Globalizing / Localizing:
National versus International Newsmagazine Coverage of the November 2008 attacks in Mumbai – A Case Study of Indian, British and American Publications

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Methods

Content Analysis
- Media sample: first two weeks of each –
  - *India Today*, *Outlook* and *Tehelka* from India
  - *The Economist*, *New Statesman* and *The Spectator* from the U.K.
  - *The New Yorker*, *Newsweek* and *Time* from the U.S.
- Rhetorical critiques
  - Marxist – Underlying power structures/dynamics
  - Postcolonial – Us/Them constitutions; Othering
  - Visual – What and how images mean

Producer Interviews
- Sample: 14 common contributors to the first 6-months’ coverage
- 30 min. interviews – intent/goal, logistical constraints, writing and collaboration strategies, decision-making and editing, layout/design, evaluation
Grounded Theory

- Emergent themes
- Content Analysis Coding Categories
  - “First Impression” - Prominence, Amount, Branding, Visuals, Composition, Diction
  - What’s in it for me? - Globalizing/Localizing
  - Othering - Global terror, Us/Them, Elite
  - Advocacy
- Interview Analysis Coding Categories
  - Goal/Intent
  - Logistical constraints
  - Editorial process
  - Report card (Reviewing own/others’ coverage)

Globalizing: India

“Global terror enters India through the Gateway, targeting an iconic hotel and other key sites. The toll: over 100. Among them, Israelis, Westerners”
- Outlook, Dec. 8, 2008
September 11 Associations

- “Twin Towers Moment”
  - India Today
  - Outlook

- 26/11 Branding
- Direct comparison of attacks

Foreign Focus

- Foreign death tolls
- Emphasized in images, i.e. India Today (Dec. 8, 2008)

- Direct allusions to foreign targets
Advice & Cooperation

- Present international advice
  - U.S. response to September 11
  - Security agencies
- Solicit international cooperation
  - U.S. help with Pakistan
    - “The Americans have a lot of influence over Pakistan; they can pressure it to cooperate.” – India Today (Dec. 15, 2009, p. 14)
  - U.N. help to stop terror

Global Terror

“It was a global outpouring of sympathy in an era of globalised terrorism. Whoever is responsible for the Mumbai attacks, their roots will lie in both globalised jihadi ideologies and local problems: Kashmir, Gujarat, Pakistan. They will have consequences in communities from Seattle to Soho and those consequences will be heavily influenced by how the international community views the attacks, who they blame and what their view is of India.”

- India Today (Dec. 15, 2008, p. 42)
Localizing: U.K. & U.S.

- Humanize tragedy
  "Gangs of well-armed youths attacked two luxury hotels, a restaurant, a railway station and at least one hospital. ... As The Economist went to press, more than 100 people were reported to have been killed, and the toll seemed likely to rise. Several foreigners, including some from America, Japan and Britain, were among the dead. So were over a dozen policemen, including Mumbai's chief counter-terrorism officer. Up to 100 hostages, including selected Americans and British guests, were alleged to be held hostage inside a hotel." – The Economist (Nov. 29, 2008, p. 45)

- Familiarize city

- Global consequences
  - Pakistan = “world's headache” & “W.M.D.”
  - “Impact could extend well beyond India's borders, with implications for the peace and security of the region and the world.” – Time (Dec. 15, 2008)

Britain: Spawning terror?

“Even if none of the Mumbai attackers turns out to be British, radicalised young men from over here continue to export terror abroad”

– Richard Watson in New Statesman, Dec. 8, 2008, p. 28
America: U.S.- Centric Questions

- How does this affect us?
  - Time:

- Americanized Pakistan threat – Problematic for War on Terror in Afghanistan

- What can we do?
  - Direct questions
  - Suggests U.S. efficacy

Local vs. International News

- Foreign news from local angles

- Self-interest increases relevance, does not provide complete picture
  - Indian – Comprehensive but patriotic
  - American/British – Overlooked specifics

- Close to achieving goal of Jamieson and Waldman (2003): “Reporters should help the public make sense of competing political arguments by defining terms, filling in needed information, assessing the accuracy of the evidence being offered, and relating the claims and counterclaims to the probable impact of the proposed policies on citizens and the country” (p. 194).