

CHAPTER IV

Conclusion

This final chapter aims to answer the research question of “How did Al-Jazeera play a Penetrative role in the 2011 Jasmine Revolution?”. In conclusion, Al-Jazeera played a penetrative role in the 2011 Jasmine Revolution in covering the 2011 Jasmine Revolution by using a different set of languages that reflected the people of Tunisia’s needs and demands, different compared to the words that have been used by the Western Media in their news coverages. By utilizing the Hypodermic Needle theory, we can see that Al-Jazeera entered the scene with a strong identity and employed content that is capable of penetrating the Tunisian people and exerting an immediate and direct effect on the Jasmine Revolution's intensification. Through an International Relations perspective, Al-Jazeera manages to penetrate through the state regulations and show the importance of a non-state actor in combating a state actor (Tunisia) with it’s growing influence. Throughout the revolution, we can clearly see that Al-Jazeera deliberately uses a different terminology than Western Media News sources in order to avoid being bound by Western Media's 'definitions.' All this time, Arab people have been bound by definitions by the Western Media through the framings of stories and words that would ‘presumptively fit the western culture’. As a rising credible media outlet in the Arab World, Al-Jazeera aspires to represent the Arab people by refusing to conform to Western media stereotypes, thereby penetrating to the Arab people and the rest of the world the other perspective that’s been forsaken.

One of the primary objectives for this is that Al-Jazeera may perhaps wish to cater to the widespread Islamophobia, an exaggerated fear, anger, and animosity toward Islam and Muslims, reinforced by negative stereotypes, leading in bigotry, discrimination, and Muslims' marginalization and exclusion from social, political, and civic life, that has existed since the events of 9/11. During the last decade, both the frequency and the notoriety of Islamophobia have increased notably ever since the terrorist attacks of September 11, 2001 in the United States. With the amount of hate towards Moslems around the world increasing, perhaps standing up for the innocent Moslem minorities by giving the world a different perspective of the story is also consistent with their mission statement, "Voice of the Voiceless."

Overall, this Research is important because it shows the importance of Non-State actors, in this case the Media, in a modern era, as it manages to penetrate a state actor, Tunisian Government, in penetrating the people's minds. As Globalization hits, trends of non-state actors start to rise including the role of Media that can shape and penetrate people's mind. This is significant because it has the potential to affect a states' foreign policy decision-making in general, because people believe what they want to think. This is what Al-Jazeera did as they managed to penetrate through the Tunisian Government as a State Actor and despite being rigid regulations along the way. They showed resilience and relevance to the Tunisian population with their news coverage during the 2011 Jasmine Revolution. This then leads to the second reason, as this research contributes to the study of content analysis in International Relations. There have been many studies using content analysis in International Relations, and this study is unique because the

study shows readers the importance of Language conduct in the study of International Relations. This study demonstrates unequivocally the power of words when a particular body of authority uses them. Additionally, this means that investigating content analysis and language use can indicate other consequences and deeper difficulties, such as Islamophobia.

However, regardless of its success, the research clearly has flaws. Based on the researcher's direct experience during the research process in this case, there are some limitations that were encountered and may be attributed to a variety of reasons, so that future researchers should pay more attention to further refining this research. This research undoubtedly contains limitations that must be addressed in future research. For instance, this research exclusively focuses on the analysis of one actor only, which is Al-Jazeera. This means that throughout the analysis the author pays little attention to any other actor. Other than that, the research focuses exclusively on Al-Jazeera's accomplishments during the revolution, not on its shortcomings or defects. In a study, there must be two sides of things to provide the audience with an objective point of view. This brings us to the author's subsequent flaws: the research is limited to championing democratic issues such as free speech, with the author personally believing in those values. Therefore, there has to be more research on this matter by other researchers so that more may be uncovered from this matter.

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