A

Battlefield on the ground

Oct 13

B

World Media (the virtual battleground)

al Jazeera
- 24-hour news channel
- 35 million Arab-speaking viewers
- based in emirate of Qatar
- launched in 1996

They are killing thousands of civilians and children. Here's the picture.

C

Key players and their messages

According to our investigation, U.S. planes did drop a 500 pound bomb that fell in a residential neighborhood in Kandahar several days ago. We believe that the bomb had a defective guidance mechanism. We continue to avoid targeting civilians and regret any time that failures such as this occur.

D

Daily Clash of Narratives and World Views

Show them as bad (in daily messages)
- abuse women, wear burkas
- brainwash people
- deny music, kites
- they're training for nuclear, chemical, biological weapons
- show him as evil
  (e.g. decision to show bin Laden tape)

Show us as good in daily messages
- show humanitarian food drops
- selective bombing (mostly out of sight)
- avoid civilian casualties
- we investigate any collateral damage
- repeat message of steady progress in war as well as need for patience

They're - evil
- weak
- anti-Islamic

We're - good
- powerful
- not anti-Islamic