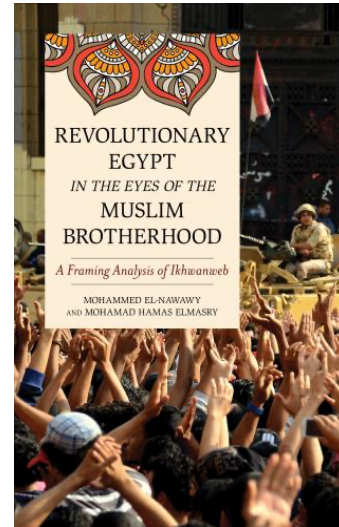Mohammed El-Nawawy and Mohamad Hamas Elmasry, **Revolutionary Egypt: In the Eyes of the Muslim Brotherhood. A Framing Analysis of Ikhwanweb**. Lanham, MD: Rowman & Littlefield Publishers, 2018, 176 pp., $75.00 (hardcover).

Reviewed by
Karin Wilkins
University of Miami, USA

        Media matter, particularly in times of uncertainty and insecurity. The recent period of political protest in Egypt offers a compelling illustration of competing agendas with clear consequences. While much scholarship has been devoted to how mainstream press cover political protests, this new book **Revolutionary Egypt: In the Eyes of the Muslim Brotherhood. A Framing Analysis of Ikhwanweb** by El-Nawawy and Elmasry contributes an innovative approach, focusing on the strategic communication employed by the Muslim Brotherhood through its articulation of events and issues between 2010 and 2012 through its English-language website *Ikhwanweb.*

        El-Nawawy and Elmasry offer a detailed, well-grounded analysis of 375 posted texts, focusing on 10 identified events, including protests, elections, violence, political decrees, and constitutional decisions. Before engaging in media analysis, they provide a helpful discussion of historical context, positioning the shifting political power and alliances of the Muslim Brotherhood over this two-year period. Understanding how its position in relation to ruling agents and forces changed dramatically within a short period of time, from opposition to President Mubarak to the rise of President Morsi (preceding his removal from office in 2013) offers complexity, particularly when referencing the Egyptian military, to an otherwise straightforward and solid political analysis of strategic content.

        The focus of this analysis on social media posts in English works well to indicate the positions the Muslim Brotherhood wished to convey to an external audience. Given the authors' own intensive experience in Egypt and fluency in Arabic, a future comparative project could offer additionally insightful research on whether strategic representations vary with audience, which could be particularly interesting in coverage of violence and political transitions. In the grander scheme of this literature as a whole, other scholars might contrast frames across political parties and public sites, to consider their constructions of the Egyptian community, military, and leadership. The particular source of data in this book offers a welcome contribution, addressing how this political constituency frames itself to a literature that typically covers conventional news sources.

        Research findings demonstrate not only what is predictable, that the Muslim Brotherhood successfully controlled its own channel by articulating its own cause as just, and opposition, such as Mubarak, as corrupt. The carefully detailed analysis of the frames used offer intensive consideration of a variety of events during this period of time, confirming consistency in assertion of the Muslim Brotherhood

as peaceful and inclusive, not warranting fear and exclusion, whether in coverage of elections, constitutional debates and decisions, protests, or violent clashes. These analyses suggest that the point of shifting alliance concerns representation of military and police, depending on their positions in particular events, fighting protestors and fomenting violence, while protecting selected political leaders and positions. An overarching theme concerns how best to respect and protect the Egyptian people, with the Muslim Brotherhood projected as the hero in these narratives. The conclusion offers an important summary of the research findings.

The volume as a whole offers a compelling and comprehensive illustration of framing research applied to an important case, though one of the most interesting recommendations comes in the concluding chapter. The authors suggest that the studied website might well be considered as social capital, with their work confirming the importance of this website as a resource for strategic articulation of positions. Further conceptualization could inform political communication research in a useful direction.