THE REPRESENTATION OF ZAKIR NAIK IN "AL JAZEERA" AND "THE INDEPENDENT"

Asa Wisesa Betari[1], Sri Endah Tabiati[2], Sahiruddin[3]

Faculty of Cultural Studies, Universitas Brawijaya,
[1]email:asa.wisesa@gmail.com, [2] email: stabiati@gmail.com [3] email:shrdn@ub.ac.id

Abstract

This research critically examines the way Zakir Naik is represented in Al Jazeera from Qatar and the The Independent from United Kingdom. There were many kinds of accusation attacking Zakir Naik related with religious hatred speech, citizenship, and ownership of personal TV issue. Those accusations made him banned in some countries. Based on the postulates of Critical Discourse Analysis and Machin & Leeuwen's (2007) model for other representation of social actor, this article presents an analysis of the otherness representation of Zakir Naik. Eight news articles were analyzed in order to demonstrate lexical choices that construct positive and negative-otherness representation of social actor. The findings showed that both media showed positive and negative representation in a different way. There are also underlying factors of the Multidimensional Representation of Zakir Naik from two media which shows cultural proximity and religious heterogeneity.

INTRODUCTION

Nowadays, the world has been constantly changing in every aspect of human life including the world of preaching. What worked in preaching a decade ago may not work today, it is not because of the scripture or dogma has changed, but it is because of how preaching is shaped by the changing of culture. As stated by Philips Brooks cited in Forrest, B. K., King, K., & Curtis, W. (2018), a preaching is described as a personally mediated reality that derives from a preachers understanding and passes through their followers. Each preacher has their own style of preaching and they have their own way of understanding the subject of their preaching materials. Although each preacher is referring to the same subject, each of them will preach in a different way than the others.

In Islam, the freedom of expression is being wholeheartedly supported by the community, as in the Muslim community itself has many well-known preachers with their distinctive style of preaching spread in many places around the globe. Up until today, one of the well known figures in the world of Islamic preaching is Zakir Naik, an Islamic preacher from Mumbai, India. Zakir Naik is not only popular as a preacher, but he is also popular as one of the most controversial yet influential person on earth due to his preaching style. In a matter of popularity, Zakir Naik owns around 16 million followers on his Facebook page and more than 300,000 subscribers on his YouTube channel. He also maintains the Islamic Research Foundation (IRF) and private television channel called "Peace TV". Due to his controversial figure, there are various accusations pointing at the preacher after Bangladeshi authorities stated that one of the gunmen responsible for an attack on a cafe in Dhaka had been inspired by Zakir Naik. He has also been accused of voicing/supporting unlawful activities, promoting religious hatred, and committing money-laundering crime that is covered in many online news portal.

Corresponding author.
E-mail addresses: harikusmanto.ums@gmail.com

Eventually, those accusations made Naik being banned from some countries such as India, UK, Malaysia and Canada.

Unfortunately, the media language has been one of the most compelling and popular subjects of debates in this century, especially in the News. This is because a News is referred as a document or an event's recontextualization, not an objective portrayal of truth. So, it can be assumed that the way a topic is presented or written in the News is based on whose comments and whose opinions and definition are pursued by the News writer. Thus, through a news production, there will be new information distributed to the public that the flow of information is influenced by the writer. In the network of social relationships, news writers are the actors who put their opinions in what is written, so it can be said that the news is presented as part of the event's ideology-framed document of the writer.

According to (Machin & van Leeuwen, 2007), news can become a recontextualization as it consists of substitution, deletion, or addition of elements. For example, a journalist might present legitimate strategies through adding the use of some expert voices in journalistic discourses. Therefore, the addition elements are expected to answer the 'why' in the discourse, or as evidence of news framing delivered by the journalist. News recontextualization is also found in the issue of Zakir Naik who has been reported world-wide in online news articles. These articles are suitable to be examined using critical discourse analysis as they may contain ideological biases from the journalists of "Al Jazeera" and "The Independent" who often used expressions that indicates positive and negative-other representation.

Zakir Naik's issues can be a good example of how the media can have a great deal of influence to select framing coverage of someone that is tailored by the phenomenon in the society. The selected issue can be judged either negatively or positively by the journalists and chosen interviewees because they have their own opinion. Nonetheless, it is up to the journalists to decide what and who to include in the news they are constructing based on their judgement. This judgment or philosophy is then passed on to the readers (Kamal et al., 2017).

One of the most significant features of news coverage are their series of arguments given to represent their stance against something. In doing so, they use various strategies to represent social actor - an individual or group of people covered in the news. According to Leeuwen (1996) cited in Machin &Leuween (2007), social actor analysis is a set of discourse-analytical concepts that can help us investigate the words and expressions available to English speakers for answering the question, 'Who are you?' (or: 'Who are we?', 'Who is he/she?', 'Who are they?').

The use of these strategies can lead to a positive or negative otherness representation that also carries ideological imposition in news coverage. As this paper discusses about the positive and negative otherness representation in two articles published by different media, this paper will also analyze eight articles that had been published online by "Al Jazeera" and "The Independent".

In the previous research on media discourse by (Setiawan et al., 2018). The research entitled "Positive-self and negative-other representation in the online news Behind Indonesia's Anti-Chinese Riots and Indonesia Turns Its Chinese into Scapegoats" presents how lexical choices in the articles constructed positive-self and negative-other representation in the news toward a particular group. The writers use Van Dijk's Critical Discourse Analysis on lexical choice to analyze the discourse as well as providing socialism and liberalism theories to analyze the cognition. The findings showed that news uses biased lexical choices to represent Chinese Indonesian as a victim; Indonesian Government, Police, Military, Press, Moslem as a provocateur; and Native Indonesians as a prosecutor. Moreover, the news also presents social and liberal ideology.

Second, a research conducted by (Ziogas, n.d., 2017) entitled "Multimodal Representations of Migrants as Others: Deconstructing Their Portrayal as Victims and Criminals in A Sample from the French and Greek Press", analyzed the linguistic and visual characteristics

of refugees and migrants represented in a selected number of printed media based in France and Greece. The research specifically focused on the account of the ongoing refugee crisis in Europe started in 2015. The data were analyzed using Multimodal Critical Discourse analysis and Leeuwen's (2008) model of visual and verbal representation of social actors. The writer seeks to find out to what extent the discourse on migration is being constructed in a negative way around the theme of otherness. The finding showed similarities and differences between articles and the original countries of media.

Third, a research led by (Tahir, 2013) entitled "A Critical Discourse Analysis of Religious Othering of Muslims in the Washington Post" that discussed about the protests carried out by Muslim individuals, and groups against the publication of the offensive cartoons of the Prophet Muhammad (SAW) in the European newspapers. This paper deeply explained how the writer perceives and describes Muslims' dissent regarding the occurring event that is influenced by the shared or common ideology of their group. This research employed Van Dijk's (2004) framework to analyze the underlying ideologies of the related text to in-group and out-group presentation at the meaning level(cited in Tahir, 2013). The findings showed that the writer regards the Muslims participating in the protests as others and uses various semantic devices such as hyperbole, implication, lexicalization and more to represent their actions negatively.

Those previous studies are quite similar in representing group of minorities that is being covered across different media by raising up some issues of otherness. The current issue of otherness that regards Muslims representation in the media attracts writer to select an influential Muslim preacher, Zakir Naik to fill in the gap of the previous studies concerning minority groups as otherness. Thus, in the prior research by (Setiawan et al., 2018)who conducted a positive-self and negative-other representation and in the recent research that highlights on the positive and negative-other representation from two media with different backgrounds of social actor's nationality - "Al Jazeera" from Qatar, and "The Independent" (UK). These are carefully selected to discover how they cover an individual as a social actor that also describes how they embed ideology in news articles.

The present research aims to examine how lexical choices in both articles construct positive and negative-other representations. Here, lexical analysis will be the first appropriate step in linguistic term to conduct the research as it is a minimal meaningful unit of language. Thus, someone could be portrayed positively or negatively through lexicalizing as the features of linguistic (Van Dijk, 2006). Furthermore, in this research, the writer also applies Leeuwen's (2007) Critical Discourse Analysis framework to strengthen the arguments. Here, the news articles presents written language that contributes to the overall message. The writer examines journalists' choice of words related to social actor who is represented as 'other' from the two media to find the journalists' or writers' ideology in the news. This research is aimed to find out lexical choices that constructs positive and negative-other representation in "Al Jazeera" and "The Independent" news articles.

RESEARCH METHOD

This qualitative research collected data that indicates positive and negative representation from eight articles by "Al Jazeera" and "The Independent" published between 2010 and 2019 by using the Critical Discourse Analysis (CDA). The data is collected by finding out the coverage of Zakir Naik in the official online news website of "Al Jazeera" and "The Independent". Both online media are analyzed to discover positive and negative lexical choices by reading those articles carefully and taking notes for the selected words that contains positive and negative otherness representation.

This research uses Leeuwen's (1996) theory that overlooks at a written recontextualization of social actors represented in the media. The analysis focused on a classification of Leeuwen's systematic network theory that includes: nominated (formal or

informal addressing, honorifics, or family relations), function (by their profession or social activity), identity (age, gender, social class, physical appearance) and evaluation (positive or negative).

The data analysis is collected through news articles that contains ideological imposition in the official websites of "Al Jazeera" (Qatar) and "The Independent" (UK). After that, the articles will be carefully interpreted to produce analytical notes in order to understand the implicit meaning in the articles. After that, the words that contained ideological impositions will be highlighted and selected based on its classes. The data will be classified in order to find out the type of meaning (lexical or contextual) that based on Leeuwen's theory as well as categorized them as positive or negative other representations. Then, the data will be interpreted based on the ideological meaning and language use of each expression by referring to the articles. Lastly, all the gathered data will be presented through a linguistic analysis and a scientific conclusion. In addition, the writer will also consider social factors underlying multidimensional representation of Zakir Naik that are divided into two categories: cultural proximity and religious heterogeneity.

FINDINGS AND DISCUSSION

This research reveals the representation of Zakir Naik in "Al Jazeera" and "The Independent" is both complex and multidimensional by having positive and negative images from the use of lexical choices. Thus, there are re-contextualization of a social actor that reflects the writer's ideology in those articles. It is important to note that the re-contextualization of news cannot be separated from their linguistic aspect.
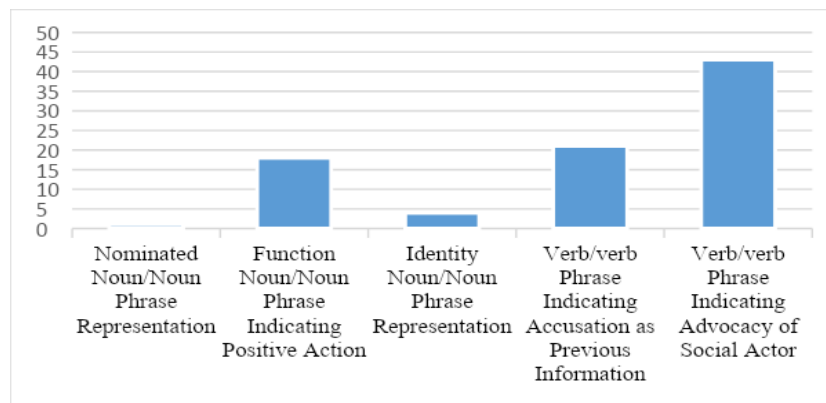
According to **Leeuwen (1996),** the way a person is re-contextualized in news is always linked to linguistic classificatory system. Thus, a social actor can be either included or excluded in articles. If a social actor is being included in an article, he/she can be personalized or impersonalized. If a social actor is being personalized, he/she can be determined, categorized, or classified in terms of their identity (age, gender, social class, physical appearance) or function (by their profession or social activity). Therefore, social actor can be evaluated positively or negatively.

The re-contextualization can have a negative or positive impact depending on the given objective. In the case of "Al Jazeera" and "The Independent", the two media have different ways to declare their stance to the readers such as by experimenting and constructing lexical choices.

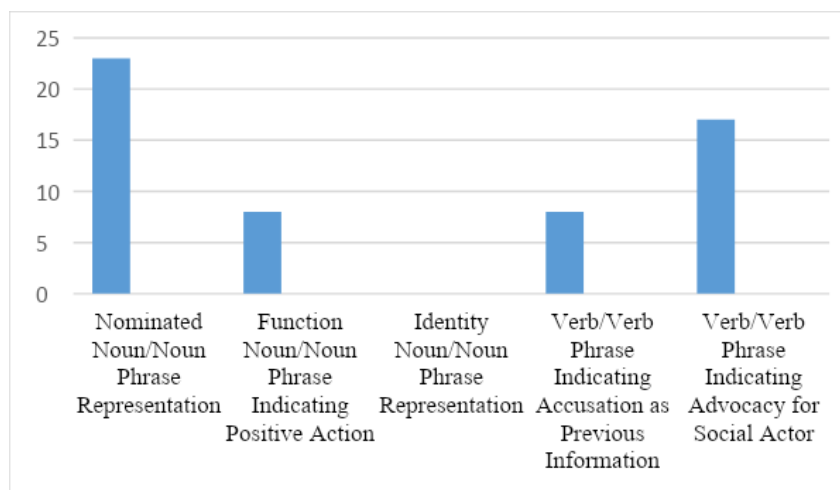1. **Positive representation from "Al Jazeera" and "The Independent"**

The result shows there are five aspects that reflects the positive representation of Zakir Naik in "Al Jazeera" and "The Independent"; the nominated noun/noun phrase representation, function noun/noun phrase indicating positive action, identity noun/noun phrase representation, verb/verb phrase indicating accusation as information and verb/verb phrase indicating advocacy of social actor. The amount of the positive expressions from the eight articles can be seen in the chart below.

Chart 1. Positive Representation of "Al Jazeera"

The chart above shows that the verb/verb phrase indicating advocacy of social actor has the highest point than the other aspects while the nominated noun/noun phrase representation has the lowest point in the positive representation of the social actor in "Al Jazeera". On the contrary, in "The Independent" the nominated noun/noun phrase representation has the highest point than the other aspects while the identity noun/noun phrase representation has the lowest point in the chart that you can see below.

Chart 2. Positive Representation of "The Independent"

Based on the previous charts, the five aspects that reflects the positive representation of Zakir Naik in "Al Jazeera" and "The Independent" will be further explained below.

1.1 Nominated Noun/Noun Phrase Representation.

Nominated noun representation classification signifies formal or informal addressing, honorific, or family relations of a social actor. The examples of the nominated noun representation can be found in the following citations.

> The police have also confirmed that Naik is under investigation, adding that the agency received at least 115 complaints against the preacher. It would not say when Naik will appear to answer the complaint. ("Al Jazeera", August 16 2019)

> In a July 2008 Peace TV broadcast, DrNaik suggested that al-Qaida was not responsible for flying hijacked airliners into New York's World Trade Centre on 11 September 2001, killing almost 3,000 people. He has reiterated the claim since. ("The Independent", March 2 2015)

In the above citations clearly shows that there are different ways to mention the social actor's name. In an article published by "Al Jazeera", the journalist preferred to mention social actor by his name without any additional title. Furthermore, the journalist once mentioned the full name of the social actor, but then in the following paragraph only mentioned the last name of the social actor. In a comparison, "The Independent" often put Zakir Naik's degree to imply that the social actor has a high-education level. Based on the four articles from "The Independent", the nominated noun "Dr Naik" were mentioned 23 times that makes the highest rank of positive representation given by "The Independent".

1.2 Function Noun/Noun Phrase Indicating Positive Action.

The function noun consists of additional information such as a social actor profession or social activity. The examples of the function nouns can be found in the following analysis; On October 5th 2010, "The Independent" mentioned "I was asked by security services to educate Muslims – then barred from UK, says preacher." While in May 21st2017, "Al Jazeera" said, "Problems arose for thepreacherlast summer, after Bangladeshi authorities said that one of the gunmen responsible for an attack on a cafe in the Bangladeshi capital, Dhaka, which left 22 people dead, had been inspired by him."

Based on the Cambridge online dictionary, the word "Preacher" means a person who usually gives a religious speech. In this context, the journalist also add an article "the" before "preacher" that indicates a respectful greeting for social actor. Furthermore, the journalist also mentioned the social actor's profession and level of education by stating "the doctor".

1.3 Identity Noun/Noun Phrase Representation.

The Identity Noun/Noun Phrase Representation represents Zakir Naik by adding information such as; the social actor's age, gender, social class and physical appearance in the articles. The examples of the function noun can be found in the following analysis.

> The 51-year-old denied supporting violence, releasing a video statement in which he said: "Killing innocent beings is the second major sin in Islam." ("Al Jazeera", May 21 2017)

Based on the above citation, the journalist re-contextualized the social actor by attaching additional information that stated the social actor's age. According to Savant (2017), telling someone's age in a news article is considered as one of the personal identifiers to provide more accurate reporting. In addition, mentioning someone's age, gender, social class, and physical appearance in a news can raise the context of meaning delivered in the articles.

1.4 Verb/Verb Phrase Indicating Accusation as Information.

The Verb/Verb Phrase Indicating Accusation as Informationmeans that the information given by a media is treated as an accusation to social actor by adding someone else's statement or thoughts. The examples of this classification can be found in the following analysis.

> Kashif-ul-Huda is the editor of news website TwoCircles.net, which focuses on Muslim issues in India. He feels Naik has beentargeted because he is a Muslim. ("Al Jazeera", May 21 2017)

According to Cambridge online dictionary, the word "Targeted" has a similar meaning to "Selected" which indicates that Zakir Naik as a Muslim social actor is being prejudiced (intentionally) of doing something immoral and implied as a form of accusation to Zakir Naik and other Muslim community. In this context, the writer tends to refute allegations that has been directed to Zakir Naik by using someone's statement.

1.5 Verb/Verb Phrase Indicating Advocacy for Social Actor.

The Verb/Verb Phrase Indicating Advocacy for Social Actorrepresents an advocacy for Zakir Naik by balancing data presentation. For example, the journalist will add a statement from pro-party or/and interview with Zakir Naik itself. The examples of the function noun can be found in the following analysis.
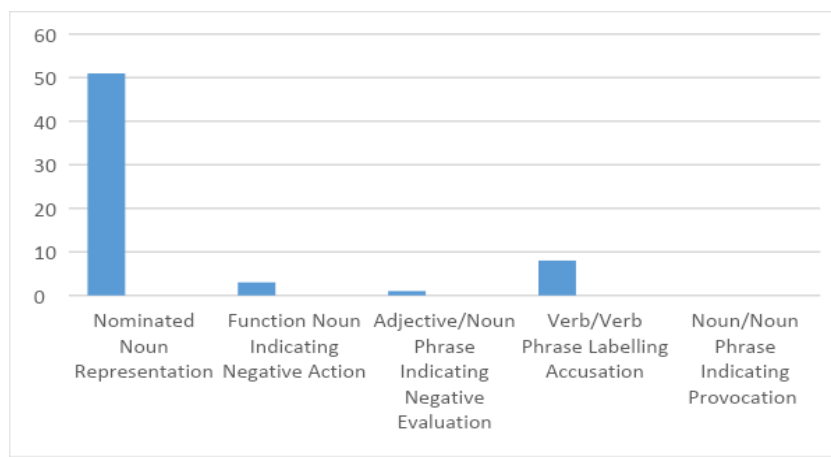
His whereabouts are currently not known, although he has in recent months given interviews and conducted a press conference via Skype from Saudi Arabia, which has bestowed on him one of the country's highest awards for "service to Islam. ("Al Jazeera", May 21 2017)

The word "Bestowed" as it has a similar meaning to "given" or "presented" means that Zakir Naik is given an attribute as someone who is honorable. Thus, the chosen lexeme shows a positive evaluation in describing achievement of Zakir Naik in the news article. Based on the statement above, the journalist stated information in order to support Zakir Naik's positive personalization to the readers that he is actually a very intelligent person. In addition, the statements from other interviewers also support the way he is being described in the news as a form of personalization to leave a positive evaluation.

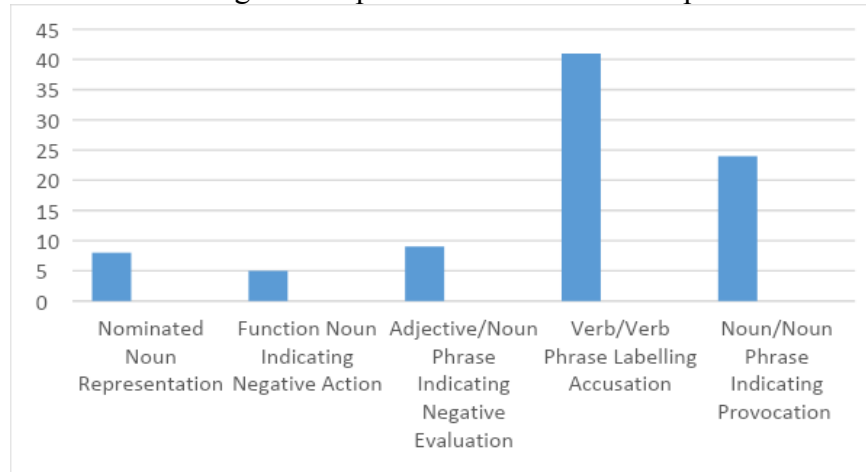## 2. Negative Representation from "Al Jazeera" and "The Independent"

Aside from the positive representation from both media, there are still found negative words used to label the social actor. In this research, there are 5 aspects that being used to portray Zakir Naik through negative other representation as a social actor; the nominated noun representation, function noun indicating negative action, adjective phrase indicating negative evaluation, verb/verb phrase labelling accusation and noun/noun phrase indicating provocation. The amount of the negative expressions from the eight articles can be seen in the chart below.

Chart 3. Negative Representation of "Al Jazeera"

The chart above shows that the nominated noun representation has the highest point than the other aspects while the nominated noun/noun phrase indicating provocation has the lowest point in the negative representation of the social actor in "Al Jazeera". On the contrary, in "Independent" the verb/verb phrase labelling accusation has the highest point than the other aspects while the function noun indicating negative action has the lowest point in the chart that you can see below.

Chart 4. Negative Representation of "The Independent"

Based on the previous charts, the five aspects that reflects the negative representation of Zakir Naik in "Al Jazeera" and "The Independent" will be further explained below.

2.1 Nominated Noun Representation.

The nominated noun representation classification consists of formal or informal addressing, honorific, or family relations that is being used to describe a social actor. The examples of the nominated noun representation can be found in the following analysis.

> Since arriving in Malaysia, Naik has also established a loyal following. Last week, he addressed tens of thousands of people at a public lecture in the rural state of Kelantan, where he received a rousing reception. ("Al Jazeera" August 16 2019)

Based on the above citation, "Al Jazeera" preferred to use a nickname or full name to mention the social actor in their articles. The use of a nickname in a publications is seen more neutral rather than putting some additional information such as by using the title of "Mr". It is because the title "Mr" is used to address or refer someone without a higher, honorific or professional title. On a contextual meaning, a journalist who uses "Mr" shows a distance from a social actor as the title is usually used to address someone who is considered a stranger as it is seen in the following statement.

> Announcing the exclusion order, Ms May said: "Numerous comments made by Dr Naik are evidence to me of his unacceptable behavior." David Cameron, the former prime minister, has described Mr Naik as a "hate preacher". ("The Independent", November 21 2018)

2.2 Function Noun Indicating Negative Action.

In this classification, the function noun consists of additional information of social actor by their profession or social activity. The examples of the function noun can be found in the following analysis.

> Mr Naik resigned as a director of the company which holds Peace TV's license in May this year, but he is still listed as the channel's lead speaker and the station is funded by his charity, the Islamic Research Foundation International. India last year banned the foundation to "safeguard national security", but it remains a registered charity in the UK. ("The Independent", November 21 2018)

Seeing from the lexical choices in the above citation, the classification gives information about Zakir Naik's role and profession in his personal TV and emphasizes that he has a big influence in the society.

2.3 Adjective/noun phrase Indicating Negative Representation.

This classification represents a negative representation such as; labeling the social actor with some negative designations. The examples of the function noun can be found in the following analysis.

'Hate preacher' banned from UK still broadcasting to millions in Britain through 'personal TV station'." ("The Independent", November 21 2018)

Dr Naik is an Indian Islamic preacher and has been banned from entering the UK and Canada because of his radical talks. ("The Independent", March 17 2017)

The words "Hate preacher" and "radical talk" clearly contains the social actor negative representations which appears in the title and several times in the news text. These words declare a provocative statement from the journalist by adding someone's perspectives as an additional information in the text. According to Pjesivac, et. al, (2018) the fundamentals of adding someone's perspective, especially from an expert can be considered as adding more reliable sources for the news article. In addition, the word "personal TV station" is being mentioned several times to emphasize Zakir Naik's absolute ownership and as the person responsible for TV shows.

2.4 Verb/Verb Phrase Labelling Accusation

This classification indicates a form of an accusation by labelling or giving information from the journalists' own opinion regarding a social actor action. In this classification, "The Independent" got the highest rank in mentioning the verb/verb phrase labelling accusation up to 42 times in their articles compared to "Al Jazeera". Some of the accusation were stated without mentioning clear statements from particular interviewee. The example of the verb/verb phrase labelling accusation can be found in the following analysis.

In 2012, Peace TV was found to have breached Ofcom rules by broadcasting a speech in which the Dr Naik said he "tend[ed] to agree" that Muslims "should be put to death" if they converted to another faith and tried to spread their new religion against Islam. ("The Independent", November 21 2018)

According to Cambridge online dictionary, the words "tend to" can have another meaning as "be inclined" or "feel willing or favorably disposed." In the above citation, the writer implicitly brings reader to frame Zakir Naik as someone who led criminal actions. In a contextual meaning, the words "tend to" clearly represent an accusation against the social actor. Here, the journalist led reader's opinion by bringing up charges of criminal activity. This particular case of negativity inlines with the criteria of newsworthiness stated by Galtung and Ruge (1965), so in order to grab readers' attention, the journalist puts a heavy emphasis on the long-running of selected crimes.

2.5 Noun/Noun Phrase Indicating Provocation

This classification indicates a provocation through the selection of noun or noun phrase in which the chosen words will build a social actor's image to readers. The examples of the provocation noun can be found in the following analysis.

The high-profile Indian Muslim preacher was banned by Theresa May when she was home secretary, after he praised Osama bin Laden and said "all Muslims should be terrorists". ("The Independent", November 21 2018)

The word "terrorist" clearly stated a negative evaluation not only against the social actor, but also the Muslim community. In defining people's identity, English language allows us to make nouns from verbs that denotes a place or tool closely associated with an activity, through suffixes such as -ist, -eer and etc, for example the word "terrorists". By mentioning this word several times in the article, it can indicate a negative representation that being emphasised to the social actor.

3. Factors Underlying The Multidimensional Representation of Zakir Naik

The finding shows multidimensional factors that indicates how Al Jazeera and The Independent are building Zakir Naik's image by having both positive and negative sides in representing the social actor through different lexical choices. In this article, the writer states the cultural proximity and religious heterogeneity as the underlying factors of the multidimensional representation.

3.1 Cultural Proximity

Cultural proximity is one of the priority criteria of news making stated by Galtung and Ruge (1965) and cited in Weiss &Wodak (2003). There are two big groups of countries in this article; western countries (represented from UK) and eastern countries (represented from Qatar and India). This condition influences the social actor representation especially from cultural proximity point of view that is used by "Al Jazeera" as an eastern media and "The Independent" as a western media.

In a negative representation, "The Independent" has the highest number in *verb/verb phrase labeling accusation* classification with 42 expressions that is taken from four articles. In those articles, the inverted triangle concept, a basic technique of news writing, shows the more serious or important information is being mentioned at the beginning of text. Furthermore, the media also had negative statements attached in the beginning of the article.

"The Independent" (nicknamed the Indy) is based in the UK where Zakir Naik is banned from. The media describes itself as a media which is free from political party bias and proprietorial influence that is currently focused on areas such as; culture, politics, economic issues and more. In connection to Zakir Naik, this British based media presented mostly negative representation when it comes to describe the social actor by delivering opinion through adding negative yet provocative statement from interviewees' quotation. On one hand, the Independent interviewee stated that as the owner of Peace TV Zakir Naik has done something wrong. Thus, the way the social actor is being depicted in the article is in accordance with the findings that UK is one of the countries that ban Zakir Naik and has no cultural proximity toward the social actors.

On the other hand, "Al Jazeera" had a high negative representation in *nominated noun representation* from 51 expressions found in the four articles. They mostly mentioned Zakir Naik only by his name or nickname. Although it seems neutral, this action inclined to a negative addressing of someone compared to "The Independent" that put Zakir Naik's degree (e.g Dr. Naik). However, "Al Jazeera" had a high positive representation by putting 43 expressions on *Verb/Verb Phrase Indicating Advocacy for Social Actor* classification.

The way "Al Jazeera" wrote the article clearly shows that it has a cultural proximity with the social actor and Muslim community because this media network is based in Doha, Qatar. They also preferred to attach people's positive opinion by mentioning Zakir Naik's positive attitude and social activity. "Al Jazeera" tends to prove that Zakir Naik also has a good impact on society because of his determination to promote islamic preaching.

"Al Jazeera" aims to create a dialogue between the East and the West society in order to have a better understanding and to promote peace. "Al Jazeera" has used a variety of editorial techniques to balance, report back and criticize mainstream Western international

news. They also aim to represent the other viewpoints of international news, the divergent, oppositional, controversial views and voices that are seldom welcomed to the mainstream news media programmes (Seib, p. 2012).

According to Seib Philip (2012), "Al Jazeera" was introduced in the sense of a large market opportunities and geopolitical needs(Kasmani, 2014). Since the 9/11 attacks and the U.S. invasion of Afghanistan, a high-quality and accurate news coverage of middle eastern surrounding areas and other areas of the non-Western world has been steadily growing up. Thus, in the eyes of Al Jazeera's management, there has been a "market failure" based on Western journalistic sensitivities in demand for reporting in English from Afghanistan and the Middle East.

3.2 Religious Heterogeneity

Religion can promote a variety of pro-social beliefs and norms for a community. However, religious diversity does not require a shared set of values and standards to be conveyed to the community members (Moore, 2015). Religious heterogeneity makes people left unaware of many different norms and beliefs. Émile Durkheim (1951 [1897]) in (Moore, 2015)suggested that religion's real power was its capacity to integrate people into society and regulate their understanding.

(Moore, 2015)also stated that the values and beliefs would be clear to society when there is one dominant religion. Thus, the people would be clear about what beliefs are appropriate because a religion would regulate them well. Since, religious heterogeneity will be producing different values and standards, individuals would therefore not have a clear understanding of the right behaviors and beliefs.

The representation of Zakir Naik might be raised because of the lack of understanding about 'other' religion. Again, it happens not only for people, but also the journalists. The mis-understanding from a journalist can gain mis-interpretation that will have a huge influence on the people's thoughts. For instance, in the "The Independent" four articles being discussed did not show a clear statement or interview with the social actor concerning the accusations. For more detailed information can be seen in the citations below.

> "The decision by the Union of India was taken in the interest to safeguard the sovereignty, integrity and national security of India," Justice Sanjeev Sachdeva said, according to India Express.

> Dr Naik has responded to the ban and denied the accusations that have been levelled against him.

> I have never done a rebellion or conducted terrorist acts against humans all my life. I only deliver a message of peace to people," he told Malaysian newspaper Sinar Harian (The Independent, March 17 2017)

Based on the above citations, the journalist did not ask directly to Zakir Naik for a confirmation, but he/she only provided a second hand information such as quoting from other media in their articles. Thus, it causes a high potential of misconception toward Zakir Naik as 'other'. The unavailability of a balanced information triggers misunderstanding for readers and journalist, it is because the heterogeneity brings a differentiation of the value, behaviors, and beliefs.

The concept of homophily in social psychology indicates that people are more likely to trust those who are close to themselves in one way or another. It means that people are more likely to meet similar others in religiously homogeneous countries and are therefore more willing to trust them (Olson & Li, 2015). In addition, the degree of mistrust can change

over time. Religion, as mentioned above, is one of the most obvious reasons why people are separated, distanced, or even antagonized.

CONCLUSION

The research findings clearly show the representation of the social actor as "other"through recontextualization of an event, not an objective representation of fact. The recontextualization is focused on the social actor as a Muslim figure and 'other'. The previous studies have uncovered the otherness representation of minority communities, for example; the Chinese people in Indonesia (Setiawan et al., 2018)and Muslim imigrant in France and Greece (Ziogas, n.d., 2017). In addition, the previous studies also discovered findings of just negative-other representation, or negative-other and positive-self representation.Meanwhile, the present research are expected to fill the gap by adding an analysis of a social actor to balance the positive and negative otherness representation from the two media with different backgrounds.

The present research findings show positive and negative representation from two media through lexical choices. The findings show that "Al Jazeera" presents a high positive representation by putting 43 expressions on *Verb/Verb Phrase Indicating Advocacy for Social Actor* classification. On the contrary, "The Independent" presents a high positive representation by adding degree (Dr Naik) as *nominated noun representation*classification. In a negative representation, "Al Jazeera" has a higher point in the *nominated noun representation*, while "The Independent" has a high point in *verb labelling accusation* classification. Based on the findings in the positive and negative representation, both "Al Jazeera" and "The Independent" are clearly having a different point of view on how to feature the social actors in their news article.

In addition, there are multidimensional factors that indicated the way "Al Jazeera" and "The Independent" build image of Zakir Naik such as by using the point of view of cultural proximity as one of news criteria by Galtung and Ruge (1965) as cited in Weiss &Wodak (2003) and religion heterogeneity insight byÉmile Durkheim (1951 [1897]) in (Moore, M. D 2015).The finding indicates that "Al Jazeera" has cultural proximity with Zakir Naik as they are coming from the Middle Eastern countries as well as accustom to Islam. Based on Seib Philip's book, "Al Jazeera" aims to create dialogue between the East and the West society as well as between Muslim and Christian to promote peace and understanding. It can be seen from the way the "Al Jazeera" journalists tend to attach statement from interviewees who does not incriminate the social actor. On the contrary, "The Independent" has no cultural proximity with the social actor, so they have a different point of view in depicting the social actor that results on the personalization and negative evaluation. In addition, the religion heterogeneity point of view and unbalanced availability of information can cause a miss-understanding for readers and journalist. Thus, it causes a high potential of misconception toward Zakir Naik as 'other'.

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