

Topic:

The chief Executive officer of CPA Australia, Alex Mally, said that media and the government should stop using the brand names of terror groups such as ISIS.

Three points:

- At a BBC worldwide debate in Sydney, Alex Mally stated that the minute we give terror groups a brand name, we give them life.
- At the debate, a BBC World News presenter pointed out that many Muslims reject the name Islamic state because it does not represent them.
- In the panel was also Wesfarmers managing director Richard Goyder, CEO of World Vision Tim Costello, and Robert Milliner, Australia's Sherpa to the B20.

Analysis:

The article discusses an important, but complex issue regarding media coverage of war against terror groups. While the suggestion from Alex Mally may reduce the publicity of for instance ISIS, it leads to the question of what journalists can write instead when covering terrorism from such groups. The Prime Minister of Australia, Tony Abbott refuses to call the groups ISIS and uses instead the name ISIL, the Islamic State of Iraq and the Levant (Sharwood, 2014). While this name still refers to Islam and a state, it is not a name that the terrorist group has chosen to call themselves. However, both the name ISIL and ISIS offends some Muslims who do not associate themselves with terror or violence (Warren, 2014). Hence, in France, the government has changed the name to Daesh, which is what the Arabs call it (Dearden, 2014). They argue that ISIS, IS or ISIL blurs the lines between Islam, Muslims and Islamists (Dearden, 2014).

Another solution is that the media stops creating news about terrorist groups such as ISIS. By doing this, these terror groups will not receive any publicity. However, politicians, humanitarian organizations, professors and people who can be affected by terror groups need to receive information, before they can take action, prevent terror or help exposed people.



References:

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