminated in both nations, American reporters tended to emphasize patriotic views while German reporters tended to emphasize the importance of international cooperation in combating terrorism (Haes, 2003). Jaspersen and El-Kikhia (2003) compared the framing of the conflict in Afghanistan as reported by CNN and Al Jazeera News, comparing coverage across media and nations. Comparative research showed that American coverage frequently used frames to support the government's position and nationalistic messages. On

the other side, Al Jazeera's coverage concentrated on policy alternatives and the death toll in Afghanistan instead of concentrating on military and strategic matters (Jasperson and Kikhia, 2004).

Media's Influence on Society:

Research on public opinion is especially affected by a phenomenon called "framing effects." These take place when (often minor) adjustments to the way an issue or event is presented result in (sometimes significant) shifts in opinion (Chong and Druckman, 2007). Frames have an impact on the approach and conduct of the audience. People form views based on the collection of beliefs they have access to in their memory. Four sites in the communication process can contain frames: the communicator, the text, the recipient, and the culture at large. Frames play a role in political and public communication because they affect how individuals perceive, recall, assess, and respond to issues (Rees, 2001). On the other hand, the mass media serves as a conduit between the public and the government (Siebert, Peterson, & Schramm, 1956). The media focuses on topics that elites and governments deem important. Then, media portrayals of these topics spark public debates that aid in the development of personal attitudes on these subjects. Finally, the media gathers individual viewpoints to represent public opinion, which policymakers rely on to get feedback on how they are doing and to learn about problems that are important to the general public (Yanovitzky, 2002). Researchers are increasingly interested in how the public learns about terrorist incidents and how they respond to that information. Research says those who heard the news of the 11 September attack through interpersonal sources were less likely to feel angry than those who learned it through the media (Greenberg, 2002). People were interested in information that was factual, as well as information regarding the threat, and cause, and depending on their gender, age, personality, and connection to the assaults, they each experienced different emotional responses to the terrorist tragedy (Seeger et al., 2002). According to individual characteristics, the public's perceptions of terrorism-related concerns and media coverage have also been examined in other research. Men were found to be more likely to support the use of force and military censorship when Baukus and Strohm (2002) contrasted gender differences in evaluations of coverage of the Gulf War and the 2001 invasion of Afghanistan. Noelle-Neumann (2002) examined German responses to September 11 at various time points and found that the level of fear related to the attacks dramatically dropped over the duration of three months (Noelle-Neumann, 2002).

METHODS

The investigation of this article comprised a descriptive content analysis of the 134 news stories of the two prominent newspapers: The "Daily Star" and The "Prothom Alo" from 01 July 2016 to 01 July 2017. The coding category included:

1. The genre of the news: news article, news analysis, Chronicle.

2. Sources of media coverage: the perpetrator, the government, Emergency services, victims, politicians, police, experts, etc
3. Journalist Style: Descriptive or Interpretive.
4. Frame of media Coverage in terms of context: Episodic and Thematic.

A quantitative news analysis placed a focus on the reporting's prevailing players, and journalistic frames, and covered contextual-political aspects. The aim was to identify recurring themes and narrative structures in terrorism coverage. The qualitative study identified the societal impact of the news framing regarding the Holy Artisan effect.

RESULTS AND DISCUSSION

Quantitative Analysis:

The quantitative study concentrated on a comparison of the news framing of the "Daily Star" and the "Prothom Alo" from July 1, 2016, to July 1, 2017, and it placed particular emphasis on the news genre, frequency of sources, descriptive and interpretive journalism, and contextual framing of the news coverage of these two well-known Bangladeshi newspapers.

Genre of the News

Here, the researcher analyzed the genres of the news. A "news article" is any item posted in the news section to discuss the happening events with any headlines. "News analysis" refers to stories that conclude the content by informing the reader that an analysis is there.

Table 1 shows that among the 54 studied articles of the "Daily Star", the majority were the traditional news article with a description of what happened in the Holy Artisan attack and afterward. Following conventional media logic, journalists concentrated on gathering information during the early stages of a crisis and disseminating it as quickly as they could. On the other hand, the majority coverage of the Daily The "Prothom Alo", which was 91% of the total studied news, was news articles with the narrative of the Holy Artisan attack. According to conventional media reasoning, journalists focused on acquiring information during the early phases of a crisis and spreading it as rapidly as they could. Among the 80 studied news, the "Prothom Alo" provided only 7 news analyses.

Table 1: Frequency of the News Genre (The "The "Daily Star" and the "The "Prothom Alo"")

Name of the Newspaper	No. of News article	News Analysis	Total
The "The "Daily Star""	46 (85.19%)	8 (14.81%)	54

The “Prothom Alo”	73 (91%)	7 (8.75%)	80
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Frequency of Sources

The researcher examined the official sources that predominated the news coverage. The police were the main source of the news of both dailies, which makes sense as they, along with medical and emergency workers, were crucial in dealing with the attacks.

Table 2: Frequency of Sources (The “The “Daily Star””)

The “The “Daily Star””		
Source	No. of news	Percentage
Perpetrator	2	3.7%
Family of Perpetrator	3	5.56%
The Government	4	7%
Emergency Service	7	13%
Survived victims/ relatives of victims	10	19%
Politician	1	1.78%
Police	20	37%
Experts/ Academicians	7	12.96%

Table 3: Frequency of Sources (The “The “Prothom Alo””)

The “The “Prothom Alo””		
Source	No. of news	Percentage
Perpetrator	1	1.25%
Family of Perpetrator	2	2.5%
The Govt	3	3.75%
Emergency Service	3	3.75%
Survived Victims/ relatives of victims	14	17.5%
Politician	2	2.5%
Police	35	43.75%
Experts/ Academician	17	21.25%

Table 2 and 3 display that, Police was the source of 37% of the "Daily Star" and 43.75% news of the "Prothom Alo". Experts, Academician, and emergency services affiliated with universities, research institutions, members of Defense, etc were the second-most prominent news media sources for both newspapers. Experts had a specific impact during times of crisis because they made assumptions about the causes and effects of the events.

The surviving victims and the relatives of victims were the next prominent source of news for the "Daily Star". A news article "The "Daily Star" described how a hostage could manage to contact his brother over a mobile phone while he was hiding inside a bathroom of Holy Artisan bakery.

Another story stated the sacrifice of a young man who could leave, however, chose to devote his life as his two friends were being held hostage by the terrorists. Similarly, the survivor victims and the relatives of victims were the significant sources of news for the Daily "Prothom Alo".

The Prime Minister of Bangladesh, Sheikh Hasina, was quoted in 7% of news of the "Daily Star", and 3.75% of news of the "Prothom Alo". The news regarding the perpetrator and quotes from the relatives of the perpetrator covered 9.26% of the "Daily Star", and 3.75% of the news of the "Prothom Alo". The identity and profile of the perpetrators were also described in one story of the "Prothom Alo".

Both the newspapers framed the motives and ideology of the perpetrators negatively. However, their philosophy was cited in the news articles and analysis.

Journalistic Styles

In this part, the researcher accounts for the journalistic styles of the news framing. Instead of answering the other four traditional journalistic "w" questions—what, where, when, and who—interpretive journalism goes beyond descriptive and fact-based reporting to explain why an event occurred (Falkheimer and Olsson, 2014). A journalist's analysis of reasons, motives, or effects is known as an interpretative approach. In other words, if a news report was mostly comprised of analyses, evaluations, or explanations of a situation, the items were classed as interpretative. The descriptive style was coded for when information was presented plainly with an emphasis on the what, where, when, and who with descriptions of what had happened or what someone had said predominating.

Table 4: Descriptive and Interpretive Journalism in the "The "Daily Star" and the "The "Prothom Alo" "

Name of the newspaper	Descriptive News	Interpretive News
The "The "Daily Star" "	45 (83.33%)	9 (16.67%)
The "The "Prothom Alo" "	73 (91.25%)	7 (8.75%)

Table 4 indicates that, the majority of the news of both the newspapers was descriptive. The coverage of the "The "Daily Star" presented 83.33% descriptive news and only 16.67% interpretive news. On the other hand, The "Prothom Alo" provided 91.25% descriptive news, and only 8.75% interpretive news.

Contextual Framing

An episodic frame is distinguished by its concentration on a small number of unrelated occurrences or individual actions without supporting context. By contrasting the news item with other events, people, or groups, a thematic frame places it in a larger context. The thematic analysis attempts to comprehend the event as a result of societal trends or tendencies and its

social, political, cultural, and economic ramifications (Falkheimer and Olsson, 2014).

Table 5: Contextual Framing: Episodic and Thematic Framing in the "The "Daily Star" and The "The "Prothom Alo"

Name of the Newspaper	Episodic	Thematic
The "The "Daily Star""	28 (52%)	26 (48%)
The "The "Prothom Alo""	57 (71.25%)	23 (28.75%)

Here, table 5 displays that 52% of the ""Daily Star", and 71.25% of the studied coverage of the "The "Prothom Alo" were dominated by episodic frames. The main focus of both newspapers was on disseminating pertinent information regarding what had occurred. The ideological motivations of the perpetrators, and the circumstantial analysis generated the thematic frame. The newspapers related the terrorist attack to the manifestations of national and international radicalization. The Holy Artisan attack was a terrorist attack- ideologically motivated violence. However, the ideological causes and effects did not get much attention. The newspapers only focused on the identity of the individual terrorists, their propaganda, and the identity of victims. However, an analysis of the consequence of this massive attack was absent from the studied coverage of the two dailies.

Composite Analysis

Criteria	No.	Percentage
Genre of the News		
News Article	119	88.81%
News Analysis	15	11.19%
Frequency of Sources		
Perpetrator	3	2.24%
Family of Perpetrator	5	3.73%
Government	7	5.22%
Emergency Service	13	9.71%
Survived victims/Relatives of Victims	24	17.91%
Politicians	3	2.24%
Police	55	41.04%
Expert/ Academicians	24	17.91%
Descriptive and Interpretive Journalism		
Descriptive	118	88.16%
Interpretive	16	11.94%
Contextual Framing		
Episodic	85	63.43%

Thematic	49	36.57%
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Table 6 shows that the majority of the studied news of both dailies (88.81%) was generally news articles. On the other hand, only 11.19% of the studied coverage is news analysis. Bangladesh Police is the most vital news source for these two newspapers. Besides, surviving victims, victims' relatives, professionals in several connected sectors, and academicians are also significant sources of the studied news. Table 6 also shows that 88.16% of studied news in these two newspapers is descriptive type, whereas only 11.94% of studied news is interpretive. Table 6 illustrates that 63.43% and 36.57% of studied news are of episodic and thematic framing respectively. *Table 6: Composition of news framing analysis of the "The "Daily Star" and the "The "Prothom Alo":*

Societal Consequences

Influence on Public Perception

The news coverage of the Holy Artisan attack in Dhaka, Bangladesh, played a significant role in shaping public perception in several ways. The framing and content of these articles influenced how people understood the attack and its implications. The news articles framed the Holy Artisan attack as an act of terrorism which emphasized the security threat posed by extremist groups and reinforced the idea that counterterrorism efforts were necessary to prevent future attacks. It also led to heightened concerns about global terrorism. Some articles from these two dailies focused on the religious extremism associated with the attackers. They portrayed the attackers as individuals driven by radical ideologies, leading to discussions about the dangers of religious extremism and its impact on society. News articles that emphasized the attack's global implications contributed to the perception that this was not just a localized incident but had broader international ramifications. This framing led to discussions about the need for international cooperation in addressing terrorism. Several news articles explored the role of social media in radicalizing the attackers and disseminating information about the attack. This framing raised awareness about the dangers of online extremism and the need for online platforms to combat radicalization. Articles discussing the government's response to the attack highlighted security measures, counterterrorism efforts, and policy changes. This framing influenced public opinion about the government's effectiveness in addressing security threats. Moreover, some news articles featured individual stories of victims, survivors, and their families. These personal narratives evoked empathy and humanized the tragedy. They also shed light on the resilience of the Bangladeshi people in the face of adversity. On the other hand, given that the attack targeted foreigners and expatriates, news articles that highlighted this aspect of the attack contributed to concerns about the safety of foreign nationals in Bangladesh. This framing had implications for international relations and travel advisories. Articles that framed the attack as a threat to religious tolerance

and secularism prompted discussions about the importance of preserving these values in society.

Influence on the civilization

The extensive news coverage of the attack generated fear and anxiety among the general public. People, especially those living in Dhaka and other urban areas, became more cautious about their safety and security, leading to changes in daily routines and travel patterns. The attack targeted foreigners and expatriates, which led to concerns about the safety of foreign nationals in Bangladesh. News coverage of the attack had repercussions on foreign investment, tourism, and diplomatic relations. In response to heightened security concerns, the government and private entities implemented stricter security measures. This included increased security at public places, airports, and diplomatic missions. Society witnessed a visible increase in security personnel and checkpoints. The attack was framed in the context of religious extremism, leading to public debates about the role of religion in society focusing on promoting religious tolerance, countering extremist ideologies, and preserving secular values. Moreover, the attack raised questions about social cohesion and national unity. Some news articles framed it as a threat to social harmony, leading to discussions on ways to bridge societal divisions and promote inclusivity. The extensive news coverage also prompted discussions about media responsibility and ethics. Some questioned whether certain aspects of the attack were sensationalized or whether responsible reporting practices were followed. News coverage of the government's response to the attack was closely monitored by the mass people. The government faced scrutiny over its handling of the situation and its ability to prevent future attacks.

Impact on Government Responses

The news coverage of the attack generated significant public concern and demand for action which put pressure on the government to respond effectively. Moreover, Coverage of the attack likely led to discussions about security vulnerabilities and the need for improved counterterrorism measures. This prompted the government to reassess and strengthen security protocols, both domestically and in collaboration with international partners. The government undertook steps to reassure the international community of its commitment to ensuring the safety of foreign nationals and maintaining strong diplomatic ties. In response to heightened security concerns, the government considered or implemented legislative changes. This included enacting new laws related to counterterrorism, cyber-security, or measures to combat radicalization, such as the Digital Security Act 2018. Bangladesh took a zero-tolerance policy to uproot terrorism, its threat, and violent extremism. As a result, the Anti-Terrorism Unit under the Bangladesh Police was established in 2017. News articles emphasizing the global implications of the attack encouraged the government to seek greater cooperation with other countries and international organizations in

counterterrorism efforts. This involved intelligence sharing, joint operations, or participation in international initiatives to combat terrorism.

DISCUSSIONS

The news published in the "The "Daily Star" and the "The "Prothom Alo"" significantly influenced the public perception and understanding of terrorism. The coverage served the important role of informing the public about the attack, its location, and its severity. The coverage raised awareness about the threat of terrorism in Bangladesh and the broader region. These two newspapers published descriptive news articles providing regular updates on the ongoing situation, helping individuals stay informed about the evolving crisis. However, the sensationalism of the news framing using graphic images and dramatic language evoked fear and panic among the public. Besides, sensational reporting inadvertently served the goals of the terrorists by amplifying their terrorist actions. Coverage that prominently featured the terrorists' demands, and ideologies without sufficient critique could spread their propaganda and extremist messages. In addition to that, the detailed reporting on law enforcement tactics and security measures during the counter-terrorism effort named "Operation Thunderbolt" by the commandos of combined force endangered the lives of the forces and victims as well. It is essential to strike a balance between reporting the news and ensuring national security. The coverage of both newspapers focused extensively on the identities or affiliations of the attackers without providing adequate context, it contributed to prejudice, discrimination, and division within the society.

CONCLUSION

In summary, the news framing of the "Daily Star" and the "Prothom Alo" was mostly descriptive and only described the events answering the questions of who, what, when, and where. The newspapers provided news that was mainly sourced from Bangladesh Police, experts, academicians, survivor victims, and relatives of victims. The newspapers exposed the identity of both perpetrators and victims. The ideological belief of the terrorists is also pronounced in these newspapers. Besides, the news coverage of the Holy Artisan attack in Bangladesh had far-reaching societal consequences, impacting public perceptions, government policies, security measures, and social dynamics. It prompted discussions and actions aimed at addressing security challenges, promoting social cohesion, and countering extremism within the country. On the contrary, the widespread media coverage of the event contributed to public fear and apprehension. People became more concerned about their safety and security, particularly those who resided in Dhaka and other urban regions. Responsible and ethical journalism practices are crucial in navigating these complexities

when reporting on such sensitive and high-stakes events. While the news framing fulfilled the essential role of informing the public about the occurrence, it faced challenges related to sensationalism, the potential spread of terrorist propaganda, security concerns, and social divisions even the "Daily Star" and The "Prothom Alo" are reputable Bangladeshi newspapers with a commitment to responsible journalism.

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