Muslims in Movies; The Hollywood Construction

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Muslims in Movies: The Hollywood Construction

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Declaration

I hereby certify that this material, which I now submit for assessment on the program of study leading to the award of MS entitled "Muslim in Movies: The Hollywood Construction" is entirely my own work, that I have exercised reasonable care to ensure that the work is original, and does not to the best of my knowledge breach any law of copyright, and has been taken from the work of others save and to the extent that such work has been cited and acknowledged within the text of my work.

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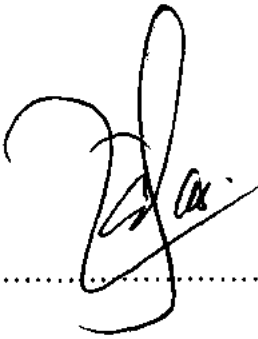
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Certificate of Approval

It is certified that we have read this thesis entitled "Muslim in Movies: The Hollywood Construction" submitted by Saroosh Fatima. It is our judgement that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for the award of MS Degree in Media and Communication Studies.
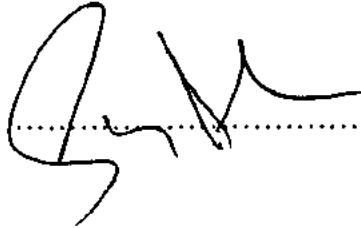
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Abstract

The pages of history communicate that the conflict and military confrontation between Islam and West traces back to era of Prophet Muhammad (PBUH) in the seventh century and run through the Byzantine Empire, the Crusades, the Spanish re-conquest, the fall of Constantinople, the era of colonial and national independence, cold war era, post cold war era and above all after the incident of 9/11. There is a general perception as it is claimed that mainstream media of west and US have been disseminating false information about Islamic world since several decades. It is said this anti Islamic campaign has reached to enormous proportion with the demise of communism. As Trinka James has mentioned in her article that analysts, in Islamic world believe that negative image of Islamic world is primarily a conspiracy of American foreign office to invent a new bogy and enemy to fill vacuum created by the collapse of Soviet Union and worldwide dissipation of communism, particularly after demise of communism in former USSR. Apart from the role played by mainstream print or electronic media in cultivating negative political indoctrination into minds of common man, the big silver screen of cinema powered by Hollywood movies have been projecting misrepresentation of Muslims. Islam and Muslim world as it has been substantively endorsed by several researchers especially after 9/11. Consequently, due to distorted images, developed and manipulated by the mainstream mass media with the help of different genres including Hollywood Movies which projected anti Islam narratives by utilizing numerous technique of propaganda, Islam is the name of negativity in the west. This research is carried out at showing how Hollywood is constructing Muslims and Islam in movies. To analyze whether the Muslims are constructed in a binary fashion under the orientalist perspective. The aspect of their portrayal i.e. social, cultural and political. What moral, social and human values that are associated with Muslims as individual and Islam as religion. The research was carried out through content analysis. Quantitative technique and purposive sampling was selected by selecting six Hollywood movies of 2012-2014 in which Muslim and Islam image was spoiled.

Chapter No. 1

Introduction

1.1 Preface

Age of mass communication has a long history. During Hellenistic era, autocratic edicts were imposed over the subject through general dissemination of news by individuals (Fleming, 2013). These individuals used to carry official decrees and held mass gatherings to make people aware of the will and whims of the lordship. This was indeed the budding stage of mass communication and its potentials. Sifting through three thousand years, it can be seen that this phenomenon of communication multiplied from the caprice of an individual to vested interest groups. These groups developed into clique of stooges of some ideologies or civilizations. They either form monoliths like 'moving-picture-producers' or form obedient proponents for a specific political, cultural, religious and economic regime.

The above mentioned trend was naturally or inherently inclined to its respective civilization or ideology. With this systematic progression (Philip, 2004) the next stage was bound to be the age of propaganda. The concept of propaganda became evident during World War II when Germany brazenly formed (Wille, 1936) a statutory body under Joseph Gobbles, named 'Ministry of Public Enlightenment and Propaganda. Even today, such ministries are effectively functional in many countries euphemistically as intelligence agencies, ministries of morality and conduct or even in softer form like directorates of mass communication and media.

A recent research on present media has revealed that biasedness is motivated by cultural and civilization mindset. It is deemed (Belvina, 2008) as a potent force for maligning or ascending a great deal of partial facts and reports that address a specific perspective. Up till 1980s, bipolar world was an evident fact and the cold war was being played on battle and media grounds where news disseminated to every nook and corner of the world. Opinion leaders were either stooges of a specific system or proponents of biased approach towards society. David Christian in his landmark Big History Project (Christian, 2012) has revealed a theory of collective learning. It states that humans are product of deep seated experience throughout the human timeline on face of this earth. He also states the fact that collective learning remains the only fact for our being humans of modern era.

It is need of hour to understand this intricacy and formulate our future course of action. Big History Projects has culminated with a law named law of entropy which states that things however simple or abstract move from simplicity to complexity. This is the fact that forms the basis of information that we poses today. The world can therefore be divided into number of larger groups that are characteristic in forming a big picture namely civilization.

It can be deduced from the above discussion that today information and its tool for preservation and propagation (Theorieenoverzicht, 2006), the mass media has a special role in forming and leading people towards different ideas and ideals. Movies are a type of mass contact mechanism that forms a deep rooted disposition of our mentality. Mass media has been a flood in which movies are thought to be cultural and social mover to affect people in a profound way. They provide epic details and point out vulnerable and variables that might be involved in interaction of the above mentioned larger groups. They make societies prudent about other

societies and most of the times act in an adverse way for attitudes and prejudice. They are indeed enduring and have a long term to server.

Islam has been under fire since the theocratic era of 10th and 11th century. It was not until the formation of Fatimid Empire, after breaking away from Bagdad based Abbasids (Armstrong, 2008), that Europe formally interacted with Muslims. The formation of Government in Cairo and forced conversions of Berbers of Africa, mass destruction of Christian assets in old Byzantine was reported to the Pope Urban II. This in his fiery speeches was lamented and cursed to cajole and summon a vast army in 1099 AD for expedition in Levant. The sole purpose of this campaign was to punish Muslims rather the Fatimid who were the real culprits. It was indeed a botched up justification (Wills, 2007) of the so called Just War. The Crusading forces were indeed unaware of what Islam and who Islam was there as responsible. The criminal intent of fratricidal wars among dynasties inside Islamic World plagued the region and brought in sheer violation of International Islamic Law which was sincerely propounded by Imam Shafi and later by Ibn-e-Tamiyyah.

A movie, film or action picture is a narrative with moving images. It represents culture, explain traditions and assess way of life. It takes its substance out of real events and fantasies as well. This changes the society. In present era film creation has transformed into a business. This glamorous world attracts all.

Movies show charming tales which keep up attention to the end. It reveals societal and emotional troubles. They draw attention to the resemblance and divergence of human traditions. They show the diversity in colours of various cultures (Cook, 2007).

Big screen is a worldwide powerful medium of communiqué. It is a well-liked medium of enjoyment. It is also a powerful source for cultivating thoughts and indoctrinating society. It is also a powerful tool of knowledge for viewers as they get educated from movies. It is a mean to spread the message so as to highlight precise view point to masses. It seems, that activities and point of view shown in cinema, to mould the thought process of the spectators. It exercises unforgettable and profound pressure upon the psychology of all and spreads fresh information. It triggers the viewers to make a leap from this world into world of rigid arguments, innovative styles and beliefs.

Movie is a reflection of entities examination having long lasting impact on the thought process (Maisuwong, 2012). "Movie is societal play in its finest shape, as it determines and evaluates socio-political facts, clashes and problems (Tzanelli, 2005). It is a remarkable, insightful but consistent organization of societal problems which connects the audience to the realistic opinion and factual people that lie behind our hypothesis, opinions and discrimination.

1.2 Background

Hollywood is the term used to name the film industry of the United States of America. It takes its name after a small town in California where the majority of the movies making organizations are found. Hollywood is the leading big screen manufacturers on the globe with the large number of followers. It came to limelight in the beginning of the 20th century but it was the classic *"Birth of the Nation"* in 1915 which changed the face of the industry, after which

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Hollywood has been the leading entertainment industry across the world where all have wished to excel[1].

Hollywood has the largest followership. English being the popular language of the World, Hollywood films are released and watched across the globe. Some Hollywood films have generated a business of more than a billion dollar which reflects the level of its magnetism. *Gone with the wind* a classic of 1939 broke all records with 3.3 billion dollars business (in today's worth)[2]. Likewise *Avatar's production of* 2.8 billion dollars by itself is an obvious demonstration of the pecuniary strength of the movie industry[3].

Generally viewers watch films for the sake of leisure and they are looking for leisure, passion, drama, romance and action however movie makers might not have the similar intention when they make a movie. Movie makers' primary aim is to make business and movies are also used to spread misinformation and portrayal of a particular position. It has transformed into an effective medium to spread specific thoughts/ideas. Throughout the cold war, majority of the Hollywood films were based on projecting evil face, communism and socialism while the movies created in the Communist world were projecting hatred in opposition to Western ideology.

After the cold war era, USA emerged as the sole super power of the world; however, the uneasy harmony was short lived. Then came the horrific month of September 11, 2001, USA came under a terrorist attack, an event which altered the path of history. After 9/11, Al Qaeda, a

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[1] Retrieved on December 10, 2014, from http://www.imdb.com/title/tt0004972/?ref_=nv_sr_1
[2] Retrieved on December 10, 2014, from http://www.imdb.com/title/tt0031381/
[3] Retrieved on December 10, 2014, from http://www.imdb.com/title/tt0499549/?ref_=nv_sr_1

terrorist group was held responsible and consequently Afghanistan and Iraq was attacked by US led NATO forces[4].

The movie makers in the Hollywood got new topic at their disposal i.e. terrorism; a danger that would change the face of the world. Muslims became the favorite targets for the movie makers. Numbers of films were produced to convince the masses regarding the legality of these conflicts. World spectators were made to believe that Muslims are radical and violent. Many studies carried out on films 'pre and post 9/11 depiction of Muslims' reveals that there is a massive change in Muslims depiction before and after the terror strike (Kabir, E. 2013).

The part of Muslims in the disastrous event or in the surge of violence that trailed is not under inquiry here, but the negative projection of Muslims in the big screen tarnished their image. The issue with those films is that they are portraying Islam as religion of conflict, fear and violence. The wrong depiction of Islam made the masses accept their claims. Muslims were branded as terrorists. Their characters were restricted to inciting others for terrorism.

Furthermore, these films have depicted Muslims as followers, disciples and believers, apart from their felonious characters. It demonstrates that Muslims consider such assassinations as permissible. An ill-fated and incorrect image of Islam is being depicted which has created animosity for Muslims amongst public West. This has further aggravated the undesirable sentiments and provided ferocious religious lords to boost their emotional, individual and at times economic and radical designs.

The subjective building of truth makes it difficult for spectators to identify the truth. A research on suicide bombing was conducted from 1980 to 2005 in which 315 cases were

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[4] NATO: North Atlantic Treaty Organization

considered. The scholar established that there is no noticeable bond amongst suicide bombing and religious fundamentals. In a gallop survey, 50,000 Muslims from various Muslim world were inquired whether 9/11 is correct or not. Out of them, 93% people voted against the attack and even those 7% people who justified; gave political and financial explanations rather religious ones. There are 1.6 Billion Muslims who considers their religion as their distinctiveness and basis of divine achievements. The issue with those films is that they had selected a small group of 0.01% and overlooked the remaining 99.99% Muslims who are living in peace. These are hand-picked people to garble a massive populace in this world.

Hollywood has been answerable for providing Americans (as well as hundreds of millions more around the globe) an extensive range of innovative imitations of numerous places across the globe. Films have taken their spectators to both actual and imagined galaxies, the complexities of our planet, and to all over in between. Movies extending from big screen hits to animated movies are representing "rough and overstated" stereotypes of Muslims and continuing Islamophobia.

Hollywood movies frequently portray wrong images of the world and its populaces. Throughout the history of Hollywood, fallacious depiction of nearly all smaller factions of the society has been depicted in the films which include blacks, Native Americans, Asians, and Arabs. All of these minorities have been treated as others through out the course of film history. In this it is claimed that the Muslims have been the most misinterpreted and misconstrued in the movies.

Regardless of its substantial global influence, Hollywood films, particularly in the United States, have been assuming an undesirable differentiated role. Unfortunately, for several years,

Hollywood movies have been depicting destructive images about the Muslims. This destructive portrayal is on the increase since 9/11 terror attacks.

Subsequently, a hostile war commenced against Muslim ideals, customs and beliefs. Islam and Muslims in Hollywood movies have become symbol of radicalism, terrorism, fanaticism, and a threat to freedom of expression and democracy. Any armed hostility against the Muslim world is legitimate and retaliation from a Muslims is not acceptable.

Hollywood industry plays a critical part in society by enlightening them on current issues around the globe. With the technical progression, Hollywood industry has become an important part of people's lives. Its influence became significant, particularly in its influential effect when it comes to the development of masses mind-set, generating responses, manipulating temperaments, and rousing feelings such as rage or compassion concerning various happenings. All in all, today's Hollywood industry's impact is enormous.

Stereotyping and radicalrizing of any set of individuals is a negative process. Thus, the main objective of this research is to contest stereotyping Muslims and an attempt to prove them otherwise. This study aims to incite opinions and responses which will ultimately bring about variations.

Islam created an enormous impact on mankind in progress and development. It is unthinkable to object the developmental era of mankind when Islam gave first philosophers and scholars in the arena of global affairs like Al-Shebani. The guidelines of Islam were humble but met its fate in 13th century after the creation of Il-Khanate rule in Middle East. This seriously shaped an inclined opinion of west against Islam. Regardless of the fact that Saladin, in his drives had repeated the fact of harmony and heterogeneity during his mission against Richard the Lion

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Heart and the King of Jerusalem. Population in west was extremely inspired by threatened church (Armstrong, 2008). This approach of the theocracy was the key force of the western community.

Even after liberty of speech, chauvinism against Islam and Muslims did not change. Contemporary works, consequently, has deep roots in the old-fashioned beliefs regarding the foreigners that retained the areas up till southern France. The religious intolerance hindered all such efforts to re-evaluate thinking process. A well-known logician Voltaire is one such example. His works are creative yet raw about his assessment of Prophet Muhammad PBUH. Thomas Jefferson, an American ambassador to France took inspiration from France and throughout his tenure, later as President of US wrote just anti-Islam (Goytisolo, 1991).

It was normal to affect the common readers what their headship has to propose to intellectualize eastern culture particularly about the near east. During the periods of Industrial revolution, collaboration with the Muslims was obvious; west was by then a prey of obsession (Sigmund Freud terminology of emotional condition in early times). West's cautious approach worked fine in attaining their aims. The colonialism by European hulks (UK, France, Portugal and Spain etc.) to seize limitless area saw additional repercussion by the Muslim masses. It seemed as if Europe acquired apparent scrutiny of the Muslim rage against the power usurping in the East. Islam being the powerful force to reckon, never succumbed and demonstrated to be more robust than any other faith across the globe.

This was portrayed in Art works particularly in films and is being mentioned to as the classic fact regarding Muslims. Petro-dollar theory, polygamy and dynastic politics, illiteracy, clan systems and other religions and cultural differences are offered as the sum and substance of

Muslim world. Muslims in films has been by far a latest agenda of study that has always come up with comments like 'Muslims being the most criticized set of people in the account of modern film industry'. To explain this testimonial subsequent part will gauge a milestone study of Samuel P Huntington for fights that are likely to happen in times to come because of insolence and partiality (Huntington, 2010). This will take towards the qualitative examination of cinematographic work (NPR, 2012) particularly by Hollywood in misinforming the West.

Joseph Woelfel of New York State University in Media and Interpersonal effects on Attitude and Behavior has pronounced the similar point that the conclusion of chauvinism is only obvious after a persistent experience of one sided methodology to the people. Social effects are inspired with the ideas and principles that are shaped (Woefel, 2010) through conditionings in which films play a vital part. This is expected to continue and should be dealt with fairness. However this idea has not been taken seriously (Basit, 2012)

For multi-culturalism in the west has been repelled due to the same point. War of the west across Muslim region is also a significant feature of this discussion.

1.3 Vilification Campaign and its Present Condition

The western onslaught was not rational and therefore ignominious which called for Europe's shrinking in their ideologies and conduct. The innocent were punished for the crimes of others. The fire blazed even more simmering which ensued an era of Islam's recoil towards the western mentality. These times, under Seljuk ruler before 1250 AD, tore apart any hope of reconciliation. Such a propagandized and malicious history later formed the basis for Europe's literature, culture and civilization.

The debate of just war was supported by media campaigns under the rightist regimes. Movies and other art attempts were indeed epic in telling their part of story. The splendor of Muslim courts of Baghdad has been the dark chapter of ascetic Islamic thought of conduct in life. This was aggrandized and exaggerated to form a flawed picture of Muslim elite in Europe literature. Later the militarization of Islamic world after 1258 AD under Mongols was the main source of confusion in West. The Yasa Versus Sharia debate resided among ulema of the east yet Europe exploited Muslim dismay and sense of insecurity to propagandize the social and cultural construct of Islamic world.

These facts form the basis of Western Art as can be seen in the works of Voltaire and Jefferson. They (Shaya, 1994) were the opinion leaders of Europe during and after renaissance. Church was enfeebled and was only able to influence people through these non-pluralistic reporting of wrong history. Today Movies, as discussed above, carry a wrong notion that Muslims tend to dispose towards violence, crimes of various degrees like sex demeanors, unrestrained polygamy, laundering, pedophile and violation of human rights. This research is an attempt to demarcate the division line that vivisects confusion with pragmatism which is absent in Hollywood construction of Movies about Arabs, Islam or Islamic Civilization.

1.4 A View from Samuel P Huntington's Clash of Civilization

Huntington in, 'why civilizations will clash?' has opined that the cultural and religious forces are the main dividing lines that will form a front between nations and ethnicities. He further opined that if Africa is considered as a new civilization then there are eight main civilizations that will form boundaries on the bigger picture. Islam has already formed a monolith against most of the civilization. Although co-existence is scanty yet it is present in the

east. The main clash due to ideological differences will be the conspicuous in next decade. This opinion of Huntington is enough to form the rationale of present diatribe from the west on Islam. It is evident in mass communication and is shown in Movies. As Hollywood carries a status of opinion leader, most of the film directors and playwrights opine that it has been simple and catchy for the audience to hear anti-Islam scripts and screenplays.

It has become a norm to belittle and malign the values of Islamic world. The liberalism is indeed unrestrained and tirade is opened on each and every cultural and religious value. A crime and a psychological disorder till 1970s (Bayer, 1987) is framed a basic human right in the shape of LGBT bill. This is one such example of moving from orderliness to disorder. Legalization of misdemeanors can be transpired as systematic desensitization from social orders of the fore. Any objection by human kind on the whole is considered a threat to Western Civilization. It is natural to see Islam a confronting force due to its maturity and indigenous political and religious thought and order. To wrest with this challenge the erratic mentality of the fore is legalized and disseminated through movies. A social crisis in Islamic world is exploited to have an audience internalize the propaganda. This serious crime on the part of information and film producers needs to be censured.

1.5 Reference to Previous Research

Relatively a new dimension of scrutiny and an attempt to address misinterpretation and wrong conception shown by Hollywood, this research has little to embrace from previous work done. However it will be an excellent opportunity to seek better understanding of the area of research. Jack Shaheen has opined that stereotype is a field that should be contested. His research work sprawls over 30 years which started off from a debate over Arab TV (Shaheen, 1995). The

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first face of the debate commences with the events of 1985 when a US plane was hijacked. The context of slogans of Ayatollah Khomeini and other revolutionaries mainly focuses US. Slogans like 'Great Satan' and 'Death to America' further aggravated the situation. The people were telecasted these live feeds and there was no other explanation to what led what. The Iranian revolution was the tipping point for Muslim world as more than a theocratic regime. It was recoil to a dictator's polity that oppressed basic human rights on the aegis of USA and rest of the West. Though intense, the lawlessness was exploited to fixate western mind with mass killings in Iran.

1.6 Rationale of this Research

As discussed and quoted, Muslims have been, by far, the most maligned and ostracized people in Hollywood Movies. This research will further the study of this issue. In addition to merely an 'add-up' for this area of scanty research, this research can help in reaching pragmatic approach that should be opted in delivering the viewers an impartial perspectives and just evaluation of the circumstances. Also, objectivity can be achieved through quantitative analysis of the data available.

Motivation of this research is based on work by Jack G Shaheen, professor of Mass Communication, research namely, Arab and Muslim Stereotyping in American Popular Culture. A recent documentary named 'Reel Bad Arabs' is an illustrative work that has brought the afore-mentioned research into limelight. This research works revisits Arab imagery and then takes the case of whole Muslim world. It is important to mention that Arabs are the subset of greater Muslim world. And the Arab epitome has a great influence in the formation of prejudice of Hollywood film makers. This not only misinterprets Arab world but also deeply inflicts Muslim world with a state of suspicion and negative evaluation of themselves and the west. It is the

reason for Muslims living in west being the most targeted and ostracized people. Debarring them from making mosques and practicing of their religion is sheer injustice to the cause of basic human rights. Muslim society in effect is even not allowed to build mosques in cities like Copenhagen due to Western Public uproar against Islam. Islamophobia has trickled down from the spearhead of Hollywood movies to the newer generation of the west. High-intensity conflicts and marginalization inside west against allowing Muslims to gain rights are due to negative public opinion which is based on work by Hollywood.

1.7 Problem Statement

Muslims and Islam is generally seen and portrayed negative in the Hollywood movies. There is an iota of literature available to support this premise in the recent past; however, current situation is a little blurred. Portrayal of Muslims in Hollywood kept on changing time to time. Post 9/11 change in world politics has enforced major change in their portrayal which needs to be analyzed. This study aims to evaluate as how Muslims and Islam are constructed in the present day Hollywood movies by collecting factual data from Hollywood movies for analysis.

1.8 Significance of the Study

Main aim of this research is to understand and put forward more objective method for the understanding of Muslims in face of Western prejudice and bias. Also the depiction of Muslims in Hollywood movies and their construct needs a rational understanding. This research also contests the content of the movies which wrongfully mislead viewers and has given birth to a false face of Islam to the non-Muslim world. Context of this section is the west's attitude formation and the prejudice in the way of impartial evaluation of Islam and Muslims. Attitude is

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the set of values and behavioral tendency that predispose conducts and thoughts. It is an important element in the formation of perception of an individual. The set of values that is core to the study of attitude formation needs to be discussed. These values come from the societal evaluation of circumstance and are likely to perpetuate in generations.

1.9 Objective of the study:

The purpose of this study is to change the concept that the people have in their minds about Muslims. It aims at re-constructing the image of Muslim among the people around the world.

- To see how Hollywood movies construct Muslims and Islam.

- To analyze whether the Muslims are constructed in a binary fashion under the orientalist perspective in the Hollywood movies.

- To study the aspects of their portrayal; i.e. social, political or cultural, are the Muslims constructed as Orientalist.

- To find out what moral, social and human values are associated with Muslim as individuals and Islam as a religion.

Chapter No. 2

Literature Review

2.1 Prologue to Literature Review

Literature review is a detailed study of previous published work. This research proceeds by elaborating an inclusive scholarly debate on issues that how western society takes and constructs image of Muslims in movies.

Jack Shaheen opined that only 12% of the Muslims are Arabs yet as shown in TV and Movies the case seems to be different. They have frequently shown that Arabs are the only edifice of Islam and there is no reason to get into the details of happenings in their region. The political face of Islam was indeed retaliation to what has been happening all over the world. The role of print and broadcast news was indeed bigoted yet Arabs and Muslims in movies were depicted in way to propagate them as backward looking, violent and barbaric people. The ethnocentrism which is inherent to Arab society was labeled as medieval thinking, while Muslims as people with nostalgic and golden age mentality. The spheres where Muslims lagged behind especially economy and politics were the main source of inspiration to ridicule them. The stereotype was not limited to movies with sex and violence topics but also to the cartoon movies with Sindbad and desert forming the concept of Arabs.

This fact was evaluated in various movies from Hollywood, namely, Submission in which Muslims are being lambasted for their social disorder due to their religion (Gogh, 2002). West has not been able to demarcate the line between regional tradition and Islam. They confuse

traditional patriarchal lifestyle with Islam. Karen Armstrong has rightly said that Islam was hijacked by Men, immediately after the demise of Prophet Muhammad. It is pertinent to mention that in 1920 US was able to promulgate an amendment in their constitution (19th Amendment, 1921) which vested women with the right to vote. This right was granted during the days of the Prophet and one comes across many incidents when sole women rise to the occasion to argue and rebuff the Caliph in a public gathering. The piece of work like Submission turns a deaf ear to the real facts that are evident and conspicuous in real Islamic traditions. S. Hall (2005) has argued that old view about representation was that of reflection which supported that words and images reflected the image, which *stand in* for somebody who is being described. However the new idea is a bit different from the earlier one. It says that there can never be an absolute meaning from any given message and that the true meaning depend on what people make of it, which further depends on how the messages are represented. For example a reporter says "I see the people are gathering for a meeting in New York to discuss Edward Snowden issue". But what it means is a very complicated issue to decide. The listener does not know who Edward Snowden is and why there is a meeting to discuss him. What is his history which has led to this situation? One has to know who are participating in the meeting and what are their expectations out of it? The simple question out of this message is "what is the meaning" of the reporter. And one thing that is crystal clear is that there can never be only one interpretation of the message. What is going to happen in the meeting will be a contested question.

There is a minute representation amid realism and depiction which Baudillard (1988) believes, has disappeared in the post-modernist period. He claims that the basis and the knowledge of the Factual have vanished. An idea that was previously explained by McLuhan (1964) who stressed that the means rather than the material had progressed itself into a more

leading form. The usage of latest equipment has so considerably impacted the idea of realism that McLuhan had to say that *medium is the message*. A TV offer more information than a newspaper or a book would offer.

The main consequence of this fading is that the "actual world" has been replaced with the hyper-real illustrations. Baudillard (1988) enlightens that such arbitrated inspirations have obscured the lack of truth from the conventional mass media. He debates that well-known US cartoon industry i.e., "Disneyland" is offered as fantasy just to make masses consider that remaining is contrary.

Now, the stress of the Hollywood movies is on making of imageries as a substitute of creating truths or evidence (Gamson, 1992). The descriptions produce a good image in the mind of the spectators but their relation with details is unreliable. Pictures are imitations of the truths but they have an additional connotation as well; a conceptual image of an object that is not present or say actual. Baudrillad (1988) is of the opinion that the advancement in the expertise of producing movies have led to the disintegration of realism and depiction. Media communications are educators of beliefs, principles and ideals and offer clarification to the masses with or without the awareness of their creators.

2.2 Representation

Investigators submit that what mass media present to the masses may not be precisely in harmony with truth. What mass media depicts is not the true image; somewhat it is relatively differed from the truth (Sanders, 2009) and generally only one side or just a part of fact is exposed (Fine & Bird, 2004). In his book, Niklas Luhman has debated that media has a set of recursive packages that are not in line with the commonly acknowledged ideals of honesty and

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impartiality (Luhmann, 2000). He adds that mass media chooses the data only if it is in line with the instinctive principles of the said group. Everything other than that is not entertained and is changed in a way to show a partial image that does not justify the necessities of impartiality and media liberty. Reporting in the mass media is less expected to be in-detail and logical rather being one-dimensional.

Apart from presenting a solitary problem there are other issues that hamper comprehensive course of facts. Arbitrated facts or partiality regularly appearing on the curtains inclines to offer an important prejudice to any given message. A small misrepresentation in a portion of a particular message is adequate enough to get the whole despite message gets distorted of other art of the message being clear of any prejudice and stereotyping (Roskos-Ewoldsen, Roskos-Ewoldsen, & Carpentierca, 2002). In modest words the conventional component in any given media is stronger than the rest of the message and tends to change its whole meaning.

As per Allports (1954) study, the partiality is the outcome from over simplification of any particular group of people in the society. In his book, Allport has debated that this simplification is commonly due to absence of comprehensive information of the said relegated group of people which is the consequence of lack of socialization with its fellows. Though, others may not point this feature to just shortage of facts.

2.3 Radicalizing and Stereotyping

As per Lawrence Blum, Stereotypes are those simplifications that are incorrect and deceptive (Blum, 2004). Typecasts are the conceptual pictures that effect masses view point and has an impact on masses understanding (Lippman, 1922). They are extensively recognized

opinions of public inside a civilization regarding a particular group (Dates & Barlow, 1990). Others say that stereotypes are humblest and direct mode of giving evidence like any rational shorthand (Courtney & Whipple, 1983). All these explanations conclude that these simplifications considerably lead the said relegated group of people or a particular public resistant to counter-evidence. In this practice the typecast changed the overall insight of the said public and render the group to incorrect acknowledgements parching them of both credit and communal admiration. Blum has debated that a particular trait (mostly damaging) is devoted to the said stereotyped group of people which subsequently results in the community simplification about it (Blum, 2004).

Stereotyping has a number of forms. Cultural and gender are the two commonly used stereotypes in customary mass media. Gender Stereotypes are overall opinions about qualities of men and women alongside their proficiencies and the publically recognized necessities from either of these based mainly on sex. Things like "it's a man's job" or "that thing is girlish" fall into such classification. Nevertheless it may not be a reason of any grave distress for males, but females are mostly affected. Man is resilient while the female is fragile. Males are commanding while females are docile. Whatsoever are the circumstances, it is the men that come to forefront while the women hide behind men, in whose arms she discovers safety and refuge. These are the most commonly used stereotypes that are nearly constant across the globe. Males are taken as strong, tough, free, bold, and as a whole they are capable to have control over their sentiments (Wood, 1994). These stereotypes are so commonly used that you would discover them in fantasies (Basow, 1992). Even the idea that the sleeping beauty requests a kiss from a charismatic gentleman or a prince, a man, is a clear instance of such typecasting (Modleski, 1982).

After gender, racial stereotyping is of utmost significance. Race is a classification methodology used to classify individuals into a separate collection by structural, ethnic, traditional, genomic, geographical, chronological, philological, spiritual, or societal association. "Color of skin" is the basis of all the researchers conducted on the subject of "race". Black individuals have been a target of stereotyping for extended period of time. They are taken as being robust, muscular as well as ferocious and villains. As per Welch, the basic opinion of the US community is that African Americans are expected to be violent and offence lovers than any white fellow of the US public (Welch, 2007). However it has been discussed that Blacks have more connection to criminality related actions than others (Tonry, 1995). It has been revealed that the normal view of Black criminology considerably exceeds the facts. Apart from relationship to ferocious linked actions, Blacks have been taken as insolent and disrespectful.

Apart from Blacks, individuals belonging from other areas of the world like Asians, Latinos, and Europeans etc have certain odd character traits connected with them as well. For example, Asians men are taken as undersized, submissive and having no trait of effective men while women are recognized with character traits like loving, subservient and sexually striking (Chan, 1987). Chinese and Japanese would simply be discussed to as "The Little Asians" while Indians would simply be discussed as "over-achievers" referring to their extraordinary educational results. In his research Jeffrey M. Timberlake has publicized that the assessments of the US settlers from various areas remained fluctuating in accordance with their depiction in mass media. As per his research the members graded individuals hailing from Middle East as destructive as compared to that of European and Asian men. Still the Middle Eastern settlers (mostly Muslims) were considered monetarily in good state by the voters (of the survey) they were taken as more ferocious in nature (Timberlake & Williams, 2009).

Research has revealed that there is a lot of sex difference in the customary mass media. During his research of Race in Mass Media, Ferguson (1998) recognized existence of stereotypes, both ethnic and cultural, along with sex discriminations. Gorham debated that the news media is oversupplied with the Philological Intergroup Prejudice and the crime news bulletin contained noticeable race linked stereotypes (Gorham, 2005). Spector (1998) comprehensive research of stereotyped mass media content to Disney cartoon movies in which he established that the movies depicted a diversity of races i.e. Asian, Jewish, Mexican and Africans with racial prejudice and absurdity (Spector, 1998). As per Spector, the cartoons produce classic racist stereotypes of the time. Englishmen were portrayed as dry, black crows symbolized Blacks while the seductive East Indian girl in The Jungle Book stereotyped Asian women. Likewise, Susan Basow, in her book, discussed that conventional media demonstrated dimensions of sex discrimination. She elucidated that men's get three times more representation than women throughout prime interval on television (Basow, 1992).

2.4 Influence of Mass Media

How these media stereotypes affect the society? Cultivation Theory states that media has long term and strong effects on the psyche of the viewers. Media can play a major role in shaping public views on various issues (Harrison, 2006). Their perception of other community groups and judgments about social realities are shaped due to the type of content watched on the media. Masses are more inclined by the news bulletin or glamorous shows as compared with actual activities in the world (Dixon, 2008). Media watching has this capacity to alter outlooks resulting in misleading opinions about others and realism (Gerbner, Gross, Morgan, Signorielli, & James Shanahan, 2002).

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As per Media Priming concepts the media reinforces prejudices and stereotypes by giving an incentive to the prevailing stereotypes. A humble impression can act as a catalytic agent that goes on in increasing already prevailing principles in minds of the spectators (Roskos-Ewoldsen, Roskos-Ewoldsen, & Carpentierca, 2002). From the studies above, we can deduce that media has a substantial influence of determining and altering view points of the spectators. And as the connection amongst the media and the public is deep rooted and influential, the method in which societal rational nurtures, is determined directly by the methods described by the media.

Researchers from the past have established an optimistic co-relation between establishment of preconceptions and stereotypes and the inspiration of traditional mass media (Ferguson, 1998). Kamalipour and Carilli(1998) have indicated that individuals live a mass-mediated environment where media relishes key authorities in boosting or damaging of imageries of other individuals, beliefs, dwellings and countries (Kamalipour & Carilli, 1998). Various other scholars have emphasized how stereotyping in the media has influenced the outlook and activities of the civilization (T.L.Dixon, 2000). Media can play a key role in determining Children's approach towards the world around them (Hobbs, Cabral, Ebrahimi, Yoon, & AlHumaidan, 2009). Not only the youngsters but even the grownups find themselves influenced by how mass media shows the relegated ones. In a research about Latinos opinion in the US, it was established that content on the News bulletin and the Entertaining media has intensely affected the non-Latinos opinion regarding the Latinos (Barreto, Manzano, & Segura, 2012). Similarly, in his report, Welch has discussed that the deleterious stereotypes in the US media gave rise to an increased community judgment that most of the Black men were entangled in law-breaking and vicious acts (Welch, 2007).

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In a similar fashion, settlers from Asia particularly from Middle Eastern region have been subject to an exceptional type of stereotyping in the United States due to their beliefs. Religious, ethnic and cultural prejudice, a continuous feature of American masses, has seen significant deterioration in the past few decades, but, distinguished allowances still persist. An odd case has been of the Muslims, who continue to be termed as less promising as compared to most of the religious and cultural components of society (Kalkan, Layman, & Uslaner, 2009).

Hollywood is leading the World in film industry. With an average of 1000 films per year, Hollywood discoveries space for nearly every single race, faith, society and area that is present in this world.

2.5 Muslims across the Globe

Muslims having a population of over 1.6 billion and spread over 50 countries form one of the main races of the world. Asia-Pacific has the most Muslim population with 62% followers in the Middle East- North Africa (the Arab region). 15% reside in Sub Saharan Africa whereas 3% live in Europe. North and South America have around 0.3% of Muslim populace. With such a massive population, their representation in mass media is unavoidable. Though, a race as big as that of Muslims faces an extraordinary problem when it comes to the Hollywood (Bowman J 2007).

2.6 Muslims in American Film Industry

Hollywood since beginning has stereotyped Muslims. They share a history of mis-representation and stereotyping. The depiction commenced with a representation of women performers seducing males who were generally desert loving Bedouins. The tendency persisted for a few decades when it was substituted by the "Oil rich millionaires" in the 70s succeeding the

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oil crisis. In the last part of the 20th century, the Muslims were mostly depicted as violent terrorists. The 9/11 attacks followed by Afghanistan's invasion further escalated the crisis.

The Muslims were shown as "Arabs" in the form of *The Sheikh* filmed in the year 1921 and its sequel, *The Son of the Sheikh*, in 1926[5]. As the name shows, the films concern Arabs who are characterized as robbers, assassins, impostors and thugs. Some more films included *The Song of Love (1923)*[6], *Café in Cairo (1924)*[7] and *The Desert Bride (1927)*[8]. From here commenced the depiction of the Muslims which persisted in the coming decades.

Another issue with Hollywood is its incapacity to differentiate amongst the various cultural variations of the Muslim world. Muslims belong to almost every cultural and ethnic group and can never be taken one particular race. They are Indians, Chinese, Middle Easterns, Europeans, Africans, and so on. Hence restricting them to a sole cultural group is wrong. But in Hollywood movies, all Muslims are depicted as only Arabs.

Though 9/11 boosted the practice of portraying destructive stereotypes against Muslims, it was never the opening point. Even before the 9/11, Muslims, Arabs and Middle Easterners have been subject to animosity from the public due to activities of the people who shared their belief resulting in a worrying condition for them (Brinson & Mary, 2011)

Research has revealed that the American media has played a vital role in this respect. Fauzia Ahmad in her research has pronounced that the media was and is guilty for influencing the public view point against the Muslims and Islam after 9/11 (Ahmad, 2006). In short, Ahmad explains

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[5] Retrieved on January 18, 2014, from http://www.imdb.com/title/tt0017416/?ref_=nv_sr_3
[6] Retrieved on January 18, 2014, from http://www.imdb.com/title/tt0013624/
[7] Retrieved on January 22, 2014, from http://www.imdb.com/title/tt0014754/
[8] Retrieved on January 22, 2014, from http://www.imdb.com/title/tt0018822/

that media discourses have impacted upon their lives, resulting into aggression and animosity from non-Muslims, and feelings of anger, relegation and indifference amongst themselves.

S. hall (2005) has discussed that old view about depiction was that of replication which sustained that arguments and imageries showed the image, which stand in for somebody who is being shown. However the fresh impression is a little changed from the previous one. It says that there can never be a complete connotation from a particular message and that the true explanation be influenced by what masses think of it, which further rest on how the messages are shown. For instance a journalist says "I see the individuals are assembling for a meeting in New York to deliberate Edward Snowden matter". But what this statement actually means is very difficult to decide. The hearer does not know who Edward Snowden is and why there is a conference to deliberate upon him. What is his past which has led him to this state? One has to be familiar with as to who all are participating in the conference and what are their prospects out of it? The humble inquiry out of this information is "what is the connotation" of the journalist. The only thing clear from this message is that there can be a number of interpretations of a particular message.

2.7 Dynamics of the Study:

Jack Shaheen has also mentioned works (Alsultany, 2012) of literary like Washington Irwin who never did justice to the real happenings in Arabia. They maligned and falsely propagandized the idea of Last Prophet and Arab world. The chief features like loyalty, devotion, hospitality, simplicity and truthfulness were never shown to the people in any literature work. This became the prime mover and inspiration for Movie producers that are hell bend and biased.

Other works like The Fire of Islam, articles like The Roots of Muslim Rage, Rising Islam may overwhelm the West. Books like Inflamed Islam, the Islamic war against Modernity and Muslim Time bomb proved to be disastrous when pictured by Hollywood. A typical wrong notion overwhelmed western mind that Muslims are Intolerant, secrazed and hypocritical. Images of Muslim women were also shown as oppressive side of Islamic world. The lies that Muslim women cannot own property are a blatant lie on the face of Quranic Scripts on the law of inheritance. This intolerance and biasedness was taught at sixth grade in People and Cultural Studies in USA.

2.8 Reference to works in film making Industry

Recent Movies that were blasphemous and brought a great uproar in the East were such attempts to provoke the Muslim world. The concept of Just war on the face of Jihad is evolving and such mischievous works are clear indication of criminal mentality that is purposefully provocative. 'True lies and Executive Decisions', 'Iron Man', 'Back to the future', 'The Siege', 'Three Kings', 'Delta Force', 'Bable', 'Syriana', 'Aladdin', 'Rules of Engagement', 'Dissecting a Critique' are indeed all aimed with nearly similar story play and bombing stories. All indeed involve typical crisis situations in Muslim World to depict as-always heroic West and especially superhuman like US forces. Few of the latest attempts that prepare hypothetical situations in Muslim world are shown in movies namely, 'Unthinkable', 'Body of Lies', 'Rendition', 'The Kingdom' and 'The Hurt Locker', etc.

'Media and the Experts Determine How We See the Rest of the World' by 'Edward Sial' is also a survey research (Sial, 2010) that emphasis over the need of mitigating the marginalization of Muslim world. The systematic attitude building by Hollywood and other such

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film making industry is important. The Muslims have not been able to enter into the diatribe that has been unilaterally dubbed on them. 'Arabs and Muslims in the Media: Race and Representation after 9/11 (Critical Cultural Communication)' by 'Evelyn Alsultany' tells about the media warfare (Elouardaoui, 2007) that is producing the same concept as propounded by Huntington. This Racial description is similar to the Apartheid related issues in South Africa where Blacks were depicted as unworthy, aimless people involved in organized crime. It also sheds light on the issues that are generated with this prejudice.

'Guilty: Hollywood's Verdict on Arabs After 9/11' by 'J G Shaheen' is another research work which has been produced to give a conclusive idea over the attitude of Hollywood. This encircles the timeline around 9/11 which was a major setback to West and Islam reconciliation. Another work namely 'Evil Arabs in American Popular Film: Orientalist Fear' by Tim Joe has noted the image of Arabs that has been consistent (Simmerling, 2004) for across 100 years. It tells about the genesis of this attitude by initial work of Thomas Edison which produced a movie showing a woman doing belly dance (Thomas, 1998). The camel and belly notion is merely a figment of US mind that has been exploited to condition Arabs with these luxury and sexually explicit behavior.

'Arabs in Post-9/11 Hollywood Films: a Move towards a More Realistic Depiction?' A research by Ouidyane Elouardaoui is a research that analysis present state of affairs within Hollywood. The findings and public demand are also analyzed to seek admission of such a wrong notion. This is indeed grave injustice that despite international regimes (Elver) that call for factual criticism are violated to quench the thirst of violence mongers. 'Racializing Islam Before and After 9/11' and 'From Melting Pot to Islamophobia' by Hilal Elver has taken the same old notion of Green Threat which was systematically replaced on the place of Red Menace

(communism). Similar type of propaganda was launched by Germans under Adolf Hitler to persecute Jewish community. If these propagandas are taken to be the context for war then people in the west will not be able to differentiate or rightly call off aggressions as seen in case of Iraq war.

'The Representations of Islam and Muslims in popular media: Educational Strategies and to develop critical media literacy' (Rane, 2004) by Obeida Menchawi (Fawal, 2011) and 'The Construction of Arabs as Enemies: Post-September 11 Discourse of George W. Bush' by Debra (Merskin, 2004) are the way forward that shall be sought in order to purge west from the wrong notions about Muslims and Arabs as they have been taught during last century. The justification of such things is only a foul play where leaders like Bush need public support for war against Afghanistan and Iraq.

'Arabs and Muslims in Hollywood: Breaking-Down-the-Siege' by Kenza (Oumlil, 2001), 'Knowing One Another: An Antidote for Mass Media Islam' by Halim Rane, 'Representations of Muslim Bodies in The Kingdom: Deconstructing Discourses in Hollywood' by Michelle (Aguayo) are also such research papers that have taken Hollywood's inclination and tilt towards maligning Arabs and Muslims. They have successfully proven through factual analysis of Hollywood work that Muslims have not been given fair chance to prove their point of view and situations have been exaggerated to the point where no logic can be found out. Even Muslim zenith during the 1187 AD has been portrayed as a frustrated attempt with barbarism in Muslim mentality.

The works by different script writers needs a mention to ascertain the basics of Hollywood construction. The words can be taken as interchangeable since mass media also

engulfs the role of movies which have a fairly long duration and volume of impact. Social scientists are of the opinion that the contact movie industry has made is more impactful to the social interleaving of messages. Edward Said in 1987 in his book Orientalism has given an important perspective and explanation to the Muslim description as depicted in Hollywood movies.

The colonial era of Muslims where expansionism was the mainstream political disposition of Muslim rulers has been of profound impact on the minds and conduct of westerners. This gave birth to fighting trait of Arabs overpowering all other traits in the mind of the west. Until World War II the progress of Muslims got a nosedive which was taken as the seal on the history of Muslims.

2.9 Dimensions of Western Perspective

These depictions of Muslims have always misled people around the world to conceptualize militant Islam rather a way of life. Also Muslims in movies have been wrongfully restricted to certain regional and subculture based bias and prejudice. Ronald Barthes argues that limited aspects of Arab lives and cultures have been discussed, only to satiate the prejudice. The further delving into the societies reveals that the discipline and religiousness of the Arabs. The tribal system of Arabs remains main force of the cohesion among them. The social order remains intact and cultural invasion has been limited to detached sub-cultures.

The notion of Middle East and its projection amongst masses have a long history. Perception against Muslim and Arabs were all together different before 9/11. It was based on racism, religion, orientalism and otherness. Incident of 9/11 has added a new dimension in western public opinion against Arabs and Muslims. Perceptions were made more public and loud

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at every forum, may it be legally or politically. Whatever was said against Muslims and Arabs could not be uttered or written against any other religious and cultural group. Hollywood has projected middle east in their action films with a specific film setting which focused on particular tradition while overlooking broad ideological and cultural framework, and it spanned over almost entire 1980s. Those specific traditions projected in Hollywood films characterised middle east, north Africa and Asia amongst western masses as form of orientalism (Edward Said, 1979).

Orientalism is a concept regarding this region basing on their culture, tradition, religion, and race. Hollywood has incorporated orientalist traditions in their film industry those are obvious from numerous themes starting from melodramas to actions and adventures (see Bernstein & Sudlar, 1997).

With the selection of particular tradition out of larger ideological framework for their film narratives, middle eastern has been portrayed brutal, violent, barbarian and savage. Whereas, west was perceived to be loving, peaceful and civilised and rendering others uncivilized. Although few films covered humanly image of Arabs and orientalists but overwhelming number of films were based on narratives which projected them as barbarian, cruel and savage. it was slow poisoning of western society by Hollywood movies which lasted for decades. Resultantly more aggressive views and literature arose with complete impunity. Post 9/11 period has seen drastic aggression in public opinion in west basing on 9/11 attacks. it was, publically and in the media, considered legal to write, speak and display. . Besides culture defaming of Arabs, religion is also targeted and an image of Islam as threat to west and Christianity was engraved in the minds of western communities. Prince (1993) is an example of such narratives which projects ideological and cultural confrontation between west and Arab with historical evidences and making a strong conviction amongst western populous to look towards Islam with suspicion

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(see Said, 1979).

Edward Said said in *Covering Islam* (1997) that Western media portrayals of Islam and Muslims are "characterized by... stereotyping and belligerent hostility" (Said 1997, p xi) and that the word *"Fundamentalism"* "has come to be associated almost automatically with Islam, although it has a flourishing, usually elided, relationship with Christianity, Judaism, and Hinduism" (Said 1997, p xvi). Said also asserted that Hollywood movies "grossly ... exaggerate and inflate Muslim extremism within the Muslim world" (Said 1997, p xxvii), Said observed that the Western press tends to "obliterate" context in coverage of political situations involving Muslims: "Local and concrete circumstances are thus obliterated" and "covering Islam is a one-sided activity that obscures what 'we' do, and highlights instead what Muslims and Arabs by their very flawed nature *are*" (Said 1997, p xxii). Other scholars have also said that in coverage of conflicts between Muslims and non-Muslims, Islam is usually emphasized while non-Islamic religions are not stressed. Said wrote that this is illustrated by "... the way the massacres of Muslims in Bosnia was not ascribed to Christianity" (Said 1997, p 33) and how "Israel's avowedly religious character is rarely mentioned in the Western press" (Said 1997, p 34).

The Arab societies have been essentially ethnocentric and cultural diffusion in their lands despite contact with the external world is praiseworthy. Samuel Huntington has also labeled Arab world a distinct civilization that is an off shoot of the Semitic race. Also their counter parts like Iran and other non Arab regions have remained hostile and imposing of face of their faith. Further to this Said in his book Covering Islam has added that the negativity about Arabs has no basis for their being the zenith of culture and civilization during the medieval era. Scholars like Daniel Pipes, Bernard Lewis, Peter Rodman, Huntington and Judith Miller and authors alike have contributed to the vicious campaign to superimpose the wrong concept of Arabs. Their

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reductionist and biased image of Islam and Muslims, especially the Arabs, is a total misinformation and is related to bias and frustration of these authors.

The growing anti Muslim image led to the creation of Runnymede Trust in 1997. In this report they discussed that Muslims in west are considered as immigrants. Their status in society is merely aliens or others. Criticizing on in Islam on any forum is appreciated and defended whereas Muslims views against west are rejected and not considered. Even the report of the trust was criticized that it emphasizes of correctness of Islamism. Which no one was ready to accept.

Muslim rebels massacre 93 in overnight raid, says a headline in Guardian (23 April 1997). But this report does not say anything about those 93 killed were also innocent Muslim and the country/govt against which this rebel aggression was going on was also a Muslim country. Anti Islam sentiments resulted in construction of Islamophobia, which refer to hatred, violence and unfair racial discrimination. in Britain it even refers to the exclusion of Muslims from mainstream social, economic and political affairs.

Racial, cultural and religious violence in west was observed against Muslims and minorities. Most of the Muslims were attacked while going and coming from mosque or wearing a dress which presented them as Muslims or others. These violence were not only physical assault but also abuses and damaged to the property. The only reason was that they belong to a particular race, culture and religion.

2.10 Important Works during Recent Times

Hilal Elver in Radicalizing Islam before and after 9/11 has critically analyzed the role of international media. The one sided dimensioning of the allegation campaign launched by US plunged the condition of Muslims living in US. There after certain prejudice and phobia in relation to the Islamic circles in US, the simmering campaign marred in racism which is still a crime against human rights. The publication of Hilal Elver states the USA PATRIOT ACT further deepened the crisis which compelled many US Muslims to leave US. Also social pressure with the collusion of state machinery overpowered general perception. Anti Semitic campaigns still remain a crime yet the apartheid against Muslims has been norm in US.

Hilal opines that the fear of Shariah Law and so called freedom of speech became freedom of hate speech. Also the US military interventions needed well solicited public support which was only achievable through a propaganda and preparation of US citizen for the uncorroborated allegations. The immigration laws were stricken but condition for immigration for Muslims were made even more stringent. This brought huge criticism from around the world. But the US propaganda through state media and even Hollywood became successful in bagging support from public against Muslims.

Since Muslim from around the world come from various cultures and economic and social conditions, it is difficult to categorize their individual disposition into a single category. Yvonne Haddad writes as noted by Hilal that they are categorized as subgroups and labeled as Middle Easterners, Muslims and Arabs. This means that there is no clarity of thought in the minds of westerners. This is a serious issue which tells of their bias due to disinformation.

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Racism has grown to a level where Muslim Looking people like Sikhs and Subcontinent Asians (non yellow races) are treated in a certain way. Their social treatment has been discrimination.

Bhabha (1994) explains that the difference in culture; on the basis of race, social value, politics, enlightenment, and religion, has divided world into west and others. West has cultural supremacy over others. A black or Negro is never considered better than white. Others more specifically orientalist are considered to be less modern as compared to west. The ideas of east seem to be obsolete to the west. West as a symbol of progress and modernity treats orientalism as threat for their progress.

It was felt to control what seems to be threat. West in colonial era considered east as threat to their modernity and tended to subvert east/others. The more east is closer to modernity the less threat it would pose. Orientalism got controlled either by fear or by delight but purposely the threat was meant to be controlled. The opposing terms science/ideology, civilized/ savage, black/white, self/other, master/slave and essence/appearance were perceived for east and west respectively. West has unified itself through modernity to progress upon the orient. Nations were made on the basis of geographical boundaries, economy, modernity and civics.

2.11 Research Questions:

Though multifaceted questions have been viewed and evaluated; however, following research questions have been considered salient to study the problem under investigation:

RQ1: How do Hollywood movies construct Muslims and Islam?

RQ2: Whether the Muslims are constructed in a binary fashion under the orientalist perspective in the Hollywood movies?

RQ3: In what aspects of their portrayal; i.e. social, political or cultural, are the Muslims constructed as Orientalist?

RQ4: What moral, social and human values are associated with Muslim as individuals and Islam as a religion?

2.12 Theoretical Framework:

How can one have explanation for US media's depiction of Muslims, which appears to abruptly contradictory with Islamic "veracity?" Social construction of reality concept and philosophy of framing can offer valuable acumen.

2.13 Social Construction of Reality Theory

Berger and Luckmann (1966) presented the idea of social construction of reality. It states that the realism is not an eternal or an impartial term. To a certain degree, it's a prejudiced wonder which necessities our clarification to formulate it a shape. Researchers debate that realism is not the same for each individual.

This principal idea of the *Social Construction of Reality* states that realism is subjective and is created generally. The terminology refers to the concept that our relations with others figure out the way we present ourselves to them. Likewise our lifetime practices have an effect on how we recognise others to be. Furthermore, how we were brought up and what we were qualified to rely on also affect how we present ourselves, how we see others, and how others take us. In short, our observations of realism are moulded by our philosophies and experiences. The procedure of absorbing ordinary situation as per our understanding is referred to as ethno-

methodology. Devised by the sociologist Harold Garfinkel, the terminology states that our contextual understanding and know-hows offer us with simple assumptions about our routine life.

In their study, Berger and Luckmann (Berger & Luckmann, 1966) have debated those individuals and the groups which interact together in a community craft ideas and psychological pictures of activities of one another, and that these pictures ultimately become engrossed in the thoughts. They say that when these characters are offered to other fellows of society to enter into and play out, the conceptual pictures or ideas are established. As a result of this institutionalization, the sense is rooted in the public. Understanding and societies' faith of realism enters the recognised fabric of the community. Hence, realism is said to be communally erected. Luhmann (2000) emphasises on the functioning of the media. He maintains that all transmission contains selection and appearance of evidences. These carefully chosen details are used to make a particular appearance. The recurrence and emphasis of media generates a subjective realism at the cost of impartial demonstration of evidences (Luhmann, 2000). He says that each media group has some agenda and principles on which truths are offered. He also emphasises on variations amongst opinions and procedures. The opinion is formulation of thoughts by observing an occasion with respect to environmental region, period and intensity. Yet, opinion does not suffice to dig out root cause of the issue or mishap since human thinking process is diverse and multifaceted in nature.

Luhmann (2000) states that individuals use media to build their own reality which in turn is referred for forthcoming dealings. He disapproves the point that media is taken as an instrument of processing material rather than an act of mindfulness.

In US, a connotation for Muslims has been established. Communal establishment of realism do not certainly show the reality. In *Public Opinion* (1922), Walter Lippmann states that "images in our brains" of how the people in the world are. Every person, basing on their personal understandings, has in their thoughts various images of individuals and different occassions. Lippmann says "that whatsoever we believe to be a correct image, we treat as if it were the situation itself" (Lippmann, 1922, pg. 2).

How, then, is truth established? Or, specified otherwise, who crafts the images in our minds? Gaye Tuchman, debating in *Making News* (1978) that the news bulletin are important, calls news a window on the world and the act of making news, the act of constructing reality itself. News work, she says, changes incidences and indicates individuals to them. Study reveals that the mass media set the plan for what the society deliberates about, thus, more or less ordering what gets spoken about and thought of as significant (Tuchman, 1978). "There is perhaps no other broad practice, besides ordinary discussion, that is involved in so commonly and by so many individuals as news in the print media and on television," says scholar Teun Van Dijk (in Jenson and Jankowski, 1999, p.110).

The mass media, then, have been seen as having a part in making different meaning. Consequently, exposure of Muslims may have created characters and connotations for Muslims that have contradictions from reality. This is important as media operators can form negative picture of Muslims. Many researchers state that destructive US community opinions of Muslims are result of damaging media depictions of Muslims (see Gerges 1997).In sum, as per communal structuring of realism, sense is established.

2.14 Theory of Framing

Concept of framing is used to dig out how Hollywood films are outlined showing Muslims imageries. This concept is useful for covering up a range of variables connected to the depiction of a particular image (C. Flood, 2009). Image building of Muslims was calculated by using this theory. Framing theory helps scholars to comprehend that how mass media could structure a subject in bulletin, pictures, films, plays or a track. Content study is the manner used in this research to quantify the framing level of showing a Muslim image in Hollywood films.

Media framing means as to how a given material is being presented for the masses. Media used to alter spectators opinion in their own interest. Media occasionally oversee the obligation to be just and neutral. US political researcher and media scholar Entman comments on framing that it revolves around selection and salient features. Frame is to choose feature of perceive inevitability than make them more obvious / noticeable in a communication script as to sanction the clarification of a exact issue, cause understanding, correct appraisal and recommending necessary treatment.

The framing idea has been achieving admiration day-by-day and is very significant to identify that how media matures problems and frame to set their outline plan. At times framing used to know worldwide traditions while at times it tries to spread for attaining precise aims. The capacity of media consumers has, intensely, been increased in last few years, Billions of people, depends upon media for news and entertainment. The vital tool of mass media is framing incidences in particular ways. After the formulation of electronic media, framing has acquired a key role in researches as it helps scholars to discover, understand, recognize and associate the outcome of media content.

Framing makes communication a lively practise as it deals with various stages. of communication through mass media. Framing allows us to be mindful with the conversationalist or source, the material, the spectators and their opinions that how they deal media communication (Claes, 2010). Frames have frequently been linked to communication. The communication, the spectators, the envoy, medium, background and mostly the hypothetical frames are the important fundamentals of communication. Language has an impact on framing, it, essentially, speeds up the framing procedure. Framing is an immense procedure; only the lower level of framing can be seen in messages as it can formulate the foundations of society (Lakoff, 2009).

Framing is procedure when producers focus on to some features of reality in their films on contrary to whatsoever reason by using ideas, arguments, expressions and verdicts that offer hypothetically strengthen and strengthen truths or consequences. Movie-makers used to frame, nearly, every problem and same as the case with US film industry. Framing concept supports this research as it allows the scholar to assess that how Hollywood industry framed Muslims in their films.

2.14.1 Episodic Frames

Episodic framing "takes the form of event-oriented reports and depicts public issues in terms of concrete instances." Episodic framing will include those scenes of sample movies which focus on how Muslims are constructed as individuals in Hollywood Movies and constructions of Muslim individuals in a binary fashion under the perspective of orientalist.

2.14.2 Thematic Frames

Thematic framing, on the other hand, "places issues in a broader or more general context." Thematic framing will include those scenes of sample movies which focus on how Muslims are constructed as community/religion in Hollywood Movies and construction of Muslims and Islam in binary fashion under the perspective of orientalist.

Chapter No. 3

Methodology

3.1 Research Design

The research technique used in this study is quantitative. To carry out the study 6 Hollywood movies, specifically in which the portrayal of Muslims are constructed, has been analyzed with the help of purposive sampling and framing technique.

3.2 Content Analysis

Content analysis is an investigation tool focused on genuine content and covering various aspects of the media. It is used to establish the expression of certain verses, concepts, subjects, expressions, personalities or ruling within the material. It is a systematic approach to research the content of recorded data (Walizer & Wienir, 1978). It is a methodical, quantitative and impartial method of gauging message variable (Kerlinger, 1979).

The process to find out the sense of something, rational or importance of communication is termed as content examination/analysis. Content analysis, frequently, is a procedure in .the social sciences to assess the material. The research of reported resources like volumes, websites, television programs, films, images and commandments is known as content analysis (Earl, 2009). Content analysis is taken as theoretical procedure regarding research of communal communication in its values (Farooq, 2010). The vital inquiries of material examination were recognized by Lasswell as who says what? To whom? Why? And to what amount? Etc. Holsti

explains material examination as a method for deducing accurately, systematically and thoroughly.

This methodology allows scholars to quantitativly examine arguments, ideas, philosophies and their consequences so that the message of such arguments or visual can be comprehended.

Scholars have recognized two classes of content analysis; conceptual analysis and social analysis. Conceptual analysis means the use of arguments and thoughts conceptually, for example, you think Hollywood films depict Muslim as extremist. To establish this you have to check that how many films have been depicting Muslims as terrorists and extremists or having plot involving Muslim in terrorism acts. Relational analysis studies the connection amongst manuscript's ideas. Taking the earlier example of Hollywood films, relational examination permits you to recognize what other imageries appear in films regarding Muslim and establish what varied connotation arise to exploit such possessions.

All the Variables were coded for each film to find out if there was framing regarding Muslims in Hollywood films. Variables comprised of sampling, inter-coder dependability and legitimacy, and the procedure used for framing.

3.3 Population of the Study

A population is a comprehensive and well defined group of the elements pertinent to a given research question. A target population is an aggregation of the entire element pertinent to a study. Population of research shares common characteristics from which the sample is generated. The population for this study is the Hollywood movies that are constructing Muslims in movies.

3.4 Sampling

Sample is the subset of population. A representative sample as a sample selected in such a way that it reflects well the characteristic of its parent population. It is taken out of population. The sample size for this study is 10 Hollywood movies that portray bad image of Muslims.

Purposive sampling technique is used in the study as there is the criterion for the selection of Hollywood movies in which image of Muslims is constructed. It is the form of sampling in which the selection of the sample is based on the judgment of the researcher as to which subjects best fit the criteria of the study.

3.5 Time Period

Hollywood movies released during last three years i.e. 2012 till 2014 depicting Muslim characters have been scrutinized. The time period selected will give an insight on the current mindset of western media regarding Muslims and their culture/society.

3.6 Unit of Analysis

There are various factors that are considered as the unit of analysis for the present study. They include various segments, relevant scenes, and sentences, discussion of Islam, identity, dialogues, and background from the selected Hollywood movies

3.7 Data Analysis Tool

Data was collected through coding sheet by making categories with the help of frames.

3.8 Implication of Research

This study will prove to be a milestone towards a new era of understanding what Muslims really are in core, apart from the social construction offered by the Hollywood screens.

3.9 Categories

Character analysis is conducted in this research basing on how Muslim characters are constructed in Hollywood films. The study is based on binary fashion analysis and has four major categories which are further divided into sub-categories.

- ➤ Construction of Muslims in Hollywood
- ➤ Construction in Binary Fashion
- ➤ Muslim as Individuals
- ➤ Islam as Religion

3.10 Construction of Muslims

Hollywood is an opinion changing film industry which has filmed many issue of the world. The construction of Muslims in Hollywood kept on changing time to time. Recent drift in Muslim construction are the outcome of Sep 9/11 attacks which brought a major change. On a broader perspective Muslim construction in Hollywood is based on multiple dimensions. However, here following two major variables will be discussed for analysis;

- ➤ Terrorists
- ➤ Violent

3.11 Construction in Binary Fashion

Hollywood not only tarnishes image of Muslims and other minorities of the world but on the other hand portray a positive image of west and its culture. Under the perspective of orientalist it draws a comparison between Orient and Occident in a binary fashion. Here the projection of Muslim as orient and its comparison with Occident will be discussed and following variables of this category are being analyzed;

- ➤ **Social Construct**
    - ➤ Civilized
    - ➤ Uncivilized
- ➤ **Political Construct**
    - ■ Democracy
    - ■ Monarchy or Dictatorship
- ➤ **Cultural Construct**
    - ■ Fundamentalist
    - ■ Tolerant

3.12 Muslims as Individuals

Hollywood also represents Muslim as individual identity. The attribution of typical kind of attire, get up and social behavior of a Muslim individual in Hollywood movie is different from others. Even in few non related movies to this subject also give glimpses of individual portrayal of Muslims. Following key variables of this category are being discussed for the analysis;

- ➤ Anti West

> Anti Women Rights

3.13 Islam as Religion

Islam is a favorite topic of Hollywood of Sep 9/11 and filming this subject gained momentum in last decade. Islam is a religion of major chunk of world population. Reality of Islam is far different from its projection on Media and Movies. Comparison and portrayal of Islam in Hollywood tends to create negative perception of the religion in minds of general public. Various aspect of Islam is presented in Hollywood movies but for the purpose of this study following variables of this category are being analyzed;

> Monolithic

> Non Tolerant

3.14 Definitions and Indicators of Key Variables

Variables	Conceptual Definition[9]	Operational Definition
Civilized	A socially well organized with a very developed culture and way of life. (oxfordlearnersdictionaries.com)	A Muslim character that is shown in Hollywood movies as cultured, educated and well mannered.

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[9] www.oxforddictionaries.com and oxfordlearnersdictionaries.com

	Indicators ● A civilized person is cultured who values social rules and express the acceptance of those rules through his behavior. ● Someone whose speech, attire, wisdom and dealing are appreciated by people around him. ● People who behave with friendly attitude, mannerism and pleasant personality are considered civilized in society.	
Uncivilized	(Of a place or people) not socially, culturally, or morally advanced. (www.oxforddictionaries.com)	People who are not mannered and socially not groomed.
	Indicators ● An uncivilized person is uncultured who neither value social rules nor express the acceptance of those rules through his behavior. ● Someone whose speech, attire, wisdom and dealing are not appreciated by people around him. ● People who behave with unfriendly attitude and do not have pleasant personality are considered uncivilized in society.	
Democracy	A system of government by the whole population or all the eligible members of a state, typically through elected representatives. (www.oxforddictionaries.com)	A system of government where people have right to elect their representative through system of voting.
	Indicators ● A system of government where people have right to elect people as their representative. ● A form of governmentt for the people and by the people. ● A form of government where people have influence over government through votes and public pressure.	
Monarchy	A form of government with a monarch at the head. (www.oxforddictionaries.com)	A form of government where people do not have right to elect their representatives rather a royal ruling family controls the govt.

	Indicators	
	● A system of government where people do not have right to elect people as their representative. ● A form of government where a royal family has control over govt. ● Government where there is a concept king or queen and next ruler is the ancestor.	
Anti Western	To dislike people living in or originating from the West, in particular Europe or the United States. (www.oxforddictionaries.com)	One who has hatred for western culture and way of living.
	Indicators ● A state or people who dislike western culture. ● One who does not like way of living of West. ● One who does not accept western ideas as a whole.	
Terrorism	The use of violent action in order to achieve political aims or to force a government to act. (oxfordlearnersdictionaries.com)	An individual/group (Muslims) who kills innocent people for political / religious / organizational goals.
	Indicators ● An act which creates fear and shatters feeling of being secure is terrorism. ● Terrorism is an act which involves violence and killing to achieve political goals. ● Terrorism is normally indicated by bomb blast in public area and killing innocent people with different means.	
Violent	Involving or caused by physical force that is intended to hurt or kill somebody. (oxfordlearnersdictionaries.com)	A person/group (Muslims) who use force and destruction to promote his views and ideology.

	Indicators	
	● Force used against people is known as violent act which results in killing and injuring people. ● Using force against people without discrimination of innocent and accused is known as a violent act. ● Violence results in destruction of public property and life.	
Monolithic	Used to describe single, very large organizations, etc. that are very slow to change and not interested in individual people. (www.oxforddictionaries.com)	A religion which does not allow any change in itself and does not accept others in it.
	Indicators ● A religion which does not change with the challenges of modern world. ● A religion which do not accept people from other religion. ● A religion which is not suitable to address modern issues	
Fundamentalists	A person who follows very strictly the basic rules and teachings of a religion, a Christian who believes that everything written in the Bible is completely true. (oxfordlearnersdictionaries.com)	An individual/group (Muslims) that has radical and irrational ideology and does not accept the existence of followers of other religion.
	Indicators ● A person who follows all teachings of his religion without any change deemed necessary in modern world. ● A person who thinks whatever written in religious books are true is known as fundamentalist. ● Fundamentalist is term that can be used for a society as whole which follow a particular religion with no tolerance for other religion.	

Tolerant	Showing willingness to allow the existence of opinions or behaviour that one does not necessarily agree with. (www.oxforddictionaries.com)	One who accepts co-existence of individuals of other religion with peace.
	Indicators ● One who accepts co-existence of other religions. ● A religion which provide basic human rights to followers of other religions. ● One who does not believe in killing/violence against opposing beliefs.	
Non Tolerant	Showing unwillingness to allow the existence of opinions or behaviour that one does not agree with. (www.oxforddictionaries.com)	One who does not accepts co-existence of individuals of other religion with peace.
	Indicators ● One who does not accept existence of others. ● A religion which considers all other religion wrong and does not tolerate those. ● One who takes violent steps against other religions.	

Anti Women Rights	Opposition to those rights that promote a position of legal and social equality of women with men. (www.oxforddictionaries.com)	One who does not believe in women rights and their freedom of speech and actions.
	Indicators ● A person who does not allow women to live their life as pe their choice ● A person forces women to follow particular religion and tradition. ● A religion or society which does not allow women basic human rights.	

Chapter 4

Results and Findings

4.1 Factual Analysis

This research is fixated on finding Muslims depiction in Hollywood films which came to box office in 2012-2014. Six Hollywood films were carefully chosen through purposive selection amongst top hundred films of the year. The element of examination was frame of numerous acts in the films. Frames speak of an entire 'set' on which camera takes numerous angles.

The Dictator is a 2012 US comedy movie co-authored by and featuring Sacha Baron Cohen as his fourth feature film in a leading act[10]. The movie is directed by Larry Charles, who earlier directed Baron Cohen's mockumentaries *Borat* and *Brüno*. Baron Cohen, in the character of Admiral General Aladeen, the dictator of the imaginary Republic of Wadiya visiting the US, stars together with Anna Faris, Ben Kingsley, Jason Mantzoukas, and an un credited performance by John C. Reilly. Producers Jeff Schaffer and David Mandel said that Baron Cohen's personality was taken from real dictators Kim Jong-il, Idi Amin, Muammar Gaddafi, and Saparmurat Niyazov.

Cleanskin is a 2012 British spy thriller movie written and directed by Hadi Hajaig in which actors like Sean Bean, Abhin Galeya, Charlotte Rampling, James Fox, Tuppence Middleton, Shivani Ghai and Michelle Ryan gave appearances[11]. The plot is set in London. The movie's name, "cleanskin", is a terminology for an undercover agent unidentified to his or her

[10] Retrieved on January 8, 2014, from http://www.imdb.com/title/tt1645170/?ref_=nv_sr_1
[11] Retrieved on January 8, 2014, from http://www.imdb.com/title/tt1598873/?ref_=nv_sr_1

objectives, or, as more usually used in the United Kingdom succeeding the London bombings, a terrorist with no earlier sentences, so consequently unidentified to national security's agencies.

Lone Survivor is a 2013 US war movie written and directed by Peter Berg, in which actors like Mark Wahlberg, Taylor Kitsch, Emile Hirsch, Ben Foster and Eric Bana gave their performances[12]. The movie is inspired from the 2007 nonfiction book of the same title by Marcus Luttrell with Patrick Robinson. Set during the war in Afghanistan, *Lone Survivor* explains the unsuccessful United States Navy SEALs counter-insurgency mission Operation Red Wings, during which a four-man SEAL reconnaissance and observation squad was tasked to track down and assassinate local Taliban head Ahmad Shah.

Java Heat is a 2013 US action movie directed by Conor Allyn, the movie co-stars Kellan Lutz, Mickey Rourke, Ario Bayu and Atiqah Hasiholan[13]. Plot centre's on the outcome of a suicide bombing in Indonesia, where an irresponsible US citizen pretending as a grad student is determined on revenge but soon comes to know that the world's complications can't be resolved with ferocity alone. A shadowy US Marine/FBI operator Jake Travers (Kellan Lutz) sides with a Muslim cop Hashim (Ario Bayu) to track down a dangerous global ornament bandit Malik (Mickey Rourke) who abducts a Sultan's daughter Sultana (Atiqah Hasiholan) in a plot to rob the royal assets: striking plotting amid ancient citadels, mosques, shrines, subterranean labyrinths and stone pyramids in the core of Java.

Camp X-Ray is a 2014 US independent drama movie based on the temporary custody facility Camp X-Ray at the Guantanamo Bay detention camp[14]. The movie is the directorial

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[12] Retrieved on January 8, 2014, from http://www.imdb.com/title/tt1091191/?ref_=nv_sr_1
[13] Retrieved on January 8, 2014, from http://www.imdb.com/title/tt2083231/?ref_=nv_sr_1
[14] Retrieved on January 8, 2014, from http://www.imdb.com/title/tt2994190/?ref_=nv_sr_1

debut of Peter Sattler who also penned the script. It co-stars Kristen Stewart and Peyman Moaadi with John Carroll Lynch, Lane Garrison, and Joseph Julian Soria in supportive roles. The movie premiered on January 17, 2014 at 2014 Sundance Film Festival in the U.S. dramatic competition group and which hit the box office on October 17, 2014 by IFC Films.

Honour is a modern thriller concentrating on "honour assassination". The movie shows a young woman, Mona, residing in London with her family of Pakistani background[15]. Mona has a boyfriend of whom her family do not like, and consider the affiliation to be a blight on the family's respect. After plans to elope flop, Mona is required to go on the run from her family, who attempt to locate and punish her, which will probably lead to her being killed.

A total of 251 film scenes were collected during the research and the facts were analyzed on the coding sheet and frames. As per the examination, The Dictator had maximum acts i.e. 73 followed by Cleanskin which had 49. Lone Survivor and Java Heat were third with 36 while Honor had 34 acts and Camp X Ray had 23 scenes pertinent to the research. The table shows the percentage of scene, taken out from each film.

Movies	Years	Scenes	Percentage
The Dictator	2012	73	29.1%
Clean Skin	2012	49	19.6%
Lone Survivor	2013	36	14.3%
Java Heat	2013	36	14.3%
Camp X Ray	2014	23	9.2%
Honor	2014	34	13.5%
Total		251	100%

Table 4.1, scenes from sample movies.

[15] Retrieved on January 8, 2014, from http://www.imdb.com/title/tt1738351/

Chart Title

■The Dictator
■Clean Skin
□Lone Survivor
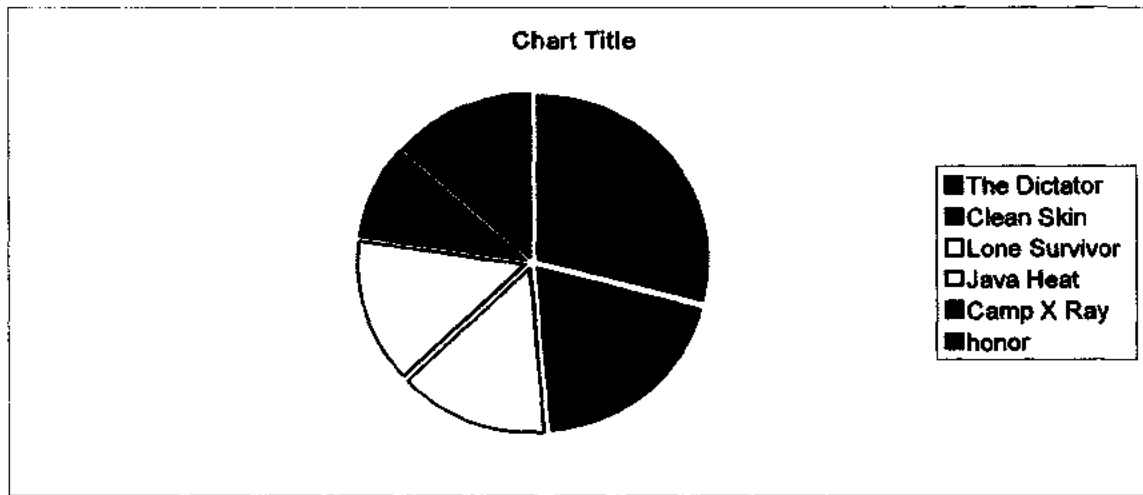□Java Heat
■Camp X Ray
■honor

Figure 4.1, percentage of scenes from different movies.

RQ1: How do Hollywood movies construct Muslims and Islam?

Image 4.1 is taken from *Lone Survivor (2013)* which shows a Taliban leader Ahmad Shah in Afghanistan who is shown responsible for killing over twenty United States Marines, as well as villagers

Figure 4.2

and refugees who were aiding American forces. Terrorists are shown in a typical frame of Muslims having beard, turban and carrying weapon. In response to these killings, a United States Navy SEALs unit is ordered to execute a counter-insurgent mission to capture Shah.

The objective of this mission is
to capture and kill Ahmad Shah.
Bad guy.
Senior Taliban commander
responsible for killing
Marines in eastern Afghanistan.
A Tier I target.
If you want a positive I.D.,
note that Shah has no earlobes.
Taraq.
His right-hand man. Seems to do
most of his chief shit for him.

Image 4.2 taken from *Cleanskin (2012)* in which beheading of a sgt is shown. Background of the scene is that Nabil orders Ash to assassinate Sgt. Glen Conlan (Glenn Wrage), an ex-soldier living alone on a farmhouse who gave torture to Muslims in Afghanistan. Nabil dispatches his buddy, Amin (Silas Carson) to assist Ash and Yussif in assassinating him. They are shown to get hold of the sgt. Ash searches the house and finds a woman with a baby but does not
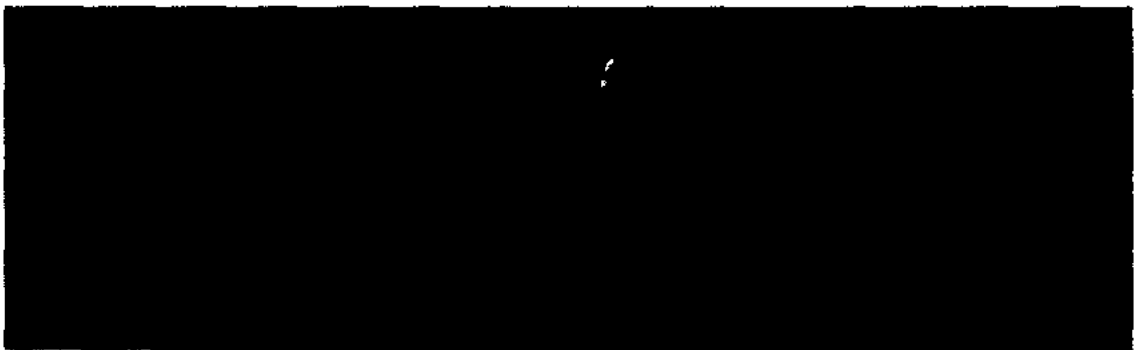

Figure 4.3

tell Amin about them. Amin then searches the house again and kills the woman and her baby.

Ash and Amin take Conlan to an abandoned building where Ash films Amin beheading Conlan.

I'm going to cut
your head off like a pig's.

In one scene *The Dictator (2012)* numerous thing were referred and associated to Muslim

as torture cells and equipment in Shah Iran garage, Falujah Firehouse or Kandhar wrench

Figure 4.4

and making donation to Al Qaida. Complete scene is describing Muslims as violent brutal and

supporting terrorism. Image 4.4 shows chopping off of head of a dead man to get his beard was

clearly depiction of beheading done by terrorist organizations headed by Muslims.

Image 4.5 shows a suicide bomber in *Java Heat (2013)* who detonates himself at a party

in Java, Indonesia, and a Javanese Sultan's daughter, Sultana (Atiqah Hasiholan), is believed to

be one of the

Figure 4.5

unidentified victims. The suicide bomber shouts Allah o Akbar before he detonates himself, giving a picture as Muslims are terrorists. Again terrorists are shown to have raised Muslim slogan before they starts firing to kill American Jake and Hashim. It's as public is being brain washed to construct a Muslim as terrorists in their minds.

God is great. (Allahu Akbar)

Movies	Scenes		Total
	Terrorist	Violent	
The Dictator	15	3	18
Clean Skin	8	9	17
Lone Survivor	3	7	10
Java Heat	11	8	19
Camp X Ray	3	4	7
Honor	-	1	1
Total	**40**	**32**	**72**

Table 4.2, scenes from different movies showing Muslims terrorist and violent
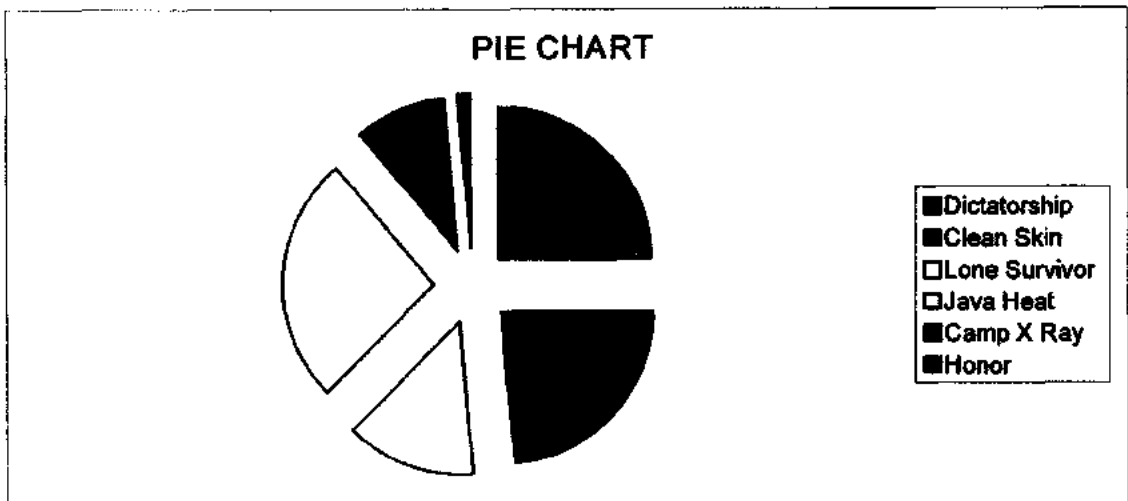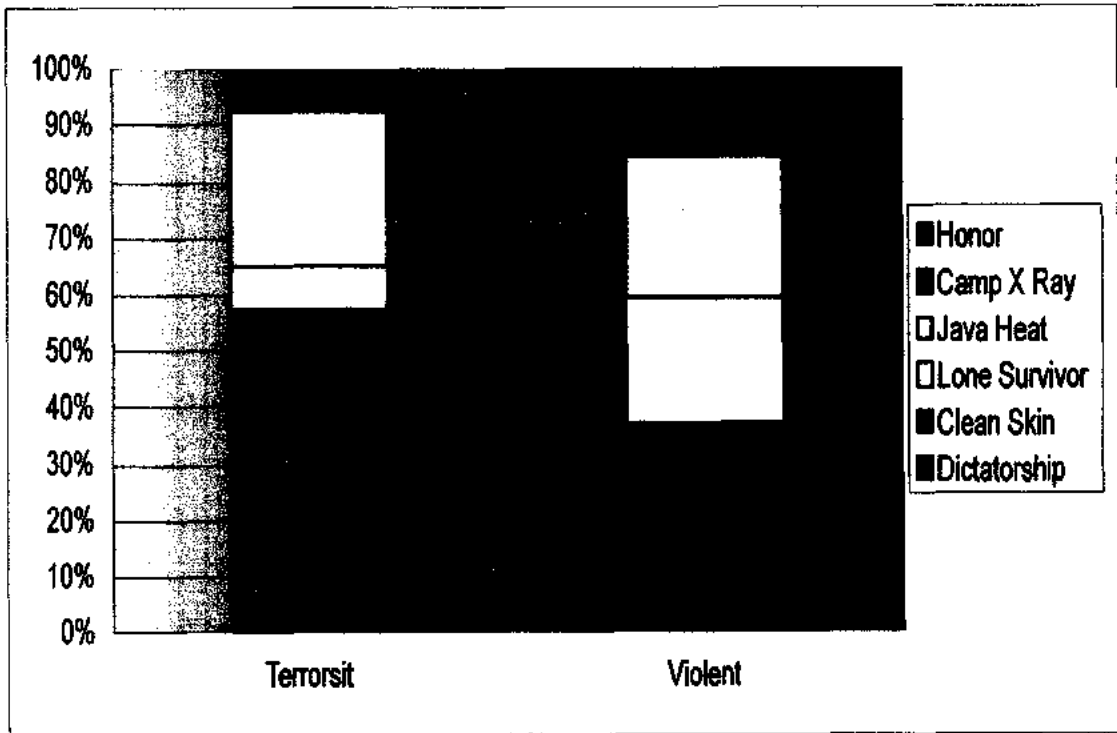
Figure 4.6, Percentage of scenes from different movies showing Muslims terrorist and violent

RQ2: Whether the Muslims are constructed in a binary fashion under the orientalist perspective in the Hollywood movies?

Image 4.7 is taken from **Camp X-Ray (2014)** which is another movie clearly referring

Muslims as others and orientalists. The prisoners in the movie are referred as detainees so as

Figure 4.7

rights of prisoner under Geneva Convention do not apply on them. A detainee was supposed to

be shifted from a cell and he was shown savage, which refers Muslims as below human being.

The cell under US government detains terrorits and suspects, mainly from Arab countries.

The movies construct Arabs as terrorist and fundamentalists. By watching this movie general

Figure 4.8

perception of public gets stronger to consider Muslims as terrorists under orientalist perspective. **Image 4.8** shows the detainees were detained in cell as long as for eight years. They were treated like animals and in small cells. Books and news papers were old and most of them read those books several times. In short Muslims are considered and treated worst than animals.

The movie *Honor (2014)* start with an unpleasant interaction by a western couple with two veiled Muslim ladies as shown in **Image 4.9**. The western couple was shown to have anti Muslim sentiments.
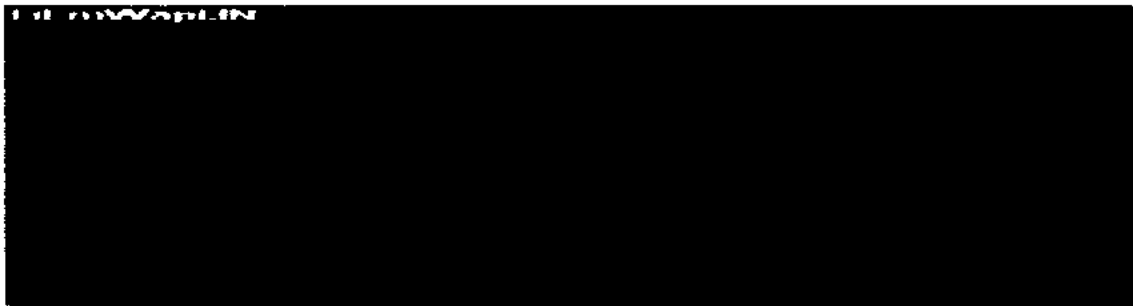

Figure 4.9

Muslims are shown others and orientalist whereas the racist views by those Germans is never criticized.

> *See, if I was in your country,*
> *for whatever reason,*
> *I'd respect us locals a wee bit better.*
> *Sorry, please... I no understand...*
> *Learn the fucking lingo and get*
> *out the fucking road when I tell ya to!*

RQ3: In what aspects of their portrayal; i.e. social, political or cultural, are the Muslims constructed as Orientalist?

Image **4.10** taken from movie *The Dictator (2012)* shows general public in Muslim states

are shown backward, uncivilized and uneducated. As a Shepherd shown in the movie for double
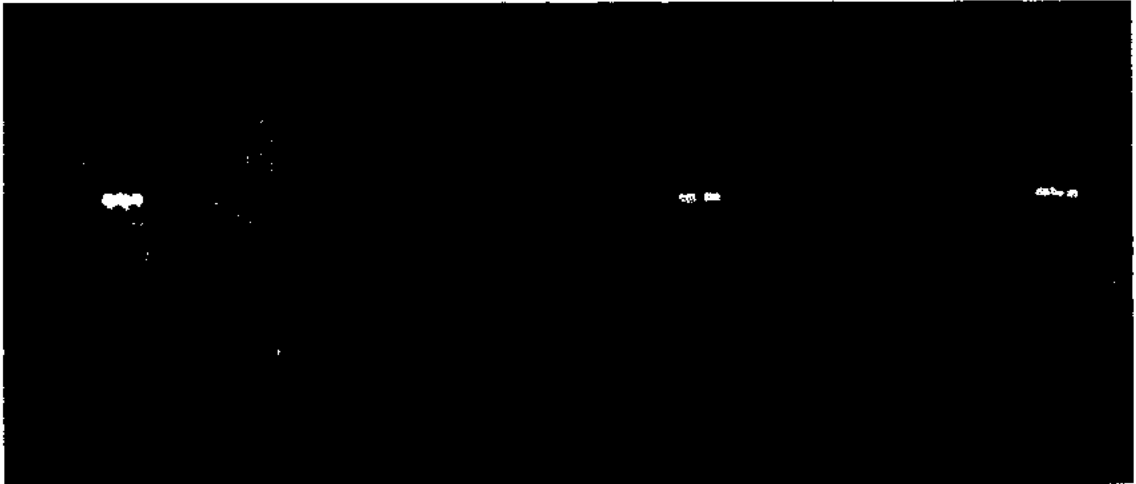

Figure 4.10

role of General Aladeen. While addressing UN Security Council as General Aladeen, the

Shepherd urinates in a jug and then drinks it. Ultimately uncivilized portrayal.

Image **4.11** taken from movie *Lone Survivor (2013)* shows people of Muslim countries

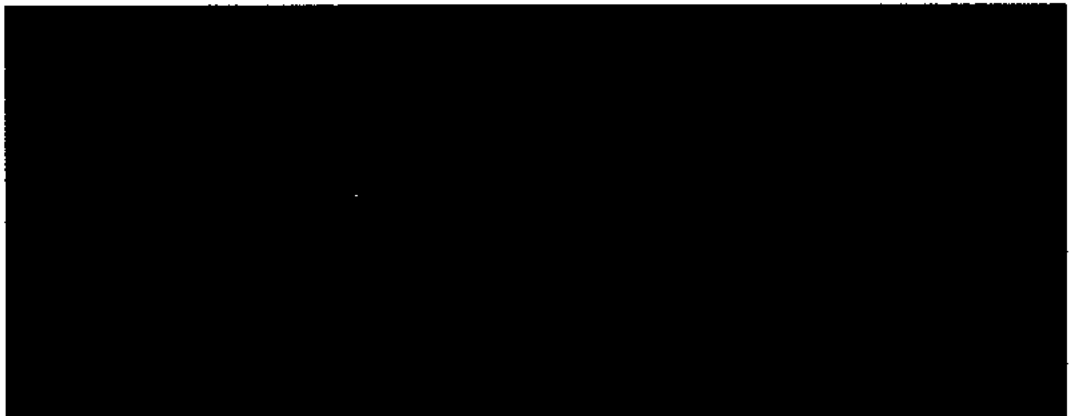as backward, living old life style and lacking basic facilities and infrastructure.

Figure 4.11

Politically Muslim states are shown opposing democracy and suppressing free will of the people

in the country.

In *The Dictator (2012)* dictatorship or monarchy is shown to be system of governance in Muslim countries and rule of law in anti western and anti Israel leader's hand. **Image 4.12 and 4.13** shows General Aladeen addressing leaders of the world in UN Security Council and opposing democracy in his speech.
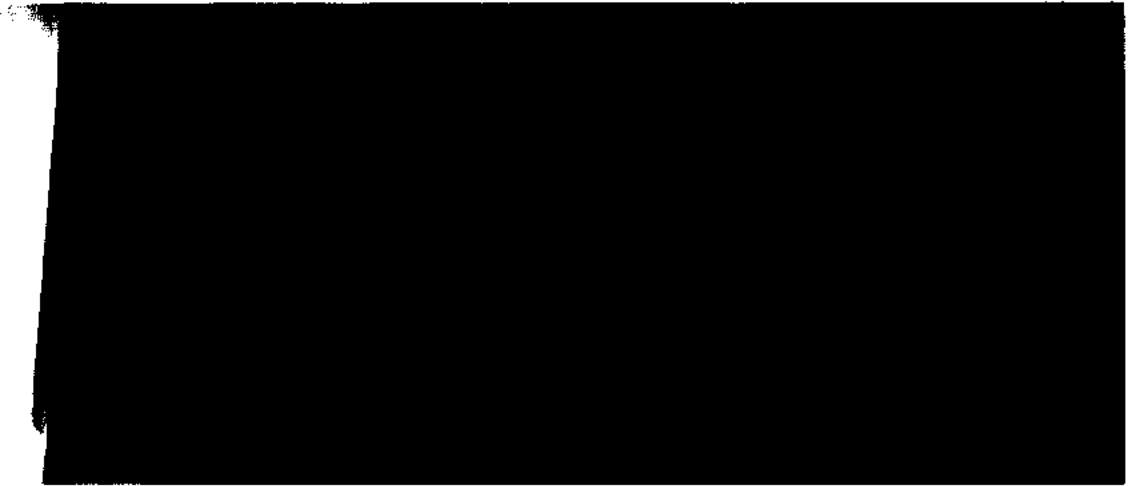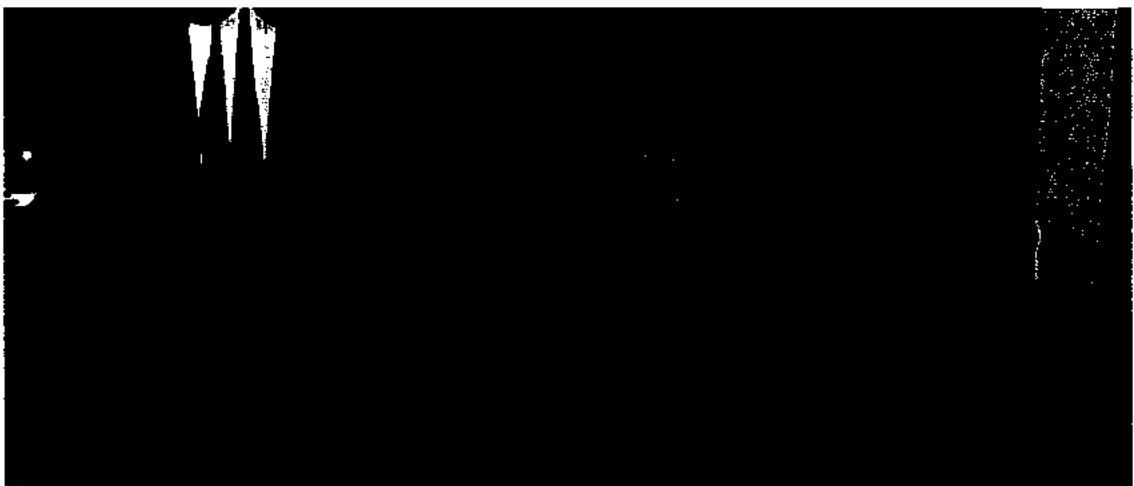

Figure 4.12

Figure 4.13

Democracy is the worst!
Endless talking
and listening to every stupid opinion!
And everybody's

vote counts,
no matter how
crippled or black or female they are,
Democracy
Democracy
has hairy armpits
and could lose five pounds,
Democracy looks like
a midget in a chemo wig

Whereas in the same movie west is shown as custodians of democracy and free of speech to the public which is not there in Muslim countries.

This scenes of *Clean Skin (2012)* shows how brutal and violent Muslims are, they even don't have mercy for women and children. As a woman and a baby was found in one of the rooms in an attempt to kill the Sgt. Ash leaves them alive whereas Amin brutally kill
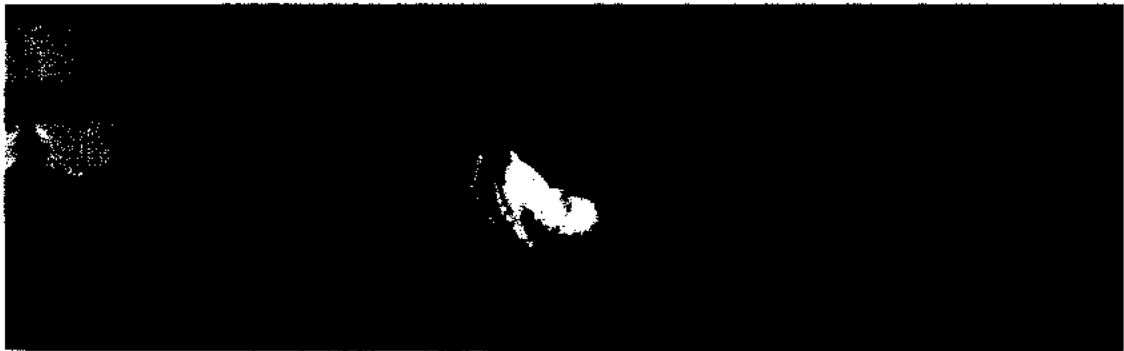

Figure 4.14

them and **Image 4.14** shows the woman and a baby killed by Amin brutally.. And beheading is a phenomenon attributed to Muslims only which is shown in a scene where beheading of sgt Conlon was filmed by Ash and Amin.

Mr. Conlon was a banker and
a former private in the Army Reserves.
His sister, Rebecca Conlon,

and her 8-month-old daughter
were found brutally murdered
at his farm in He Mordshire.

The SEALs *(Lone Survivor)* are accidentally discovered by an elderly shepherd as shown in **Image 4.15** and two teenage goat herders. After a brief debate, Luttrell convinces the others that they will incite backlash if they kill the three herders. The team decides to release the herders and

Figure 4.15

abort the mission, but before they can escape, they are discovered by Taliban forces. They took a lot of time whether to kill 3 shepherds of release them. But west is shown kind and advocate of human rights so they release them despite threat to their lives.

Rules of Engagement says
we cannot touch them.
I understand.

Comparison	Social		Political		Cultural		Total
	Civilized	Uncivilized	Democracy	Monarchy	Fundamentalist	Tolerant	
West	15	2	7	-	-	6	30
Muslims	1	24	1	6	25	2	59
Total	16	26	8	6	25	8	89

Table 4.3, scenes from all 6 movies constructing muslims in binary fashion
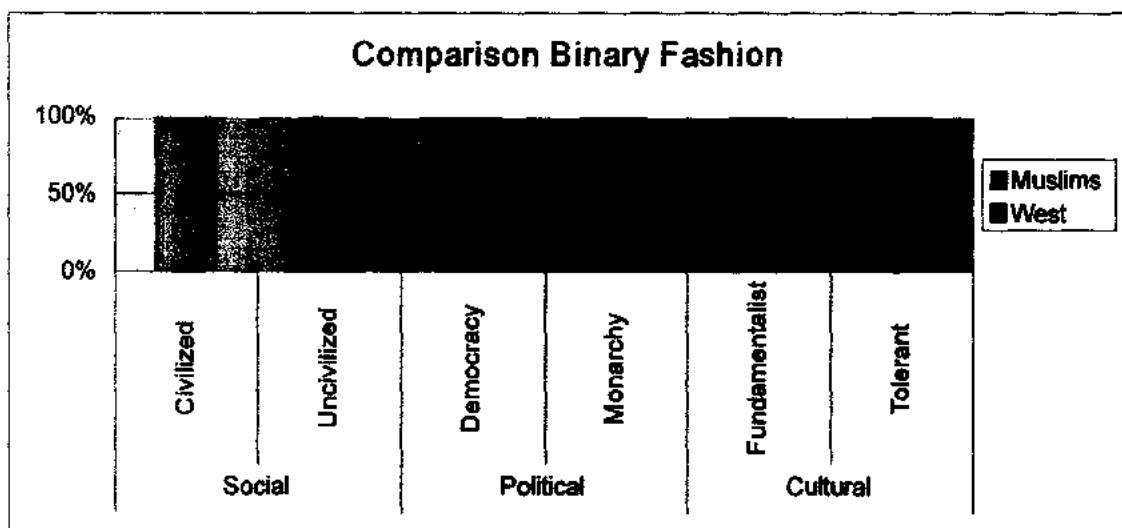

Figure 4.16, Percentage of scenes from all 6 movies constructing muslims in binary fashion

RQ4: What moral, social and human values are associated with Muslim as individuals and Islam as a religion?

Image 4.17 taken from *The Dictator (2012)* symbolizes the State of Wadiya (a fictional country situated in the Horn of Africa, ousting the definite nation of Eritrea) has been governed
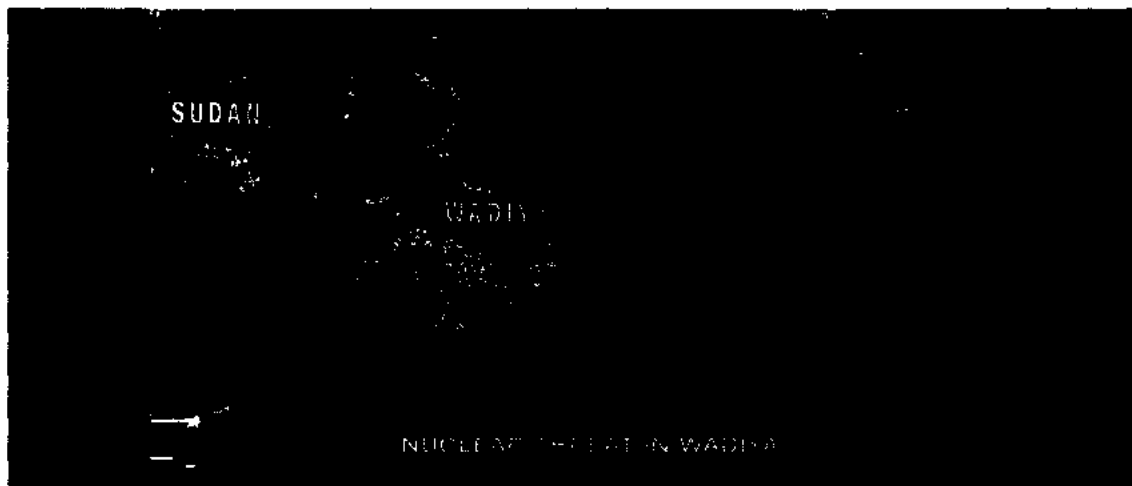

Figure 4.17

by Admiral General Haffaz Aladeen (Sacha Baron Cohen) who supports al-Qaeda (particularly offering shelter to Osama Bin Laden after "they assassinated his double a year ago") and is working on developing WMD to attack Israel. Muslims states are shown threat to Israel.

Supreme Leader,
let me explain to you.
You've lost me,
This is the missile
in Wadiya,
you push the button, "Boop!"
Israel

The movie has also shown Muslims politically supporting terrorism and possessing anti Israel sentiment. As Aladeen is shown to procure nuclear weapons to attack Israel. By large

Muslim countries are shown in struggle of nuclear weapons to be used against west showing their anti western sentiments.

Lone Survivor (2013) shows 3 shepherd who accidently come across the SEALs. One they were release the old man after release utters in Pashto on his way back as shown in **Image 4.18**

Percentage of scenes from all 6 movies constructing Muslims in binary fashion

Figure 4.18

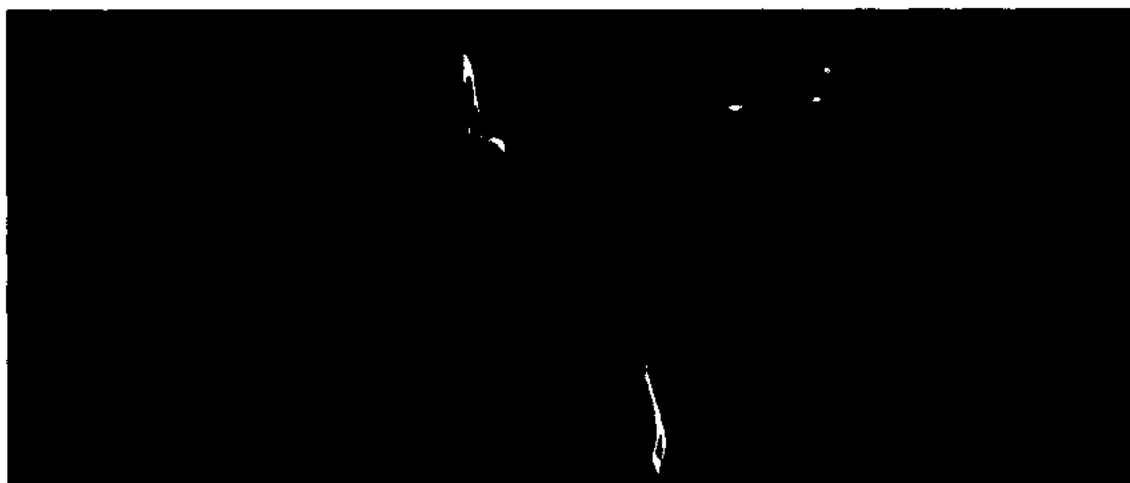that you would die tonight which Seals did not understand. Giving an image that anti west sentiments exists in young, teenage and old age Muslim fellows.

In one scene of *The Dictator (2012)* during a child birth as shown in **Image 4.19** when Aladeen comes to know that child is a girl he attempts to throw her in dustbin.

I'm sorry.
It's bad news,
It's a girl,
Where's the trash can'?
No, no, no, no!

That's what we wanted!
We'll take her,
we'll take her.
Oh, baby.

Figure 4.19

Couple being western accepts the girls happily and embraces her.

The movie *The Dictator (2012)* says about non acceptance of girls and their education in Muslim countries. As in one scene Aladeen was told by his wife as follows:-

I'm pregnant.
What?
Are you having a boy
or an abortion?

Multiple marriages at one time are not accepted in west and it is clearly shown to the viewers that Muslims believe in many marriages. As Aladeen proposes says to Zeoy that

I will make you one of my wives

Image 4.20 shows a scene from *Lone Survivor (2013)* in which within the few minutes of movie shows terrorists holding

Figure 4.20

weapons and dressed in turban and women in shuttle cock veils. The scenes depicts non adherence to fundamental women rights in Muslim countries and terrorism in Muslim countries.

In the movie *Clean Skin (2012)*, Nabil, a Muslim fanatic was shown as presented in **Image 4.21** uttering extreme views while introducing himself to Ash. Which indicates and

Figure 4.21

projects Muslim non tolerant and monolithic.

I'm going to shoot.
"Any son of a bitch
who starts to shoot at me,
"I'm going to shoot them, too.
"Then I'm going to kill
all his friends, his family,
"and then second generation,
everybody.
"Then I'm going
to burn their house down."

Nabil was shown giving lectures to Muslim youth against west in a gym and boxing coaching school. The gym was used for the purpose of gathering youth and making his organization strong. He addresses the youth with following statements.

(Nabil) We must rise up against
these Western pigs
who occupy our lands.
Who come at us with smiles
to take what's ours
and turn us against each other.
In this so-called democracy,

Ash and his friend, Yussif (Chris Ryman), join the group and are exposed to Nabil's anti-Western teachings. Ash continues to be brain washed by Nabil and increasingly devotes time to his cause.

he wants the quiet life.
He's retired from killing
and humiliating Muslims.
We don't retire.
We don't forget.

Honor (2014) is constructed on the notion of honour killings, an exercise that not only prevails in Muslim societies but in other nations as well, it emphasises on the way in which

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Mona (Aiysha Hart), 'transgresses' her family's sense of beliefs by falling in love with a Punjabi male Tanvir (Nikesh Patel). **Image 4.22** shows Mona who was killed by her brother and mother with a wrapping a rope around her neck and suffocating her to death. A very cruel picture of Muslim are shown
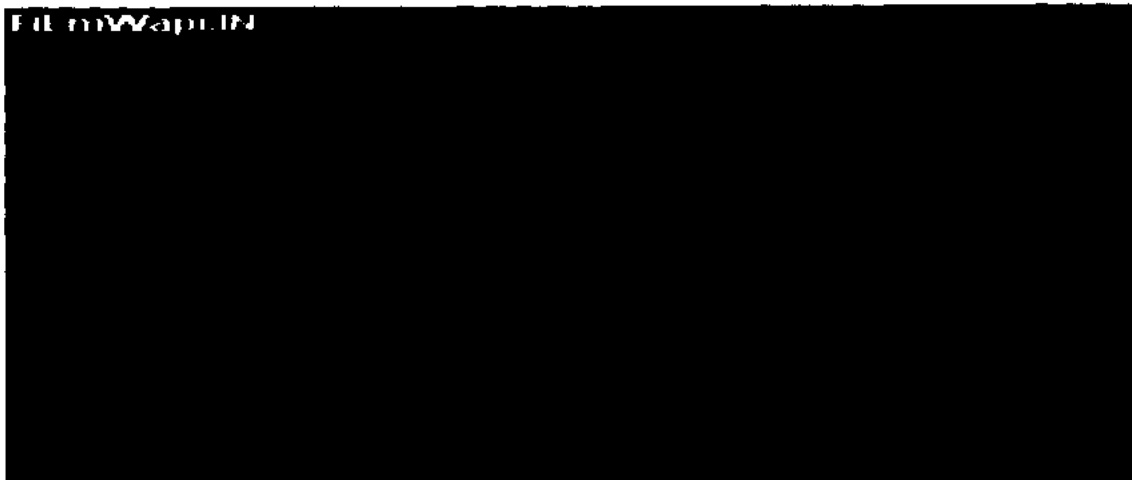

Figure 4.22

where a mother and brother can kill her daughter and sister for such transgress.

> *I can't control you any more.*
> *Your father gone...*
> *Life's hard enough for me.*
> *It's hard for all of us, Mum.*
> *When a child brings more pain than joy,*
> *what's left?*
> *Is this child me?*
> *I'm sorry.*
>
> ....
>
> ....
> *She's dead?*

During this movie a news channel shows a following news which shows how brutal Muslims can be to women who wants to live her life the way she wants.

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However, what does seem clear is that
the young, heavily pregnant woman
came home,
and she was subjected to,
what police described
as a "frenzied stabbing
of brutal ferocity."
Neither she, nor her
unborn child, survived.
Her father and two of her own brothers
have been arrested early this morning.

Somehow Mona who was shown in *Honor (2014)* suffocated to death, survives and his

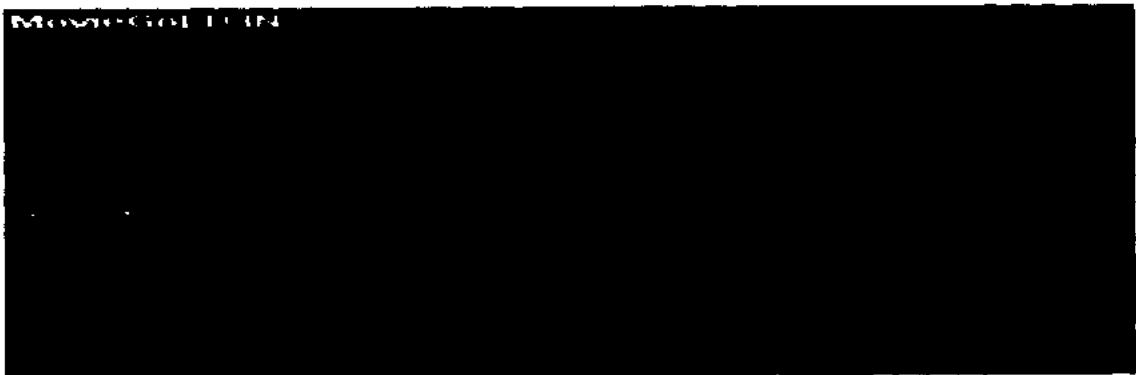brother manage to trace her and she was told to jump from a sky high building in the

Figure 4.23

name of God as shown in **Image 4.23**. This is how Islam is represented in Hollywood movies,

especially in case of women.

Walk.
Up.
Dad'll be waitin' for you.
Yeah.
Yeah, and when he asks me,
how his son filled his shoes,
I'll tell him.
How he preserved his good honour
and his name

by sacrificing one of his own children.
When not even the God we worship
would allow it in His name.

In the movie *Java Heat (2013)* Malik and Ahmed argues and Ahmed shown in **Image 4.24**

Figure 4.24

reminds him that he promised for helping in Holy War. Holly war means Jihad for Muslim which is taken with great concerns by the West.

Me and My men will not take part of this anymore.

Do not play the innocent, Achmed.

You said we would be fighting

a holy war

Java Heat (2013) shows Muslim leaders, politicians, officials, police officers and generals are shown to have price. As a dialogue depicts.

I figured your boss will have a price for spring this police jarhead.

We got politics in court too.

And with generals.

The fake we stole from the morgue...

... Then after we got Malik.

Well, you get the picture.

Clean Skin (2012) shows Ash who films a video before going for suicide mission as shown in **Image 4.25** and explains the reason for his actions. His reasoning is very alarming for west and

Figure 4.25

western public. The movie shows how extremely non tolerant are Muslim. Islam is show as a religion which is monolithic and does not tolerate existence of other religion.

for those of you looking for reasons,
then I suggest you pay

....

....

- Your silence has been deafening.
Words have had no impact on you.
Politics has had no impact on you.
Look at Afghanistan, Iraq, Palestine.
The list goes on and on.
And you continue to ignore it.

....

....

You have killed thousands
of my brothers and sisters.

That much death has a consequence
you will pay for with your blood.
There will be more like me,
I promise you.
And we will bring hell
to you and your kind.
And my conscience is clear.
I have no regrets.
I live forever. I go to a better place.

Movies					
	Muslims as individuals		Islam as Religion		
	Anti West	Anti Women Rights	Monolithic	Non Tolerant	
Dictatorship	5	5	1	6	17
Clean Skin	7	2	1	8	18
Lone Survivor	2	1	2	4	9
Java Heat	4	3	1	3	11
Camp X Ray	2	3	1	2	8
Honor	3	15	4	5	27
Total	23	29	10	28	90

Scenes from different movies constructing Muslims as individuals and Islam as religion
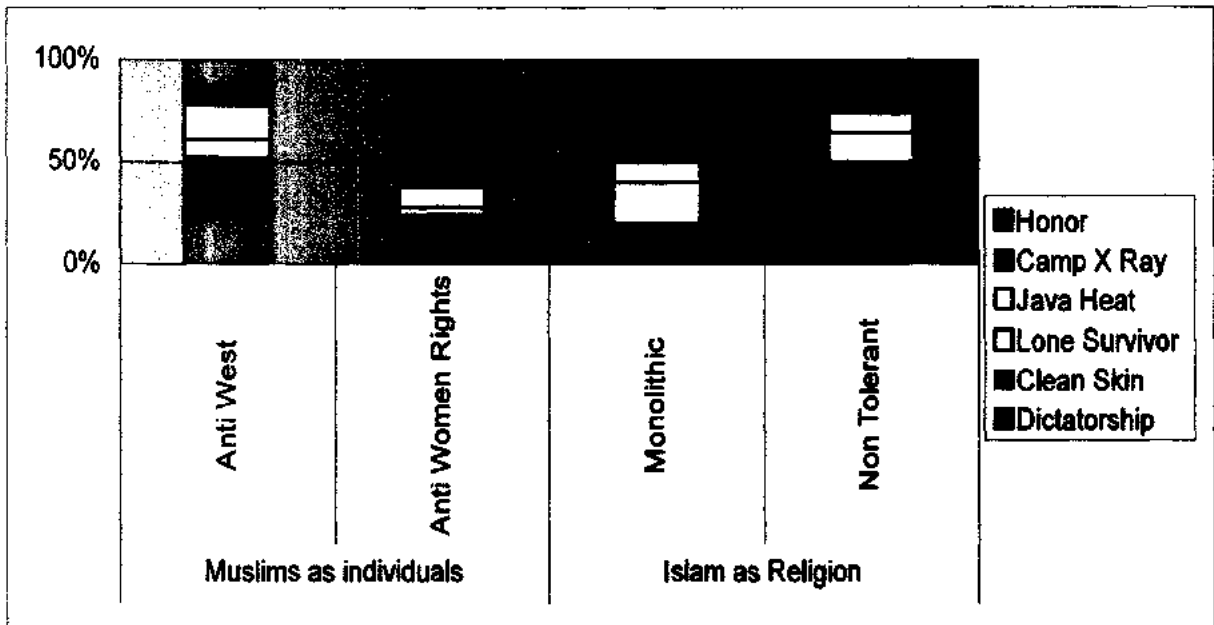
Table 4.4

Figure 4.26, percentage of scenes from different movies constructing Muslims

as individuals and Islam as religion

CHAPTER 5

Discussions and Conclusions

5.1 Discussions

Media and specifically films are important tools to develop and construct opinion. Cinema Screens are a major source of enjoyment and as by product people get educated regarding other civilizations and cultures. Moreover their opinion on core issues are developed the way it is projected in movies. The social construction of reality is primarily developed while sitting in front of big screens. Therefore it is important to see whatever shown on big screen are how far or close to reality.

Hollywood has enormous number of fans and viewers. Film released in English are watched across the globe and translated for non English speaking countries in the native language. People watch movies for entertainment but on the other hand the film maker would have different aim, like, developing a particular opinion on some hard core national and international issue. Some time films are used to inform the public and some time to misinform.

After World War II most movies were based on cold war between capitalist and communist world. However after the fall of USSR there was a shift observed in Hollywood movies. Islam and Muslims were next favorite topic and post 9/11 has seen a flooding of misinformation against Muslims and Islam. Islam was taken as new topic while relating it to terrorism, violence, fundamentalism and more and more. Which changed the public opinion on

so called war against terrorism and earned the support of public against recent conflicts by stereotyping Muslims and generating Islamophobia in their minds.

Researchers like Jack Shaheen worked on this subject in details and brought forward changes in different eras in representation of Muslims in Hollywood. The depiction of Muslims started with women in desert seducing men who were desperate for wealth and women in desert. This era was followed by portraying Arab Muslims as "Oil rich millionaires" in the 70s once there was oil crisis in the world. Recent shift was forced by 9/11 attacks followed by Afghanistan's invasion by US led NATO forces.

This thesis was based on inspirational work of Jack Shaheen and procedure of purposive sampling was adopted in which six movies were selected. Portrayal of Muslims were analyzed under four major categories which is not as detailed work as done by famous researchers but an addition to it by focusing of few aspect and dimensions of construction of Muslims in Hollywood. These films were studied in detail and analysis was done by selecting scenes, dialogues and background in the movies.

This study added and enforced perception against Hollywood in stereotyping and radicalizing Muslims across the world. The finding of this research is shown in form of construction of Muslims under different categories and data was presented in form of percentages and total number of scenes in different categories. Portrayal of all variables were discussed by selecting relevant scenes and reaching to a conclusion basing data extracted.

5.2 Conclusion

The Muslim viewers will not be astonished when seeing a movie about Muslims, nor do the columns lovers who go through the print media that treat a subject regarding Muslims, nor the listeners who listen the news that concern Muslims, because the Western media reserve agreed stereotypes for the Arab Muslims whether they are on TV, published or aired. These issues are so comprehensive, so intensified that they are endangered and problematized. The query is not limited in a casual noticed stereotypes and misrepresentations of realism, but it is stretched to the justification of the problem. The Western media attempts at whatever price and authority to legitimize the partialities and give the logic of reliability. It is obvious, therefore, that the Western media shore their rights up with "indications", "influences" and "evidences" in order to determine that the Muslims' "activities", "beliefs" and "purpose" are evil. The Western media, then, is answerable for infusing and indoctrinating the Western masses with prejudiced and false presumption regarding Arabs and Muslims. If the Western media alter their thoughts regarding the Arab Muslims, they will get in return same response from the masses.

Henceforth the depiction of Muslims over a period of time has experienced certain variations. But before being euphoric one needs to sensibly comprehend the consequences of these variations. One should see how far the moves give space to Muslims to speak for themselves through an autonomous Muslim discourse. While the existence of a massive Muslim minority is pushing the restrictions of nationality, they must shape out a space for themselves. They also play a vital role in determining the greater demonstration of Muslims. Although this group is not a monolith, they have of late become vocal in assaulting conventional depiction of Muslims. Other problems like how sensible Muslims and so called extermists are seen as equally

exclusive groups also need to be problematized. The source of violence remains to be thought of as some or other understanding of Islam rather than contextualizing the development of extremism on socio-political changes that the particular nations went over and the global political situation which has donated to a great degree. The necessity is to regularly engage in examining the innovative stereotypes that will arise from such an understanding and contest such reductionist understanding of Islam and Muslims.

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