

The Fall of Gaddafi Through CNN and Fox News: The Spectacular Enemy Vision According to Edelman Murray*

[*English Version*]

La caída de Gaddafi a través de CNN Y Fox News:
la visión espectacular del enemigo según Edelman Murray

A queda de Gaddafi através da CNN e da Fox News: a visão
espetacular do inimigo segundo Edelman Murray

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Abstract

Objective: to determine the media construction criteria on Gaddafi as a political enemy based on Fox News and CNN news discourse analysis regarding his fall from power. **Methodology:** a qualitative method and a content analysis was applied which contrasted the Fox and CNN channels' news concepts and images. Based on this, a logical-sequential speech classification was elaborated under the Edelman Murray theoretical model. **Results:** it was found that the news around the fall of Gaddafi had been manipulated in texts and images in a way of framing the narration with predetermined interests. In addition, it was evident that television media

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has a high degree of political influence in that it can suggest to the viewer that some political deaths must be celebrated while there are others that must be reproached as long as three sequences are fulfilled: the social problems creation, the justification, and the enemies construction. **Conclusions:** television channels with high global diffusion and political interests indicate what social problems are necessary to highlight in the media. Ignorance about the political and social processes in Libya lead the Fox and CNN audiences to accept, without prior or later questioning, the actions of NATO in Libya.

Keywords: Gaddafi; TV news; Politics; Handling; CNN; Fox News.

Resumen

Objetivos: determinar los criterios de la construcción mediática sobre Gaddafi como un enemigo político, a partir del análisis de los discursos noticiosos de Fox News y CNN sobre su caída del poder. **Metodología:** se aplicó un método cualitativo y un análisis de contenido que contrastó los conceptos e imágenes de las noticias de los canales Fox News y CNN. Con base en ello, se elaboró una clasificación lógica-secuencial de los discursos bajo el modelo teórico de Edelman Murray. **Resultados:** se encontró que las noticias alrededor de la caída de Gaddafi tuvieron manipulación en textos, imágenes y en la manera de encuadrar la narración con intereses predeterminados. Además, se evidenció que los medios televisivos tienen un alto grado de influencia política al sugerir al televidente que las muertes políticas deben ser celebradas y que otras deben ser reprochadas, siempre y cuando se cumplan tres secuencias: -la creación de problemas sociales, -la justificación y -la construcción de enemigos. **Conclusiones:** los canales televisivos con una alta difusión global y los intereses políticos señalan qué problemáticas sociales son necesarias resaltar en los medios. El desconocimiento acerca de los procesos políticos y sociales en Libia conlleva a que la audiencia de Fox News y CNN acepte, sin previo o posterior cuestionamiento, las acciones de la OTAN en Libia.

Palabras clave: Gaddafi; Telenoticia; Política; Manipulación; CNN; Fox News.

Resumo

Objetivo: determinar os critérios de construção da mídia em Kadafi como um inimigo político, com base na análise dos discursos da Fox News e da CNN sobre sua queda do poder. **Metodologia:** aplicou-se um método qualitativo e uma análise de conteúdo

que contrastou os conceitos e imagens das notícias dos canais da Fox News e da CNN. Com base nisso, uma classificação lógico-sequencial dos discursos foi elaborada sob o modelo teórico de Edelman Murray. **Resultados:** constatou-se que as notícias em torno da queda de Gaddafi tiveram manipulação em textos, imagens e no modo de enquadrar a narração com interesses predeterminados. Além disso, ficou evidente que a mídia televisiva tem um alto grau de influência política ao sugerir ao espectador que as mortes políticas devem ser celebradas e que outras devem ser reprovadas, desde que sejam cumpridas três sequências: - a criação de problemas sociais; - a justificação e - a construção de inimigos. **Conclusões:** os canais de televisão com alta difusão global e os interesses políticos indicam quais problemas sociais são necessários para serem destacados na mídia. A falta de conhecimento sobre processos políticos e sociais na Líbia leva para que o público da Fox News e CNN aceite, sem questionamento anterior ou posterior, as ações da OTAN na Líbia.

Palavras-chave: Gaddafi; Telenotícia; Política; Manipulação; CNN; Fox News.

Introduction

"We came, we saw, he died (laughter)"
Statements by Hillary Clinton to the CBSNEWS
hours after Gaddafi's death.

On February 17, 2006, thousands of Libyans took to the streets in Tripoli and Benghazi to protest against several European newspapers that published a series of offensive cartoons against Muhammad. The cartoons were published, principally, by the Norwegian newspaper *Jyllands-Posten* in September 2005 and were reproduced by other European newspapers such as Charlie Hebdo in France. The images were that of Muhammad with a bomb turban and eleven other images criticizing the Islamic censorship processes. During the demonstrations, people were also concentrated in the Italian consulate in Libya after Roberto Calderoli, former government minister of the Silvio Berlusconi administration, announced that he intended to stamp those cartoons on a shirt.

This caused outrage amongst thousands of Libyans which is why, according to Amnesty International, the Libyan government and its security forces killed at least 12 people and wounded dozens during protests while trying to stop the revolts.

The remembrance of February 17, 2006 was important date because this specific date sparked the start of a series of demonstrations in Libya on February 17, 2011. As a result, this day's significance led to the protests against Gaddafi's government were started by massive groups of protesters in Tripoli and Benghazi.

Based on the aforementioned background, this paper seeks to understand the news and discursive formation of this event through the international broadcast of CNN and Fox News in order to analyze the operative models of the message. It also reviews the political justification that these channels give to their viewers through a unilateral discursive construction that favors certain political processes, as evidenced by Entman's theoretical model (2004).

In order to achieve results in accordance with the objective of relating the international TV news message and the fall of Gaddafi as a political spectacle, a content analysis of these channels and selected broadcasts was developed for this study. This analysis was utilized so as to demonstrate the conceptual and political meaning that is given to the news message, which indicates who are the "unjust" or "bad" men within the global politics. To do this, we turn to Edelman Murray theoretical-conceptual classification (1991). In this, his development of

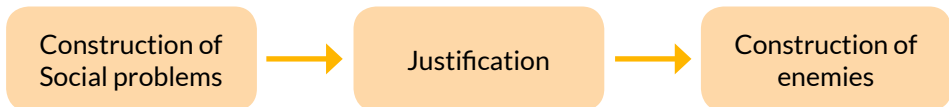
the political spectacle is used as an accurate and interpretative way of understanding the political intentionality of creating enemies. Finally, in the results, the analysis of statements and concepts mentioned by the news presenters is carried out in order to achieve the main objective of the research: the news sources' political intentions.

Methodology

The research was developed from the qualitative political communication field with content analysis and audiovisual narratives to understand the news message variety of meanings which favor very specific global political processes through the media justification in violent actions.

To understand these narrative processes, three international news channels broadcasts from Fox News and CNN were taken to demonstrate that channel difference does not have variation in the political intentionality of the message according to Entman theoretical model (2004). To select the segments which were analyzed, it was necessary to go to Murray's theoretical model (1991) in the political spectacle construction which is summarized in the following figure:

Figure 1. Construction of the political show



Source: Murray (1991).

These three moments were adapted to the Fox News and CNN broadcasts around the protests in Libya, the bombing justified by NATO, and the subsequent fall of Gaddafi. After the classification given by Murray (1991), an analysis of the narratives presented in each of the broadcasts was developed in order to understand the news anchors and the people who were interviewed during the broadcast. The concepts used and its adaptation to the political needs of the television stations were carefully observed.

In this research, concepts and statements constitute the basic pillar of research, being that they provide the presented image with figurative and significant value of the analyzed messages. There is no quantification on the concepts' and statements' repetition, but the meanings of the words within the theoretical analysis proposed in this research and how the same concept adapts to the di-

fferent images that strengthen the political message of the three broadcasts or, more clearly, of the three analyzed moments.

Three broadcasts and two TV news channels were chosen because they have two characteristics in common that provide order to the research purpose: the first is the international coverage of these two TV news, and the second is their live broadcasts. This allows them to generate the perception of immediate and immanent reality as well as proximity to the event to the viewers.

The three broadcasts present three fundamental processes of political life in Libya, in 2011. The first issue filed on the Fox News Insider YouTube channel was presented live and entitled "What Happens Now That to No-Fly Zone's Been Approved Over Libya?" This broadcast was presented on March 17, 2011, which is exactly the same day the UN issued the Resolution 1973. This resolution implemented the major economic embargoes on Libya and, in particular, the air travel prohibition against the Jamahiriya Arabic Libya. The second broadcast was live streaming Barack Obama's statements on March 19, 2011 from the city of Brasilia in which he justifies the bombing that would be carried out in cities like Bengazi and Tripoli.

Finally, the third CNN broadcast from October 20, 2011 includes a series of images compiled from the same day of Gaddafi's death, transmitting to the audience two interpretive contrasts: at first, the images of Gaddafi killed and, second, the opposition people and the rebels celebrating the Libyan leader's death.

In conclusion, the importance of Fox News and CNN is in their ability to broadcast internationally and live as well as the variety of languages offered by these channels to broadcast information with an international impact. These channels' validity is that they issued last minute information about these events in Libya; that is, they manage to connect the information to the public in an immediate and timely manner which ensures that international political decisions are shared with the public instantly after being taken by these organizations and governments.

Results

Television and global politics theoretical scope

The "Americanization" of political communication is not only the imposition of a technological model of communication, but an interpretative mode of politics that fits any event in favor or against very specific political interests (Meneses, 2009). Television and, especially, the TV news put into play a kind

of conceptual struggle in which the imposition of moral qualifiers on certain personalities reign. For that reason, the appearance of a dictator and the emergence of a democrat depend on the media's strategic interests and the political scenarios (Entman, 2004).

Because of this, television progressively spread the invasion of image which supersedes the word. From the screen everything can be shown through a dramatic lens, according to Machiavelli's advice, judgment is formulated based on what is seen (Balandier, 1994). Although the edited image on television broadens the margin of understanding, it does not mean that it replaces the whole of the word as Balandier (1994) claims. On the contrary, the image narration confers an interpretive order by which a military casualty can be interpreted as a misfortune or a festivity, according to the narrator's discursive structure.

Murray (1991), in his social construction of the political spectacle, addresses three elements which influence the social media sphere: -the construction and uses of social problems, -the construction and uses of political leaders (Justifications of problems), and -the construction and uses of political enemies. The previous categories allow us to understand the construction of the enemy as a political problem. This is because of an ideological summary implicit in the events emitted through the news presenter discourse masked in an everyday language which some people do not recognize as ideological and accept such expressions as the way in which the world is constituted and as something predetermined that is not necessary to analyze (Murray, 1991, p. 21). It means that there is no questioning and, much less, a criticism argued by the viewer in front of the event presented as news.

Under the previous sequence and when a social problem appears presented as news, it stimulates unrest and the demand for a solution guided by the medium which seeks in the interview of political representatives their "opinions" and "solutions" in light of the facts (Bourdieu, 1997). Therefore, it is often suggested that and the emergence of an energetic leader imposes a position on the event presented as news and develops a competition against "*evil*" as a reference sign from an expected political solution. For the political problem to exist and the leaders stand out, it is impossible to avoid knowing the "*origin of evil*" and make it available for the public. They do this by focusing on specific leaders and not necessarily by their actions so as to show those responsible for such "barbarism". However, the news item mentions only part of the event that is politically marked to leave no doubts or questions (Murray, 1991).

The television's technical characteristics as a simple reception object makes the prepared and broadcasted information easier for a passive receiver who consumes it without questioning, as in this case, the nature of the event that was presented as news. In virtue of this evident advantage, TV news sustains their existence in a double dimension: the first is the audience's loyalty through the "reality" spectacular production according to the image agenda (Dayan & Katz, 1992; Hoskins & O'Loughlin, 2007; Murray, 1991). The second is done through the maintaining of a relationship with the upper echelons of political power to give legitimacy to the dominant political interpretations of the social order (Casey et al., 2008; Entman, 2004).

The sequence of television images constructs stories and characters which are integrated into the discursive orders of news with a spectacular load in order to produce effects of the political reality (Debord, 1967; Murray, 1991). As mentioned by Debord (1967), "The spectacle is what escapes the activity of men" (p.13) where a part of the world is represented as the world itself and becomes relevant to other problems present in the society. For this, the event must be spectacular in order to expand the audience margin. The Dayan and Katz model (1992) develops the Media Event concept which assumes all the television audiovisual production as a spectacle, as part of the whole social structure where the subject does not know his/her reality and takes the one on TV as being true:

Shades of political spectacle are media events, then, electronic incarnations of the stages events of revolutionary regimes and latter-day version of the mass rallies of fascism? We think not, even if they might seem to be, it is true that media events find society in a vulnerable state as far as indoctrination is concerned: divided into nuclear cells of family and friends, disconnected from the institutions of work and voluntary association, eyes and ears focused on the monopolistic message of the center, hearts prepared with room. This is reminiscent, *mutatis mutandis*, of the social structure of a disaster that strikes at night, or of a brainwashing regimen. The threshold of suggestibility is at its lowest the more isolated the individual is from others, the more accessible he or she is to the media, the more dependent the person is, the more the power to reward conformity or punish deviation is in the hands of the Communicator (Dayan and Katz, 1992, p. 18).

Dayan and Katz highlight in their analysis that news production is a part of the mass spectacle, which is experienced in three moments: contest, conquest, and coronation. They are pointed out as being festive visions of television and as having a direct impact on the information reproduction as a public ceremony of collective beliefs and political legitimation. Through conceptual unification, television events which are eventual rites that unify the political vision and so-

cial events without being structural in the nation's life, allow sharing the same collective interpretation that provide a broadcast with the ability to be ceremonial (Dayan and Katz, 1992).

News under the label of "last minute" is shown as a spectacle, focusing their attention on what they consider national interest and surpassing all other social and political foci. It imposes a logic that seems transcendental and historical, but it is adapted to the logic of the eventuality manifested in the political interests (Dayan and Katz, 1992, Hoskins and O'Loughlin, 2007).

The "last minute" TV news is presented as one of the substantial segments of these TV programs because it keeps alive the very existence of TV news. It produces spectacular originality, emotionally moving viewers who expect a beneficial outcome which makes them believe in the political power and democracy (Dayan and Katz, 1992; Entman, 2004). This news evokes immediate responses from the audience because of its spectacular substance due to its reference to terrorism along with the threat of people and armed organizations which generates insecurity. While they show all kinds of audiovisual cruelties, they also expose alternative solutions to what they present. TV news generates the poison and the antidote (Hoskins and O'Loughlin, 2007, p. 24).

With the social problems presented by the news "what transmits the television media, through its technical organization is the idea (the ideology) of a world that is viewable and available, framed and readable by images. Images on television pretend to be metalanguage of an absent world" (Baudrillard, 2009). This is the fragmentation of an event that is reinterpreted following a given ideological reality and molds subjects under a single interpretative order that corresponds to dominant political orders (Entman, 2004). As Lazzarato (2006) detailed clearly:

With the monolingualism centralization and organization, television becomes a machine to constitute majorities, to create the average man and create standards of subjectivity which neutralize all future, that oppose the singularities agency and their minority proliferation (p. 154).

This monolingualism becomes an instrument of political power which allows a domain of amplified discourse that strongly opposes plurilingualism as a basic constitution for the knowledge multiplicity expression, desires, and beliefs. The centralization of narratives and images in the major Western media sources denies cultural autonomy processes and believes in imposing new colonization processes through advertising, when, in fact, only achieve the viewer's original culturally rooted processes, as they watch an international channel through cable TV. The artificiality of the image wants to impose itself on the

belief experience and individual experience. It wants to reinvest cultural memory and structure it in a global consumption process. It tries to liquidate local cultural processes, but it adapts them to their instrumental needs (Huntington, 2001). Due to all of this, television does not determine for each viewer the structural triggers of each new social or political conflict, but it closes a political interpretation.

Broadcasting the fall of Gaddafi

Encouraged by the revolts in Tunisia and Egypt, thousands of Libyan protesters took to the streets of Benghazi to overthrow the government which in turn provoked the start of a civil war between the government and the Al-Qaeda backed rebels (according to Gaddafi). After the magnitude of the protests, the government decided to attack the protesters violently. According to Amnesty International: "At least 109 people were killed by gunshot wounds sustained during anti-government protests and clashes with security forces, including peaceful protesters and others who did not pose a threat to the security forces" (2011, p. 12). In addition, a rampant chain of murders broke out in every city. Benghazi was the first city to gather large number of protestors against Gaddafi's government.

It should be remembered that Benghazi is Libya's main oil-producing industrial zone, which constitutes a vital lung of the State's economy. This made Benghazi, until then, the largest oil exporter in Africa. It was in this city where the Libyan rebels crowded together, and it was in this city where there were those who suffered the greatest violence from Gaddafi's government's repression. After constant violent attacks from the Libyan armed forces which defended Gaddafi's government, NATO issued Resolution 1973 on March 17, 2011, which requires compliance with the arms embargo, the flight ban, and the freezing of assets. Those involved in this freezing of assets included the Central Bank of Libya, the General Investment Directorate of Libya, the Foreign Bank of Libya, and the National Petroleum Corporation. Under such circumstances the international body had to justify in the international media reasons why they intervened militarily in Libya.

In order to make the Libyan leader's death public to the global population, many media joined the broadcasting of the events in Libya. This included allied media to Gaddafi's government, Telesur from Venezuela, and the pro-American media among whom were CNN and Fox News. In this case, Gaddafi's dictatorship was much more publicized by international channels, such as CNN and Fox News, while the deaths and number of injured people in Libya during NATO

military interventions went almost unnoticed. According to Amnesty International:

Gaddafi's government is accused of deliberately attacking civilian targets and causing up to 800 civilian casualties. Amnesty International has not been able to independently corroborate this claim because it has not had access to the territories controlled by Gaddafi's forces. However, it received reports on civilian casualties and wrote twice to NATO Secretary General, Anders Fogh Rasmussen, on April 11 and August 2, asking for clarification and that the organization takes all appropriate precautions to prevent civilians deaths. The NATO assistant secretary general, Claudio Bisogniero, confirmed, in a response to Amnesty International, that NATO complies with international humanitarian law and commits to protect the civilian population (Amnesty International, 2012).

Given the lack of clarity of these figures, none of the US international media wanted to speak about Libya during Gaddafi's government, much less conduct a committed investigation in order to know the total deaths produced by the NATO intervention. However, news agencies like Telesur from Venezuela rebroadcasted the statements of Ibrahim Moussa, spokesman for the Libyan government at that time. According to him, at least 1200 people died and approximately 5000 were injured (Telesur, 2011).

To complete this political panorama, in 2016, WikiLeaks and the United States Department of State published a series of emails from 2011 from the candidate Hilary Clinton which exposed the real reasons for France and the United States intervention in Libya. The principal reason was to counteract Gaddafi's project to promote a new pan-African currency that would weaken the French economic influence and directly affect the franc on the continent as well as the disposition of hydrocarbon reserves. Nicolas Sarkozy intended, according to the document, to obtain oil, ratify French military power, and prevent Gaddafi's rule in French-speaking Africa. The correspondence also shows the interest for approximately 143 tons of gold and silver which would support the African currency that Gaddafi would issue to undermine the influence of the franc and create a pan-African currency.

This gold was accumulated prior to the current rebellion and was intended to be used to establish a pan-African currency based on the Libyan golden Dinar. This plan was designed to provide the Francophone African Countries with an alternative to the French franc (CFA) (Wikileaks, 2011).

TV News builds a social problem in Libya

The protests in Libya led news channels like Fox News to spread a news discourse that showed the need to "free an oppressed people by an anti-democratic government" to the viewers. The owner of the image 1 states: "Gaddafi won't have mercy with any of the protesters". During all the narratives against the images of protesters, the news seems to see that people are trying to survive in a Government that denies them the "freedom of expression". It also shows the population as "helpless" at the oppressive power of Gaddafi Government. Those two implied concepts are key in the development discourse of "victim people" presented by Fox News. The news does not show behind the image, it is the nature of the protest and its effects in the international context.

Thus, Fox News avoided making comparisons against similar problems with western countries because it would fall into the error of denying the construction of a social problem in Libya.

The first news segment analyzed, image 1, seeks the acceptance of images as part of a structural problem for the global political context. Thus, it is intended for viewers to accept that social order as the default message. Before the Fall of Gaddafi, American media television analyzed in this research and defined the event of Gaddafi as a main problem at the time, as Murray (1991) stated: "problems come into discourse and therefore, in the existence as reinforcements of ideologies, not simply because they are there or because they are important for wellbeing" (p. 19). The most significant part in this newscast is the construction of the viewers' belief processes, in this case, to make them believe that Libyans need a political change, all this taking advantage of the ignorance of political and social situation in Libya.

Figure 2. FOX News broadcast over the protests in Benghazi-Libya.



Source: Fox News (2011)

In short, the newscast highlights the protest as a historic action to include the ideological premise of the need to restore "democracy." In this way, the news primes the justification of a need to aid Libyans and an external intervention to achieve the desired "democratic freedom" by creating a kind of consensus and outrage among viewers.

The descriptive development of news is intended to arouse sensitivity, but it softly removes any questioning that contradicts what news seeks through the images. The most relevant aspect of this image narrative in news is to analyze how it becomes the basis for raising awareness and, mainly, to generate a conflict of interests between political sectors.

Rationale: a rightful leader launches missiles on Libya

According to Orwell (2015) in 1984, making violence a natural practice to achieve peace seems to be an everyday discourse in the three emissions tested. The analysis shows that there are no problems without justified solutions, both governments and markets build problems that are not necessary in our social contexts (Murray, 1991). Every day, advertising agencies create innovative advertising broadcast images on television with the mere intention of making believe that they are needed. It also happens with politicians and their extrate-

territorial wars that want to see themselves as a threat not only for their national territories but for humankind. The same situation goes for "required" military intervention to meet the ambition of geopolitical control of some nations. Image 2 is intended to establish that NATO intervention with France leadership will end "the injustice that Libya lives in" and that will be the path in the search for "democracy".

The TV presenter announces that, "According to the resolution of the Security Council, NATO decides to attack", whereupon the media intends to justify the legality of violence on Libyan territory. Thus, when the announcement is framed within legality, the action is justified. It is based on the belief that "truth of Justice" is on the frame of legal legality. In that way, News provides rationality to military actions, and this is why mass media do not build social or historical analysis (Bourdieu, 1997). It would put in evidence the legal relativity of the political order that exercises justified violence.

Figure 3. France Launches Missiles in Eastern Libya



Source: CNN Newcast (2011a)

Then, news announces "attacks will be made with the objective of defending the Libyans"; the attacks seek to "put an end to military objectives". In this way, the newscast weakens the quantification of civilian casualties and creates a

discursive variable that differs very clearly concepts of casualties and military objectives. A clear example refers to rebels killed by Gaddafi forces, the ones announced on cameras such as "murders" during the three tested newscasts, while the deaths by NATO are considered "military targets". This difference allows to understand, firstly, the way in which the news discourse is appropriated to promote certain ideological processes (Murray, 1991), and, secondly, how these conceptual processes build a news topic as a tool of political domination to constant reasoning of violence and give a greater or lesser political value to the murders depending on which side the dead fall. In some cases, it is intended to favor, in an indirect and discrete way, the actions and political decisions that a governor takes against an action (Entman 2004). As Murray (1991) remarks:

The linking striking feature between the problems and the political solutions in everyday life is that the solution comes first, chronologically and psychologically. Those who favor a particular path of government action probably seeks to be linked to a feared problem to ensure maximum support. This process is not necessarily consciously or deliberately misleading. Those who recognize that the linking of a preferred course of action with a problem seeks what is wanted, it can easily persuade the rationality and morality of rhetorical discourse to convince others (p. 29).

For Murray (1991), rationalization and morality in the construction of a problem play a key role and it becomes of relative significance within the political context. This is because the actions justified as solutions to a problem many times are guided by a rational logic that does not mean a rational whole. Therefore, they emotionally involve the viewer's feelings such as fear, anxiety, or a direct identification with the situation such as a horror story that programs a sequence of images that disturb and force the viewer to search for the common welfare on the logic of "humanity", but it is this common good that the political powers take to enlarge their monopolies of domination (Weber, 2004).

After the logic of the discourse and the image that favors it, the viewer is available to accept "official" interpretations which strengthen its credibility with small clips of governments when they issued their statements. These statements include advertising action and political engagement with the people and as the last experience of legitimacy (Entman, 2004). For example, in image 2, the news lets Obama justify the invasion, he appears with a physical gesture that avoids ambiguities. This logic of news discourse, and the fragmented discourse of the President, justifies the action without any doubt or possibility for a different interpretive process. Thus, news should create "a good and a bad actor"

with the aim of establishing logical differences that allow building and understanding "the truth" (Murray, 1991).

The death of evil: creating and destroying enemies

When there are social problems, it is because there is a culprit responsible for such problems. Therefore, a social problem stands out because there is a morally negative or irrational leader that causes it. When the 1 image is analyzed, it could be established that the fragmented images showed a problem of political origin which encouraged Libyans to come out to the streets to overthrow the government. And in the image 3, CNN news in Spanish announces the death of Gaddafi as the path to a new Libya; the death of this leader means, according to the interpretation of CNN, a positive change. If a critical analysis of the sources is conducted, in fact, it is only a positive change for French interests in Africa; at least this is what was unveiled in Hillary Clinton's emails by the Department of State and WikiLeaks.

The two (creating problems and rationales) analyzed aspects are used to make the news Gaddafi's assassination to be easily understood by the viewers, as edible as a Hollywood scene in which "bad guys" are killed so "good guys" are happy.

"A new Libya is born", is what CNN titles their segment about Gaddafi's death while showing the face of the Libyan assassinated leader full of blood. According to Murray (1991), the political enemies can be countries, minority groups, ideologies, or political leaders, and the issue is that the construction of this enemy that must be defeated and transmitted by the media must justify the birth of a *new Libya*. For this reason, it is necessary to structure archetypes about Gaddafi, and the need for viewers of the event to stick with the political process so that Gaddafi's death generates joy and a sense of justice. Image 4, shows a Libyan citizen interview, the woman shows her joy for Gaddafi's death, she says with full enthusiasm: "I feel happy, it is the happiest day of my life".

Three sequences analyzed from CNN and Fox News did not show the other part of the story, the followers who were dejected over the death of the leader. The three newscasts focused its attention on the opinion and actions of the Libyan rebels.

The political scene through the television should cause all kinds of emotions, such as fear and hope so that the remarkable building of the event is enveloped for the viewer, otherwise it would become a boring narrative with no emotional interest for the viewer. It seeks the construction of a show that correlates

emotions of imaginary enemies hundreds of miles that can cause destruction while one watches television (Dayan and Katz, 1992).

Figure 4. A New Chapter is Written.



Source: CNN Newcast (2011b)

The news retells a series of facts for which Qaddafi had to be killed; it shows a criminal history of the victims killed during his government so that the viewer feels that the threat of their fellow citizens, and even their own, has been eliminated by the great force of France and its NATO allies. It is the creation of a threat whose presence builds allies and arrangements. However, the most important allies were not NATO's military forces, but the approval of thousands of viewers around the world who watch CNN and Fox News as well as those who accepted the interpretation of these newscasts. They made it their own when believing that Libya's true enemy was Gaddafi but not al-Qaeda, for example.

The most remarkable characteristic of this newscast, "A new Libya is born", is the accusation of Qaddafi's dangerous traits. In the 3:27 minutes of the segment, there is a tour of his criminal acts in order to establish the image of a "psychopath" and imply the belief that the democratic politics of North America are morally correct, thus the viewer must create an antipathy towards other political systems. This is how the cultural topic ends up as a structural

point for the global understanding of many events and at least relevant in television analysis.

As Said (2008) mentions about the western case:

One of the aspects that the postmodern electronic world has brought with itself is the reinforcement of the stereotypes through which the East is observed; television, movies, and all media resources have contributed to the use of increasingly standardized forms of information. As far as the East is concerned, the standardization and formation of cultural stereotypes have reinforced the maintenance of demonology of the "Mysterious east" which in the nineteenth century was the domain of the academic and imaginary world (p. 52).

The television news task is to build political, cultural, and advertising from fragmented interpretations of concrete facts. They adapt "aberrant" concepts to different cultural processes. Non-western societies are modernized and have been modernized without abandoning their own cultures and embracing western values, institutions, and practices (Huntington, 2001). Therefore, "Westernist" newscasters' task, with governments' legitimizing support, is to personify a political idea that allows for the identification of enemies, thus it achieves the moral support of their political stances while concealing the economic advantages of government elites, as the Wikileaks documents make clear.

Conclusion

The basic task of every television channel is to maintain a wide audience in each of its newscasts. Television news, for example, offer daily content that is supposed to be of interest to the audience, but in certain cases they do not touch relevant and structural issues in the viewers social life.

The way in which Qaddafi's case was issued through Fox News and CNN shows that the ignorance of viewers about political and social processes in Libya lead the acceptance of these channels without prior or subsequent questioning of NATO's actions in Libya. There is a critical passivity of the audience that is linked to the same classifications of the political scene. Murray (1991) stated that television processes are not noticeable through just a glance by the audience: that sequence of orders, the focus of their cameras, and their discourse on specific social issues reveals strong political relations that are not in the active perception of all of the audience.

The meeting of the cameras and the narratives with the social problems lead to much broader actions in the global political scene. They reveal problems

in which the counterpart is unknown and the reasons for the future "enemy" built by the discourse are even less known. It is showed that before questioning the sequence of analysis, it is necessary to know the reasons that generate social discontent. Although in Libya, at that time, there was a large proportion of the population supporting Qaddafi's government but that opinion was not studied or shown by the media in the news sources analyzed in this study.

Therefore, it is necessary to recognize theoretical developments such as those stated by Entman (2004), in which journalistic foci have a deeper intentionality than the mere show of a conflict. Its meaning resides in the fact that they manage to predict a political and even military-interventional outcome. These analyzed channels present a connection of meanings to each action that are being presented so that when Qaddafi's death finally happened, this does not look like a violent and irrational action but, rather, an emotional triumph of all the audience.

The comprehension of theoretical development stated by Murray in its three dimensions is essential to understand this type of processes in which political power projects are conducted by the media. The social problem is the key to justify actions of any kind and, through this, to make these political actions of the enemy seem morally bad is the point of entry to know those guilty of such actions, to put into evidence and to show to the media "how justice is done".

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