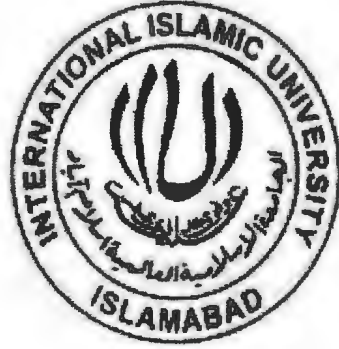


ISLAMOPHOBIA IN HOLLYWOOD MOVIES



MS Thesis

Media & Communication Studies

By

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Certificate of Approval

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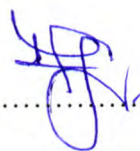
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DEDICATION

I hereby dedicate this research thesis to my parents as the result of their prayers I am able to achieve my goal that I am successful in completing the thesis in the stipulated time. Thanks to Allah Almighty.

Abstract

The role of media cannot be denied in shaping public opinions. In the present era of information technology the significance of electronic media cannot be denied people depend upon media for the sake of information, it is media that influence on the minds of target audiences and change their mind. The advent of internet since 1990 has revolutionized the field of communication now with a single click on can access to any sort of information. Since it is the combination of audio and visual material so it undercover every widespread that is going on in the world. The most effective documentation is of 9/11 attacks in United States of America. The aftermath of media's impact still resonates globally. This research aims to explore the impact of media on the new concept of Islamophobia, derived after 9/11 attacks in USA. It includes the semiotic analysis of movie Argo and Zero Dark thirty released in the year 2012 based upon the Iranian revolution and American hostage crisis occurred in the year 1979. The concept of Islamophobia and anti-Islamism is discussed. Islam is the fastest growing religion especially in West. This thesis investigates representation of Islam in popular media i.e. Movies. Muslims are labeled as the extremists, fundamentalists it is propoganda. Islamophobia emerged in the minds of Western People following 9/11 attacks in United States and Muslims life was made miserable in Western countries. Hollywood movies "Argo" and "Zero Dark Thirty" are selected for data analysis.

Key Words: Orientalism, fundamentalism, extremism. Islamophobia

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Chapter 1

Islamophobia in Hollywood movies

1.1 Introduction

The entire world seems to be engulfed in the war of terrorism since 9/11 in which United States was attacked and many people lost their precious lives and Muslims were blamed over this. Media has a strong impact in changing the mind of people. Among the entertaining section of the media, film that is visual medium has great impact on the societies. Transmutation of ideas and tradition is also being made possible because of film culture (Wikipedia The free Encyclopedia, 2012).

Hollywood is world's renowned film industry. It has strong impact and influence over the societies and its influence is increasing day by day. They have followers all around the world and thus each movie and its concept is quite sensitive to create the view point about the thing lesser known to people. After the incident of 9/11 most of the movies released by the Hollywood started propaganda against Islam and whole world was propagating against Islam in negative manner that it has become quite difficult to change this view point.

Dr. Jack Shaheen states in his book that it is totally against the confused environment of war and conflict in Middle East along with the rising fears of terrorism in West most of the Hollywood movies are based upon the Orientalism theory by Edward Said. The documentary film *The Reel Bad Arabs* has presented the true picture of Hollywood that how they betray the whole world and the real facts are totally hidden, the American movies based on Islamophobia have devastating consequences on the whole world. (Shaheen, *Arab and Muslims Stereotyping in American Popular Culture.*, 1997).

This study examines the persistent reporting of Muslims as caricatures and terrorists having no humanity. The culture of Muslims presented and its comparison with West is done. Need of creating such image of Muslims and route of creating this stereotypical presentation has been discussed. In the selected movies of Hollywood the negative image of Arab Muslims has been represented throughout.

In order to study the stereotypical features and expressions of Muslims in the Hollywood based upon talism theory has been used the Stereotypical representation of Images of Muslims especially Arabs is a myth that they have certain hidden agendas and motives behind producing such movies. There is deep impact of such movies on whole world. Now in modern era where by single click we can access any sort of information, so by taking advantage of the modern technology Hollywood is engaged in Propaganda war against Islam, such movies full of anti-Islamic / anti-Muslim propaganda is on its top of agenda such movies are fully funded by Israel for its negative intentions. Unfortunately today our vibrant media is doing nothing to speak against such movies which are based upon Islamophobia. Our media needs publicity just which it would get at any cost irrespective of its impact on our society. Actually there is involvement of money to propagate against Islam; Hollywood is the medium which is used by some powerful people globally.

Selected movies has been analysed that how the negative images of Muslims are represented, stereotypical representation of Muslims studied thoroughly and analysed. Arab culture is represented in a very negative manner. The Orientalism theory by Edward Said has been opted for the sake of analysis and after analysis it has been concluded that the selected movies are based upon the phenomenon of colonialism tradition of European Orientalist. Stereotype images of Arab Muslims in movies are discussed, Jihad is a misunderstood concept by the West

especially in the movies Muslims are portrayed as terrorists and they are defaming our religious pious duty of Jihad which is always done against the evil forces and enemies of Islam. Since there is increase in the number of immigration of Muslims to other countries and in today's modern multicultural era Muslims are targeted just because of Islam (Edvardsson, 2008).

There is a phenomenon that included that is fear of Islam hate, racism, discrimination, deprivation of Muslims towards their basic right in United States. West is so fear of Islam that they even not allow Muslims communities not to build towers over the Mosque (Edvardsson, 2008).

Even following a minor blast of car tire a panic type situation creates. There is war between Muslims too which encourages foreign elements to attack Muslim country in the name of war against terror. Nowadays it has been observed that Muslim versus non-Muslim seen in the power shows stereotypical and satirical cartoons of Muslims in the Western media. It is quite evident that what Hollywood and Western main stream media is doing in the name of freedom of expression is just a propaganda war against Muslims, rivals of Islam are engaged in war, they are polluting the innocent minds of people by portraying them as some times terrorist, Belly dancers, such scenes are observed which are not part of Arab culture and totally against Islam. Arab men are shown as fond of keeping more wives which is not true; Islam has allowed Muslim man to marry four women if and only if he can do justice with each wife. But unfortunately some facts are misquoted.

In addition, it urges for more documentation and attention must be addressed. As Islamophobia can be perceived as an effect of increased immigration along with ethnic discrimination of

Muslims thus it must be extended and involve both the discrimination against Muslim's religious belonging as well as their ethnic belonging (Edvardsson, 2008).

Hollywood movies are by no means the only type of mass media or popular culture in which representations of Muslims in general and Arab Muslims in particular are made. Arab Muslims are repeatedly depicted as villains or negative/deviant characters in Disney movies, cartoons, computer games, comic books, books, magazines, newspaper, television and radio shows. Dr. Jack Shaheen contends that Arabs in Hollywood movies are "hardly ever seen as ordinary people, practicing law, driving taxis, singing lullabies or healing the sick" (Shaheen, How Hollywood vilifies a people, Northampton, 2001).

Nowadays there is debate ongoing in mainstream Western media regarding relations between Islam and West. This entire debate is based on global media predominantly negative portrayal of Islam; Muslims are depicted as violent, bigoted, extremist and terrorist (Espiritu, 2015).

Islamophobia, is defined as a fear of Islam and Muslims, this term has been intensified after the 9/11 incident of USA Taliban led Government in Afghanistan held responsible for this attack, fundamentalist proscriptions and restrictions in Afghanistan, the Charlie Hebdo attack in France, and the emergence of the self-proclaimed Islamic State of Iraq and Syria (ISIS) which allegedly shown videos of the beheadings of their prisoners who are more often journalists (Espiritu, 2015).

Media, particularly Western media has been making/publishing generalized pictures of Muslims (in both electronic and print media). This proliferation aim to be against Islam or to malign Muslims. There is negative image about Muslims stemming from the terrorism which is being projected and cultivated by those with Islamic ideology. Through films or documentaries,

western media portrays the negative image thus causing generic fear of masses towards Islam or Muslim. In order to present a contradictory view towards Islamophobia, this research is a mean to educate masses about the dual intentions behind the Hollywood movies that are themed against Islam and life of our Holy Prophet (PBUH). The research argues that since several films/documentaries are targeting Muslims and their religion, there is lack of evidence to suggest if similar act is being carried out with other religions and their prophets (AS). For that reason, it appears that there is less number of films portraying Holy Prophets (AS) and those which portrays do not uncover complete truth. This is not the right way of depiction of the picture of Islam through motion pictures as in Holy Quran it has been clearly mentioned about all the teachings of Islam, life of our Prophet (PBUH) and different Prophets (AS) and there is no need of creation of such films particularly on Prophets life (Edvardsson, 2008).

Hollywood media is one of the main thrusts of western society. Every decision we made from what we wear to how we vote and what we accept is intensely affected by the music and movies produced in Hollywood. Islamophobia is fit as a fiddle in Hollywood. Hollywood completely ignores about the fact that one quarter of world's population is comprised on Muslims, so Muslims are quarter of world's population still it is indulged in criticizing Arabs and propagating against Islam (Edvardsson, 2008).

Religion consistently remains a disputable subject in Hollywood. Media & Islam go as an inseparable unit but not for good reasons. Hollywood the world's biggest film industry has hundreds of movies made every year and the themes identified with Islam have likewise been given importance. Muslims have frequently protested that the Muslim characters or the Arab men have been indicated as a negative character always. They are presented as voracious and womanizers. There are a few films which tried to change the conception of Islam which

included 14-minute feature cut called "The Real Life of Holy Prophet Muhammad (PBUH)" or 'Innocence of Muslims' a false story which was made by Nakoula Basseley Nakoula was transferred onto YouTube in July 2012 and later named in Arabic and transferred in September 2012. Main theme movie comprises of criticizing of Holy Prophet Muhammad (PBUH), and show brutal dissents against the feature to break out on September 11 in Egypt and other Arab and Muslim countries as well as in some western nations.

The stimulation business preferences to depict itself in the humble position of giving individuals what they need which reflects general public substantially more than it shapes its values. It may brought into light the concerning issues like homophobia, there's no doubt that Hollywood has taken a lead in battling prejudice; it hasn't just kept in venture with changing societal disposition. An important question arise here that why socially dynamic drive more regularly powered as opposed to tested Islamophobia.

The Message was the first critical film about Holy Prophet Muhammad (PBUH) initially released in United States in March 9, 1977 produced and directed by Moustapha Akkad. It was shot in Morocco and Libya. This film was an attempt to bridge the gap between West and Islam. The teachings of Islam, life of Holy Prophet Muhammad (PBUH) is described, Islamic events such as Battle of Badr and Battle of Uhud are depicted. This was a successful attempt to bridge gap between Muslim Ummah and West.

The film Zero Dark thirty directed by Kathryn Bigelow and produced by Kathryn Bigelow, Mark Boal & Megan Ellison and released on December 19, 2012. The movie is based upon the manhunt of Al Qaeda Leader Osama Bin Ladin, whose compound was found in Abbottabad, near Pakistan Military Academy Kakul Pakistan. Osama Bin Ladin was killed on spot by US

marines. Osama Bin Ladin was held responsible for the 9/11 assault in United States that resulted in the loss of several lives. Actually this 9/11 incident was a planted incident. This operation was launched in mid night in the most sensitive Military training area. (Wikipedia The free Encyclopedia, 2012).

The film *Argo* directed by Ben Affleck, released on October 12, 2012. The idea of film is adapted from U.S. Central Intelligence Agency (CIA) operative Tony Mendez book titled "*The Master of Disguise*" and its idea was also taken from Joshuah Bearman's wired article titled "*The Great Escape*" published in 2007. The screen play of the film was written by Chris Terrio. This film has a powerful impact around its viewers. The story of this film is based on the event when on November 4, 1979 United States Embassy in Iran city Tehran was stormed by Iranian activists in retaliation for giving asylum to Shah of Iran by then President Jimmy Carter. The staff of embassy was made hostage. There is a main role of American Intelligence agency CIA in rescuing some of the Embassy hostages by using fake scientific fiction. The story of the movie is that in wake of Iranian revolution US embassy in Tehran was attacked 50 US ambassadors were taken hostage, few of them escaped the hostage and took hide in the house of Canadian Ambassador to Iran Ken Taylor (Wikipedia The free Encyclopedia, 2012).

On September 11, 2012, a progression of challenges and brutal assaults started after the YouTube trailer of a film called *Innocence of Muslims* which was considered as blasphemy by Muslims. The responses started at U.S. discretionary mission in Cairo, Egypt, and rapidly spread over the Muslim world to other nations' political missions and different areas. In Cairo, a gathering mounted the international safe haven divider and tore down the American banner to displace it with a dark Islamic banner. This controversial movie was written, produced and

directed by a convicted druggist and a scam artist Nakoulá Basseley Nakoula. He actually wrote the script in federal prison and produced it after his release.

Activists of the "Council of American-Islamic Relations" (CAIR) the biggest association in the United States, ensuring the privileges of American Muslims disseminated in the system, it Investigated Islamophobia which was deliberately spread by different open organizations and gatherings among American national, As per Director of CAIR Department, the screen and battle Islamophobia, Corey Saylor brings about the distribution New York Daily News, the report reveals insight of the gathering that spread Islamophobia in the public arena, and demonstrates their effect on "the arrangement of our national talk about Islam, pluralism and the privileges of future ensured by the U.S constitution". Islamophobia and such thoughts in the U.S. are not a spontaneous declaration of contempt against Muslims by any dissimilar minimized gatherings. As per CAIR, Islamophobia in American culture powered by certain social gatherings, which are focused around 37 separate associations and structures, frequently accepting cash on Islamophobia and promulgation of thoughts. The masters of the Council on American-Islamic relations exposed that sum used on the appropriation of Islamophobia purposefully publicity in the genuine and virtual world from 2008 to 2011 was about \$119 million.

It is quite evident that Islamophobia is a falsely made term, which has no connection to Islam. From one viewpoint Islamophobia estimations are employed to legitimize hostility of the USA against other nations which is a component of American remote arrangement. In the same manner Islamophobia assumptions keep on penetrating in American culture as it demonstrates report of CAIR. The insane thoughts regarding the crawling Islamization and quick subjugation by Muslims of whole world are utilized by North Atlantic elites as a part of request to sow conflict in the nations, where Islam has the extensive number of supporters, without being the

overwhelming religion. Islamophobia is a ticking time bomb established in the framework of states and the whole main lands.

1.2 Problem Statement

The current research aims at investigating the Islamophobic narrations developed in the Hollywood movies and Propaganda campaign launched after 9 / 11 incident in USA.

1.3 Objectives of the Study

The objectives of the study are to find out

1. The Muslims representation in Hollywood.
2. To examine the portrayal of Muslims in Hollywood movies in a manner that creates hate and prejudice among the international viewers.
3. To highlight the ideology signified through the movies of Hollywood.

1.4 Significance of the Study

Hollywood is the most advanced film industry with latest advanced technology, has a global watch base whose viewers include people from almost all countries and races. Not only its message, both implicit and explicit, has far reaching impacts, but the medium also happens to be the only source of information for many people across the globe. Its content shapes both ideas and attitudes of a large part of the world. Hence it is important to find out what and how things are represented in it. Muslims, more than a billion in numbers, have often been a subject of misrepresentation and ridiculed in the Hollywood. Despite being the followers of World's second largest religion, Muslims have found themselves, in a visibly negative representation, in the global film industry and have to bear the unhappy consequences of this willful negligence.

This study aims to find out how Muslims are represented on the silver screen of the Hollywood in the year 2012. The study also aims to explore how the various Muslim countries have been represented in the movies. It will also assuage us in exploring the various ongoing trends in the industry regarding the Muslim population of the World. Only this way can we assess the magnitude of the problem faced by the Muslims and find out ways to fix it.

West is continuously propagating against Islam through various media forums. We the end users do not know about the motive and objective behind the content which is being shown on various channels and sometimes it is our prime responsibility being scholars of mass media to make aware the masses about the negative intentions of west to pollute the innocent minds of people. So this is my little effort to do research in the western movies that are propagating against Islam.

Chapter 2

Literature Review

The media plays a noteworthy role in molding popular feelings and stories. It has power to penetrate in all parts of life of a person including all major institutions like society, economy and particularly legislative issues. Visual media, for example, films and TV shows are presumably the most predominant as there are wide and divergent groups of viewers. Movies and projects focus on the feelings of viewers, who have a tendency to sympathize with characters and become emotionally involved with what they watch. The impact doesn't end when the show ends, in fact it effects them deep inside. A few studies have demonstrated the influences that viewers' have, as well as their conduct, particularly in the youth (Mansour, 2015).

Hollywood is as a proficient and capable apparatus for mainstreaming American culture and values. In any case, with incredible force goes awesome obligation. One sided image of Muslims being presented, Muslim characters are depicted as flighty and misdirecting. Muslims are shown as the aggressive and Orientalistic US approach towards Muslims and Arabs was presented (Mansour, 2015).

Edward Said's Orientalism (1978) shows how the Orientalism is used by the West to propagate a stereotyped portrayal of Arab-Muslims through hegemony of ideas. This hegemony of ideas is defined as such ideas that assure the ideological unity of social block places the Western world against the exotic, irrational, depraved and different Orient. Islam is being portrayed as a backward and hostile religion through media.

The representation of Muslims and Islam in present times is projected as having traditionalist and conservative tendencies in modern discourse. There is increased visibility of Muslims in Hollywood films. The journey started with the silent films *The Shiekh* (Released in 1921) and *The Thief of Baghdad* (Released in 1924) such movies show Western media imagination about the Muslim world (Sardar, 2010).

Macfie (2007) focused on another film which has been quite debated about stereotypical representation of Muslims in Hollywood movie *Lawrence of Arabia*. A classic Hollywood "sun and sand" film is a genre that promoted the orientalizing of the Arabs other as sensual, cruel and exotic (Macfie, 2007:83). The film is based on the real life of T.E Lawrence, a British Major in the 1920's. Macfie's assessment of the film also uses the Orientalism framework of Said in order to demonstrate the movie's representation of the Orient. *Lawrence of Arabia* portrays the typical 'white man', taking control over the orient and even producing the Orient for the Western imperial power (Macfie, 2007:84). This goes back to Said's description of Orientalism "as a Western style for dominating, restructuring, and having authority over the Orient" (Said, 1978:3). However, Steven Caton (1999) does not agree with Macfie's view and further explained that the film *Lawrence of Arabia* is just like an Orientalistic work it focus on gender and sexuality however most literature surveyed for this essay confirms the view that Hollywood is using negative stereotypes to portray the Islamic world. The representation of Muslims (especially Arabs) as negative entities goes back a long way. They were represented as entities trying to get hold of media conglomerates (*Network*, 1977), demolish the world's economy (*Rollover*, 1981), kidnap Western women (*Jewel of the Nile*, 1985), and direct nuclear weapons at Israel and the United States (*Frantic*, 1988) and influence foreign policies (*American Ninja 4: The Annihilation*, 1991).

The producers of Hollywood have regularly inserted unpleasant Muslims and prejudicial dialogue in more than 150 movies that otherwise have nothing to do with Arabs or the Middle East. In many films the Muslims are being represented as "spoofs" in the story plot they appear and vanish serving their stereotypical purpose, for instance Puppet Master 2 (1990), The Bonfire of the Vanities (1990), American Samurai (1992) and Point of No Return (1993). In other films such as Hollywood block buster True Lies (1994) and Executive Decision (1996) Muslims plays a central protagonist parts in the films. Both the films portray Palestinians as cruel terrorist attempting to kill innocent Americans (Shaheen, 1997).

A substantial dependence on generalizations keeps away from reality captivating with a particular society, strengthening existing, generally negative observations and they are sometime depicted to be truth. Same is the case with Hollywood movies in which lie is presented as truth, what is shown on the television screen is entirely fabricated and not based on true facts and figures. Arabs and all Muslims are wrongly projected in such movies.

Orientalism theory presented by Edward Said has been used to analyze our data. In this theory the difference between east and west has been discussed in detail. It has been discussed in the theory that in the beginning of European Colonization they came into contact with the under developed countries of East, there they found the culture and civilization of Eastern under developed countries very exotic and from there the science of Orientalism was developed.

Orientalism can be defined as a historic work that demonstrates how its methodology was utilized by the West as a part of production of generalization Arab, Muslims depiction that has effectively settled authority of thoughts in the West about what the Orient basically constitutes. This administration of thoughts, characterized as thoughts that ensure the ideological solidarity

of an entire social coalition puts the idealistic, advanced, typical Western world against the fascinating, silly, debased and distinctive Orient. Islam is generally depicted as an issue and antagonistic religion.

As stated in Propaganda Model by Edward Herman and Noam Chomsky that the media role is to communicate its message to the end users that is the subscribers. There are number of channels involve in transformation of the message from the sender to the receiver. There is control of owners on the media content they show what the sponsors wants irrespective of their influence on the society. There are propagandists in the shape of financiers which can be the politicians, bureaucrats or any media tycoons. The primary objective is to achieve the control over the maximum in possible minimum time. Same is the case with the Hollywood, where the movies are produced as a propaganda tool against Islam. Propaganda is spread against Islam through this medium. The authors explained that how the media control influence over the media content, the picture which we see is not the real it is totally fabricated or in other words we can say it is reenactment. Muslims are wrongly projected in the Hollywood movies just to spread propaganda against Muslims.

If we look into Propaganda Model of Noam Chomsky then we come to know that numerous individuals are acquainted with the Propaganda Model, the Promulgation Model of the media.

According to Runnymede Trust Report on Islamophobia in 1997 states that there is a clear continuity of Muslims being frames in a dominating Orientalist approach that is based upon the historic legacy of irrational hatred. As today the Middle East and Islam is the central point of attention politically, negative discourses of Muslims on war against terrorism, Military intervention into Afghanistan, Iraq, Syria, Egypt and Palestine war against Israeli invaders are

reinforced by Western Media like CNN, BBC, and other news channels. News about Muslims is presented in very biased manner especially in those territories where US invaded.

Islamophobia evolved in the minds of people after the terrorist attack of September 11, 2001 New York and Washington DC. Every Muslim was targeted irrespective of his or her loyalty towards United States all Muslims were brutally tortured in Guntanāmo Bay and other prisons.

As indicated in the report of The Runnymede Trust of the United Kingdom in 1997 indicated that the repercussions of the terrorist assaults had made life more troublesome for British Muslims. A misrepresented fear, scorn, and threatening vibe to Islam and Muslims that is sustained by negative generalizations bringing about predisposition, segregation, and the underestimation and prohibition of Muslims from social, political, and city life.

The United States had recognized more than 160 Muslim American terror suspects and culprits in the decade since September 11, 2001 attacks; simply a rate of a huge number of demonstrations of viciousness that happen in the United States every year. It is from this general gathering of savagery that "an effective arrangement of government indictment and media scope brings Muslim-American terrorism suspects to national consideration, making the impression maybe unintentionally that Muslim-American terrorism is more predominant than it truly is." Never personality that since 9/11, the Muslim-American group has helped security and law implementation authorities anticipate about two of each five al Qaeda terrorist plots debilitating the United States and that tips from the Muslim-American group are the biggest single wellspring of beginning data to powers about these few plots.

West is currently enjoying war against Islam and Muslims not through traditional means rather utilizing cutting edge engineering that is electronic media. These days Electronic Media assumes huge part in changing view of individual/ country/ group or whole country or world. In current study few speculations identified with TV impacts are quoted and then related that how Hollywood purposeful publicity against Islam infiltrated into the psyches of entire world with the coming of most recent this inactive crowd is promptly influenced by these messages.

A film released in the US as "The Message", was the first critical film about Holy Prophet Muhammad (PBUH) the characters in the movie speaking to frightened and respectable identities were not Muslims and it is dependably not considered suitable to draw outlines/ pictures/ motion picture of Islamic identities, caliphs, yet West with their negative intention and wicked plans have played this diversion and polluted the minds of youth. The remarkable characters in motion picture The Message are Christians and a large portion of them use to drink alcohol / liquor, are attacker so how might they be able to be qualified to assume part of notables however the plan of west is just to engender against Islam. Such characterless people depicting noble personalities of Islam are not acceptable. Such movies should not be produced at all even at state level message must be conveyed to the concerned to impose ban on the production of films on Holy Prophets and other noble personalities of Islam.

As Daniel Green field writes in his article that all terrorists are quite often Muslim. In movies Muslims are portrayed as anything besides America's anecdotal mystery specialists, secret agents and rebel cops who play by their own particular guidelines have invested more of a chance doing combating Serbian terrorists than Muslim terrorists. 24 is an American television series produced for FOX channel produced by Joel Surnow and Robert Cochran and famous stars are Kiefer

Sutherland and Jack Bauer acting as Counter Terrorist Unit (CTU) Jack Bauer was battling the global threat of Serbian terrorism. Serbian terrorists likewise appeared in 1999's Diplomatic Siege when "Serbian Liberation Front" assumed control over a US government office and in 1997's The Peacemaker with George Clooney hurrying to prevent a Serb from exploding a nuke in New York City. The United States has stayed unscathed by Serbian terrorism; however the same can't be said for Peter Wellèr, the star of Diplomatic Siege, and Mimi Leder, the executive of The Peacemaker, yet not by Muslim terrorist assaults. Regardless of September 11, the Fort Hood Massacre and the Boston Marathon bombings, Hollywood has steadfastly kept its eye on the real threat.

Hollywood remained as immovable against delineating Muslim terrorism as Hollywood Communists after the Hitler Stalin settlement did against hostile to Nazi movies. In that event they had been situated further up the stepping stool in those days, rather than for the most part being consigned to composing scripts, there is a list of motion pictures emphasizing Yankee militarists plotting to stage fake Nazi assaults on America. However Hollywood won't be disappointed from cautioning the country to the terrorist danger slinking in Orthodox Churches or the Dutch neo-patriots attempting to nuke our urban communities. Hollywood's handpicked pioneers were the ones who made the nation defenseless against Islamic terrorism and their industry has continued concealing for them with motion pictures in which the lowlifes can be anybody and everybody aside from the genuine executioners.

The Kingdom is a Hollywood movie directed by Peter Berg, the film was released in September 28, 2007 in U.S.A was set in Saudi Arabia and is based on the 1996 bombings on American Oil Company housing compound, the said compound was attacked as FBI put blame on Al Qaeda behind this attack as a result of this attack many Americans residing in Saudi Arabia were killed

along with Saudi citizens. An inquiry into this incident was ordered. Federal Bureau Intelligence agency (FBI) Legal Attache in Saudi Arabia Mr. Fleury along with three associates was given responsibility of inquiry into the incident. For the sake of inquiry into the incident of bombings, and suicide attacks in Saudi Arabia. They were given five days to execute the plan to complete their inquiry. This legal team constituted to probe into the incident completed its task and killed remaining terrorists of Al Qaeda who were responsible for the attack on US Oil company in Saudi Arabia. The whole movie shows that all terrorists are Muslims, while this is not true. Through this movie Hollywood propagated against Muslims and labeled them as terrorists (Sayilgan, 2011).

Hollywood is world's largest films exporter globally. Today the negative impact of Islamophobia spread today has much more impact than what the impact of Hollywood movies thirty of forty year ago, with the advancement in Information technology Hollywood is accessible globally. These days, Hollywood's films reach almost everybody. Artistic illusions are made, supported, and circulated around the world, arriving at viewers in more than 100 nations, from Turkey to Indonesia. Middle Easterner pictures have an impact on universal gatherings of people, as well as on worldwide motion picture creators also. Past that because of innovative advances, old quiet and sound films upbraiding Arabs, some of which were created before 1950s, are more than once telecast on digital TV and glimmered specifically into the home.

For instance, today it is not a major ordeal for an individual to achieve the films anticipating Muslims as dehumanized exaggerations: *The Sheik* (1921), *The Mummy* (1932), *Cairo* (1942), *The Steel Lady* (1953), *Exodus* (1960), *The Black Stallion* (1979), *Protocol* (1984), *The Delta Force* (1986), *Ernest In the Army* (1997), and *Rules of Engagement* (2000).

A report titled "100 Years of Anti-Arab and Anti-Muslim stereotyping" by Mazin B. Qumsiyeh, executive of media relations for the American Arab Anti-Discrimination Committee, tags what some in the Arab American group call "the three B disorder": "Bedouins in TV and motion pictures are depicted as either planes, stomach dance lovers, or rich people" in reference to Arab men being depicted as terrorist or as well off oilmen and Arab ladies being depicted as sex articles. Likewise the report said that even cartoons have been offending to Arab and Muslims and how the individuals who live in the US and connect with its group are the most influenced by these generalizations in light of the fact that they will be dealt with distinctively at numerous focuses. The report additionally clarifies that these generalizations don't just causes mental damage (society, affront) additionally helps sustain into activities that are physically destructive by dehumanizing a gathering first before assaulting it.

The Hollywood is responsible for giving negative impression of Arabs and Muslims before many millions of Americans and entire world. It has exposed the people via motion pictures otherwise would not have been able to experience. Movies have taken their audiences to both real and imaginary outer space, the depths of the earth, and to everywhere in between. Unfortunately, though, these views have been flawed and misunderstood by the world. Hollywood films often produce erroneous images of the world and its inhabitants.

If we look at the history of the feature film industry, it is observed that the negative stereotypes and negative representations of almost every minority group in the world have been portrayed in the movies including Africans, Native Americans, Asians, and Arabs. While all of these groups have been treated poorly throughout the history of Hollywood films, in this article it is argued that the Arab culture has been the most misunderstood and supplied with the worst stereotypes.

Hollywood advances hostile to Arab and hostile to Muslim promulgation, by making a false relationship in the middle of wickedness and Arabs and Muslims, paying little respect to the connection of the plot, or by depicting them as definitive awful gentlemen in all settings and giving defense to illicit, corrupt and unfeeling practices against them. There is a long history of this, even in obviously pure movies.

The representation of Muslims and Islam in Hollywood films throughout the years has changed with time starting from magic carpets to mummified leaders to global terrorists. Some scholars believe Hollywood has been giving the cinema-going public a spectacle of narratives whose concision in tight time slots relies on the emotive and evocative power of imagery and stereotypes to be effective (Davis & Sardar, 2010: 249). Whereas others claim the stereotypical image of the Arab (Muslims) character in American films after 9/11 incident proves the biasness of Hollywood (Elouardaoui, 2006:11). However most of these studies focus mostly on the narration of the films and fail to understand or evaluate the audience or their reaction to it. Furthermore most of scholars tend to focus only on Arab representations when it comes to analyzing representation of Islam in films, neglecting other nations where Islam is being practiced.

In real life, terrorists are portrayed as Muslim. In the movie theater, they are anything but. America's fictional secret agents, covert operatives and rogue cops who play by their own rules have spent more time battling Serbian terrorists than Muslim terrorists.

2.1 Research Questions

RQ1: How Muslims are represented in Hollywood movies?

RQ2: Whether Muslims are shown as intolerant or oppressive?

2.2 Theoretical Framework

Following theories are being used for the current research.

- The Chomsky's Propaganda Model
- Framing Theory of Communication
- Orientalism theory by Edward Said

2.2.1 The Chomsky's Propaganda Model

The Propaganda Model by Edward Herman and Noams Chomsky states that the media role is to communicate its message to the end users that is the subscribers. There are number of channels involve in transformation of the message from the sender to the receiver. There is control of owners on the media content they show what the sponsors wants irrespective of their influence on the society. There are propagandists in the shape of financers which can be the politicians, bureaucrats or any media tycoons. The primary objective is to achieve the control over the maximum in possible minimum time. Same is the case with the Hollywood, where the movies are produced as a propaganda tool against Islam. Propaganda is spread against Islam through this medium. The authors explained that how the media control influence over the media content, the picture which we see is not the real it is totally fabricated or in other words we can say it is reenactment. Muslims are wrongly projected in the Hollywood movies just to spread propaganda against Muslims. Hollywood helps Americans feel happy for being part of an empire that kill other peoples in the name of war against terror. Movies have become an arm of United States government as they advocate for violence and war crimes, tales of torture and wanton killing are blockbusters in USA.

The concept of framing is related to the agenda setting of any organization. The basis of framing theory is that the media focuses attention on certain issues, events and then places them within a field of meaning. It is based on the fact that how something is presented to the target audiences in the frames which in turn influence the choices people make about how to process or act upon that information. The most common use of frames is that in movies, in movies frames are made to influence the audiences. As in Zero Dark thirty there are certain scenes where interrogation is undergoing and one can better judge the level of torture on the detainees just to know about the whereabouts of Osama Bin Ladin. Once Osama Bin Ladin was Apple of eye for West same is case with Saddam Hussain, Qadafi but when US consider them as danger for themselves they were executed or killed. Iraq war was fought in the name of search of weapons of mass destruction but no weapons were found but Saddam Hussain was executed and hanged till death. Americans made movies to implement their specific agenda. So as per this theory the movies are framed in their specific frame of reference.

2.2.3 Orientalism theory

Orientalism theory presented by Edward Said has been used to analyze our data. In this theory the difference between east and west has been discussed in detail. It has been discussed in the theory that in the beginning of European Colonization they came into contact with the under developed countries of East, there they found the culture and civilization of Eastern under developed countries very exotic and from there the science of Orientalism was developed.

The author argues that the Europeans divided the entire world into two parts one is civilized and un-civilized. Similarly in the selected movies of Zero Dark thirty and Argo Muslims are

considered as extremist while westerns are considered as civilized, which is even evident from the movies that how much civilized they are after viewing interrogation scenes.

CIA funded Hollywood movies has launched propaganda war against Muslims, Arab representation in U.S. media is very negative, Arabs stereotypical images are shown. The documentary has successfully shown the impact of Victorian time Orientalist accounts regarding portrayal of Arabs in Hollywood, which are presented as reverse character, vicious, supernatural, salacious, biased and sexist.

Chapter 3

Methodological Design

3.1 Approach

The approach employs Semiotic Analysis under the broad field of critical Discourse Analysis. Semiotics in the contemporary era is being studied in relation to the medium which means that the contemporary semioticians are not just merely concerned with process of communication but how things are maintained and how reality is constructed and maintained (Chandler, 2007). John Sturrock defined semiotics as a study concerned with the meanings of signs. Semiotics is used in the textual analysis and texts as defined by Chandler as any verbal, nonverbal or both mediums. The word medium in the current scenario is being used for both categories as speech, writing, print television, films and records.

3.2 Research Design

This study is qualitative in nature. Qualitative approaches are processes that engage the set of extensive data in order to get insights into processes of interest also data analysis includes the coding of data and production of verbal synthesis. The underlying principle for the use of qualitative inquiry is the research based belief that action is significantly influenced by the setting in which it occurs (Gay, 2005).

3.3 Variables

In the present research the theoretical framework presented by Ronald Barthes has used for the content analysis of the selected movies.

3.4 Technique for data analysis and data Interpretation

Two Hollywood movies Argo and Zero Dark thirty released during the year 2012 by Hollywood were selected to analyze for the study.

Following criteria was adopted for the selection of movies

- Portrayal of stereotype image of Muslims,
- Hollywood movies propagating against Islam

In this research the units of analysis are

- Main theme
- Character portrayal
- Assigned roles
- Location

The date and time on which the movies were watched were recorded, so that themes could be made.

3.5 Sample

Two movies have been selected that is film Argo and Zero Dark thirty. Film Argo directed by Ben Affleck, released on October 12, 2012. Zero Dark thirty directed by Kathryn Bigelow and its story was written by Mark Boal released initially in United States on December 19, 2012 by Columbia pictures.

3.6 Sample Size and Method

In various movies, there were many tiny Muslims characters which had nothing to do with Muslims representation. Two movies film ARGO and Zero Dark Thirty were selected through

purposive sampling which had a predominantly Muslims characters or were completely filmed in Muslim country.

Purposive sampling is a non-probability sampling method and it occurs where elements selected for the sample are chosen by the judgement of the research.

3.7 Population

Researcher has selected top hundred grossing Hollywood Movies released during the year 2012. Internet Movie Database (IMDb) site was used for selection of top hundred movies.

3.8 Unit of Analysis

The scenes of movie were unit of analysis for quantitative outcome while frames were selected to add qualitative analysis of Muslims representation.

3.9 Implication of research

This study had some implications which can be described as follows:

- To create awareness among the general public regarding the propaganda war launched by West through Hollywood movies that are propagating against Islam.
- To draw the attention of private electronic media to put some light on this issue of propaganda war launched by Hollywood movies.

Chapter 4

4.1 Data Analysis

This research is focused on finding Muslims representation in Hollywood movies which were released during 2012. Two movies being selected through purposive selection method i.e Zero Dark Thirty and Argo.

Zero Dark Thirty

This film is directed by Kathryn Bigelow and its story was written by Mark Boal released initially in United States on December 19, 2012 by Columbia pictures.



Zero dark thirty revolves around the manhunt for the world's most wanted Al Qaeda leader Osama Bin Ladin. Muslims whether they are Pakistani, Afghan, Iraqi, Irani or else if caught somewhere they are brutally tortured, as it has been seen after 9/11 incident. This movie is also based upon the events following September 11, 2001 attacks in United States of America. CIA

American Intelligence agency started its operation for the search of the culprits who were involved in 9/11 incident.



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As the movie begins a CIA agent is seen entering a CIA "Black Site" (a secret detention center) to witness her first interrogation. When the interrogated detainee fails to give Maya's mentor Dan the information he wants, Dan ties the captive down, covers his face with a cloth, and starts pouring water onto it. This practice, known as "waterboarding," is one of the most heatedly debated aspects of the Bush-era "War on Terror" and is known to be a particularly harrowing interrogation technique. Despite this treatment, the prisoner remains insistent that he has no new information.



When Dan leaves to smoke a cigarette, Maya is left alone in the interrogation cell with the tied-up detainee and a guard. As the prisoner looks up at her, pleading for help, one can almost see a trace of pity in the fresh operative's eyes. Maya's expression hardens quickly, however. "You can help yourself by being truthful." From this defining moment on, we follow Maya in her relentless pursuit of Osama bin Laden her triumphs, her defeats, and her encounters with bureaucracy. By weaving real news footage into the otherwise scripted film, Bigelow introduces twists to the story, and ties her fictional characters into a number of historical events, such as the 2008 Marriott Hotel bombing in Islamabad.

Plot of the movie:

The plot culminates in the 2011 raid on the Abbottabad compound in which Osama bin Laden was assassinated. Notwithstanding the success of her mission, the film's ending is bittersweet for

our protagonist. After identifying bin Laden's body, Maya departs for the United States victorious, but having lost the only purpose she has known for the last decade.

Interrogation Techniques:

There are number techniques used on the detainees to interrogate which includes water boarding etc. it is a 2 ½ hour duration movie covers the 10 year span from September 11, 2001 until Osama bin Laden's death in 2nd May 2011. Maya a CIA agent is the leading character in the movie seems at first reluctant to partake in the harsh interrogation techniques established by her predecessors, it does not take her long to change her mind.

In fact, the only voice of opposition to the CIA's interrogation regime comes in the form of a televised broadcast of President Barack Obama denouncing torture. In Zero Dark Thirty, this broadcast marks the start of an era where all the clues seem to dry up, and frustrated agents cannot seem to get any closer to locating bin Laden.

In a scene CIA 'black site' in an 'undisclosed' location shown where Dan (Jason Clarke) is subjecting detainee Ammar (Reda Kateb) to the agency's so-called 'enhanced' interrogation techniques. Later in the film, we witness a cross examination at a 'black site' in Gdansk and then another at the Bagram Air Force base, in Afghanistan.

Consigned to history by Barack Obama, who ordered them to be closed in January 2009, 'black sites' were secret prisons set up by the CIA outside of American jurisdiction to interrogate suspects in the "war on terror".

At the time of release of Zero Dark Thirty, no country had ever confirmed that it hosted a 'black site' at some undisclosed locations, but it's thought there were around 50, in 28 countries, including Poland, Romania and Diego Garcia, the British overseas territory in the Indian Ocean, as well as 25 more in Afghanistan and 20 in Iraq. In December 2014, after the release of part of the CIA's Torture Report on December 9, Poland's former Polish President Aleksander Kwasniewsk acknowledged for the first time that there was a CIA black site on Polish soil.

A report by the CIA's former inspector general, John Helgerson, published in 2009, revealed officers carried out mock executions and threatened inmates with guns and power drills. The interrogation techniques were described as "unauthorized, improvised, inhumane and undocumented".

One of the many CIA officials Maya locks horns with in the film is Joseph Bradley, the station chief in Islamabad, played by Kyle Chandler. He wants "actionable intelligence" and is exasperated by her obsession with bin Laden. But Maya has some sympathy for Bradley when his name is made public and he's forced to leave Pakistan.

Looking out a window at angry demonstrators who are calling for his head, she tells him 'you've been fucked by the ISI'. This is a clear reference to the fate of real station Chief Jonathan Banks. In December 2010, Banks was forced out of his post after he was named in a lawsuit brought by a Pakistani journalist whose relatives had been killed by US drone strikes.

Some US officials blamed Pakistan's spy agency, Inter-Services Intelligence, for the leak. Banks, who has kept a low profile since leaving Pakistan.

One of the most intriguing cameos in Zero Dark Thirty is that of Fredric Lehne, who plays the CIA's counterterrorism chief, referred to only as "The Wolf". Despite being a key figure in the fight against Islamist militants, when we meet him in his office he is practicing Muslim prayer.

As surprising as it sounds, this is true, at least according to a report by the Washington Post in March last year: the director of the CIA's Counterterrorism Center (CTC), and the leader of the hunt for bin Laden, really has converted to Islam. Named only as "Roger" by the newspaper, he is in his late fifties and has worked for two presidents, four CIA directors and four directors of national intelligence.

His conversion to Islam came after he married a Muslim woman, but, according to the Washington Post, there is no prayer rug in his office. He is, however, known to clutch a strand of prayer beads.

The big breakthrough in the hunt for bin Laden was the CIA's identification of Sheikh Abu Ahmed al-Kuwaiti, the al-Qaeda leader's courier, who lived with him in the compound in Abbottabad. By tracing calls to the home of Abu Ahmed's mother, CIA officers in ZD30 work out his mobile phone number and agents then use a gadget called a "magic box" to track down the phone.

The CIA's use of this high-tech scanning device was first revealed in a 2008 newspaper report about the 2002 capture of the al-Qaeda logistics manager, Abu Zubaydah. Essentially the "magic box" is able to alert the user when a particular mobile phone is being operated and, by measuring signal strength, tell the user the approximate location of the phone.

In the film, Abu Ahmed is tracked down to Peshawar. The signal strength on the "magic box" goes up and down and the agents finally realize he must be driving around in circles while talking on the phone. Once they realize that, they pull over, scrutinize the vehicles going past, and soon pinpoint Abu Ahmed in a white jeep.

After Abu Ahmed has been traced to the compound in Abbottabad, Maya's boss, George (role played by Mark Strong), still has to convince his superiors that bin Laden is there. In one scene he is told that his intelligence has been subjected to "Red Cell" analysis.

Red Teams or Red Cells are units charged with testing prevailing views in various departments of the US government. They have been used to brainstorm ways to attack America, in order to improve the country's security, and they consult a wide and eclectic range of people. A Red Cell in the Department of Homeland Security has reportedly sought views from futurists, philosophers, scientists, novelists and even pop musicians in order to garner fresh insights. One of their recruits was political thriller writer Brad Meltzer.

As part of their efforts to confirm bin Laden was in the compound, the CIA official is shown in the film setting up a fake polio vaccination scheme in Abbottabad. In fact, it was a hepatitis B program.

Nevertheless, the idea was the same to obtain DNA from bin Laden's children, who were living with him in Abbottabad, and compare it with samples from his sister who died in Boston in 2010. The fact that top CIA officials were still not certain bin Laden was in the compound when President Obama gave the Seal mission the go-ahead to attack, suggests the bogus scheme was unsuccessful.

There is a character of Shakil Afridi, a doctor who helped the CIA set up the Polio vaccination scheme, jailed by a Pakistani court for 33 years for treason and charity workers operating genuine vaccination programs have been killed by militants who suspect such workers to be American spies. US is continuously pressurizing Pakistani Government to release Shakil Afridi. USA has engaged several local people to execute their mission Shakil Afridi is one of them. If USA is demanding release of Shakil Afridi then our Government should also demand for the release of Dr. Afia Siddique who is in the detention of US authorities. This is all phobia that Western especially Americans are afraid of the spread of Islam that's why they are doing such evil actions.

In one scene of Zero Dark thirty of a German shepherd or Belgian Malinois dog who accompanies Seal Team 6 on the Abbottabad raid. This, again, is almost accurate. Cairo was called upon and he was decked out in a bullet proof vest with night vision cameras and was tasked with detecting explosives, searching for false walls or hidden doors and chasing any suspects who tried to flee. He has been personally congratulated by President Obama.

One of the tensest moments in Zero Dark Thirty, aside from the raid on Abbottabad, is a scene at Camp Chapman, a forward operating base in Afghanistan, where one of Maya's colleagues, Jessica (Jennifer Ehle), waits for a supposed informant to arrive.

Jessica watches his beaten up car drive to the gates and orders the guards to let him through, believing he's about to give her important intelligence about an al-Qaeda leader. Instead he detonates a bomb, killing Jessica and six of her colleagues. After that blast, a recording of a news report about the attack is being heard, the CIA's heaviest loss since 1983, which refers to Jessica

among the dead as a mother of three. In June 2010, six months after the Camp Chapman attack, the real mother was named as Jennifer Lynne Matthews.

Described by former intelligence officials as “one of the CIA’s top experts on al-Qaeda”, Matthews was in charge of Chapman, a base near the eastern Afghan city of Khost. She had worked in a unit known as Alec Station; a division of the CIA dedicated to tracking bin Laden, and had also served a brief stint in London.

The bomber was Humam Khalil al-Balawi, a Jordanian doctor who had been providing the CIA with information about Taliban and al-Qaeda operations. Matthews arranged a meeting with Balawi at Chapman after he claimed to have new information on the whereabouts of bin Laden’s top deputy Ayman al-Zawahiri. Al-Zawahiri was never caught and is now the leader of al-Qaeda.

Film Argo

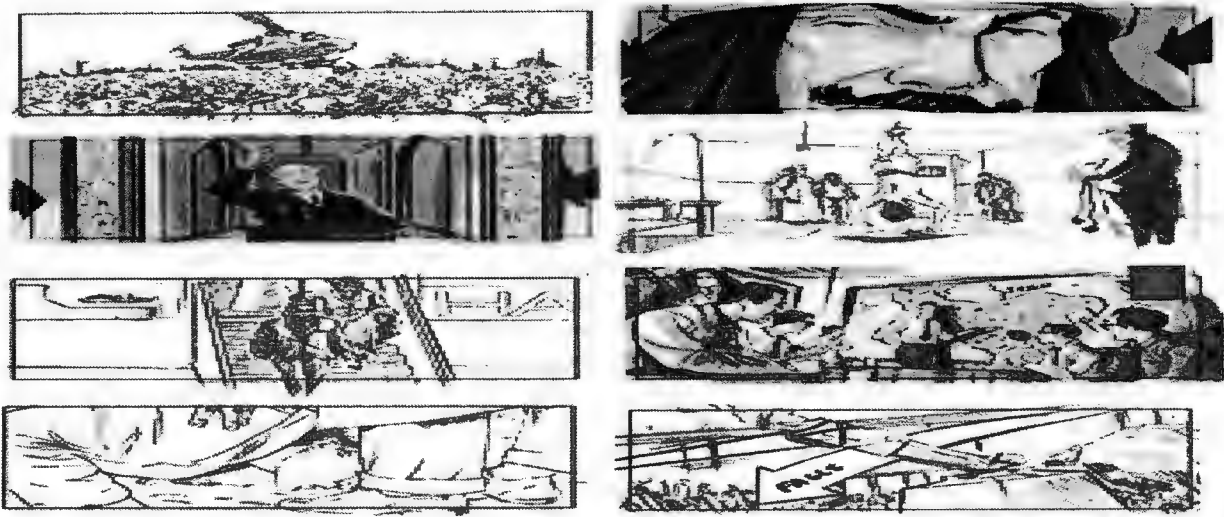
Film Argo directed by Ben Affleck, released on October 12, 2012. The idea of film is adapted from U.S. Central Intelligence Agency (CIA) operative Tony Mendez book titled “*The Master of Disguise*” and its idea was also taken from Joshua Bearman’s wired article titled “*The Great Escape*” published in 2007.



The screen play of the film was written by Chris Terrio. This film has a powerful impact around its viewers. The story of this film is based on the event when on November 4, 1979 United States Embassy in Iran city Tehran was stormed by Iranian activists in retaliation for giving asylum to Shah of Iran by then President Jimmy Carter. The staff of embassy was made hostage. There is a main role of American Intelligence agency CIA in rescuing some of the Embassy hostages by using fake scientific fiction. The story of the movie is that in wake of Iranian revolution US embassy in Tehran was attacked 50 US ambassadors were taken hostage, few of them escaped the hostage and took hide in the house of Canadian Ambassador to Iran Ken Taylor.

The official trailer of Argo was released in 2012 and it won best picture academy award announced by the first lady Michelle Obama, despite lot of criticism from many people. After the ceremony of the Academy Awards, Argo has received critiques regarding its characteristic of promoting the concept of Islamophobia. The critiques mostly focus on what is the correct and proper representation of this particular historical event and how mass media plays a vital role in this regard.

This movie takes many liberties with reality and serves as the producer of Islamophobia by increasing the fear of Muslims and starting propaganda about the Iranians that they are Muslims and they are extremists.



Every Iranian in this movie is shown protesting with anger shouting outside US embassy For example, from the beginning of the movie, the Iranian king is depicted in the comic version has a typical face of a vice character. The crowds of the protestors outside of the embassy all have furious faces, and women are holding guns. This outrage emotion dominates the entire movie.

Argo, a film about a creative and daring escape from Iran a few months after the 1979 revolution, was one of the most high-profile films of 2012. Directed and starred in by Ben Affleck, it won many awards, most notably the Oscar for Best Picture. Iran does not like how it was portrayed and has threatened to sue Hollywood over this controversial movie. But current and former government officials from New Zealand, the UK, and Canada have also taken offense. Nobody is saying Argo is a poorly made film; rather some argue that, with multiple historical inaccuracies and the addition of exciting story elements, it might be too well-made.



Argo is based on the true story of the CIA rescue of Americans in Tehran during the 1979 hostage crisis. Ben Affleck was the main character of the movie who was actually a CIA agent assigned mission for the rescue of the embassy staff in Tehran. It is the story of six U.S. State Department employees who escaped the 1979 siege at the American embassy in Tehran but who were still trapped inside Iran. As the film tells that the Americans were cloistered inside the home of Canadian ambassador Ken Taylor was the only ally willing to help out. CIA finally hatches a plan to get the Americans out: pose as a Canadian film crew scouting locations for a movie and hustle onto a plane and out of the newly minted Islamic Republic. Tony Mendez (role played by Ben Affleck), a CIA agent arrives in Tehran to lead the escapade. He forges passports, gives the Americans a crash course in film production and Canadian dialects, and, generally, prepares them for the worst. Despite a near-tragic location-scouting trip to a bazaar, cold feet from the American government at the worst possible time, a tense encounter with the Republican Guard in an airport interrogation room, and several police cars chasing the commercial getaway jet, the Americans finally make it out of Iran. Mendez is given a medal, which, due to the

classified nature of the rescue, he immediately has to give back and Canadian-American cooperation is applauded.



The Iranians are portrayed as sadists. Here is an Iranian fire squad psychologically torturing the captured Americans.

Hyperreality

Argo presents a situation at odds with reality, or one that is hyperrealistic. Wikipedia says "Hyperreality is used in semiotics and postmodern philosophy to describe an inability of consciousness to distinguish reality from a simulation of reality, especially in technologically advanced post-modern societies. Hyperreality is a way of characterizing what our consciousness defines as 'real' in a world where a multitude of media can radically shape and filter an original event or experience.

This concept of hyperreality demonstrates the power of the mass media. Umberto Eco says that in the past, if people longed power they should seize the political power based on the

control over the army and the police; however, today, the concept has changed. Argo shows how the government uses the power of the easily and widely distributed film to send out fake messages. In reality, Hollywood productions often project the United States' foreign policies. As a result, those in the audience should be aware the role of the mass media in spreading false and harmful propaganda and should therefore be critical of the "information" they receive from the mass media.

RQ1: How Muslims are represented in Hollywood movies?

Movies are an opportunity to explore the lives and areas of the world which is not accessible easily to the audience. Movies can be passports to be a better understanding of the human experience and in turn can fight preconceptions. Argo and Zero Dark thirty both are award winning.

Muslims stereotypical images are presented in the movies, that depicts Islamophobia in their movies as it has been observed in the two Hollywood movies Zero Dark thirty and film Argo how realities are fabricated and audiences are made to believe what is before them is true actual events are fabricated. In film Argo how Americans fled from Iran on fake and bogus documents through Canadian embassy. Both movies are set in Middle East and are based on true stories centered on American characters. Argo directed by Ben Affleck is the story of the CIA's operation to rescue American diplomats during 1979 Iranian hostage crisis. The entire movie focuses on how the helpless American bureaucrats can escape the country without being recognized by the mobs of bearded Persian men. This shows the weakness of Muslim country their security is so weak that they could not detect the American disguised as Canadian citizens. Second movie Zero dark thirty revolves around the manhunt for Osama Bin Ladin who is blamed

for 9/11 incident later on he was killed all Arabs are considered suspect and Muslims at large labeled as extremist, terrorist. For instance following a small fire cracker incident in any European country Muslims irrespective of their country are considered suspect.

RQ2: Whether Muslims are shown as intolerant or oppressive?

Muslims are shown as extremist, intolerant / oppressive, as it is evident from the two selected movies Zero Dark thirty and film Argo.

The movie Argo by Ben Affleck which won three academy awards is based on the true story of the CIA operation for the rescue of Americans in Tehran during the 1979 hostage crisis. The movie begins with a quick narrated round up of Iran's pre-revolutionary history, including a confession of the CIA/M15 coup that replaced the democratically elected Iranian Prime Minister Mohammad Mossaddegh with the universally despised Shah. In one scene, an Iranian mocks CIA protagonist with dialogue straight out of Edward Said's Orientalism accusing the American of seeking snake chambers and flying carpets. This film delivers the main points of Orientalism theory with a disingenuous candour that enables the audience to feel superior without feeling like a supremacist. The pseudo Western self-criticism is undercut by the fact that aside from one traitor there is not one single Iranian who is remotely likeable in the entire film. The Iranians in the film are shown screaming, torching US flags and tormenting innocent people. Iranians are shown scary, suspicious and innately violent. The film Argo ultimately reinforces the binary opposition of a civilized West and a savage Iran. It is known that Hollywood narratives are applauded for their appeal not for their accuracy.

In movie Zero Dark thirty scenes from the incident of 9/11 are shown, American people are shown who are weeping over the deaths of their loved ones. CIA special investigative cells are shown where the detainees were kept they were brutally tortured just for the manhunt of Osama Bin Ladin. It is proved from the movies that all movies are based upon Islamophobia. Islam is a religion of peace and harmony it teaches to live peacefully, not to destroy homes of enemies during war but what is shown in both movies is not the true picture and Muslims are portrayed as the Intolerant and oppressive nation.

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Chapter 5

Discussion, Conclusion and Recommendation.

5.1 Discussion

The research is based on the analysis of two Hollywood movies released during year 2012 they are film Argo and Zero dark thirty. Chomsky and Edward S. Herman presented analysis which is based upon a propaganda model and it examine the influence of market focuses on the media content. According to Chomsky and Herman's propaganda model, corporate and state power is situated in a strong regulatory linkage that caused the media to manufacture consent to policies that seldom represent the interests or voices of people. They demonstrated that the free market economics model of media leads inevitably to limited reportage and biased content that serves the interests of privileged class. It has also been analyzed that how Hollywood movies stories are related to Herman and Chomsky's propaganda model. Hollywood movies are engaged in propaganda war against Islam. They are feared of Islam that's why such movies like Argo and Zero Dark thirty are produced, just to propagate against Islam. Culture has now assumed the status of industry that is culture industry which is flourishing day by day due to the fact of globalization.

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Zero Darky thirty revolves around for the targeted operation launched by CIA in Pakistan for the finding and assassination of World's most wanted person Osama Bin Ladin. This operation was conducted in the suburbs of Pakistan Army Military Academy the most sensitive area American marines crossed our boundary calmly and conducted their operation and then left without any resistance this puts a big question mark on the level of our security that any country could enter into our jurisdiction and violates our boundary.

5.2 Conclusion

After evaluation of the discussion it is concluded that West is continuously indulged in propaganda war against Muslims. After analyzing the movies it is concluded that Hollywood keeps its trend of negative representation of Muslims in their movies, their mission and objective is to portray Muslims as extremists and terrorists. It conclusively draws that the Hollywood movies are representing biased image of war against terror, let us take an example of Iraq war in case of Iraq war for the sake of search of weapons of mass destruction George Bush and their

allies' bombarded Iraq and arrested Saddam Hussain. Saddam Hussain was executed on Eidul Azha day, the day for the sacrifice in the name of Allah till now no weapon of mass of destruction was ever found, same is the case with Afghanistan war, Syria, Egypt un rest all such wars were launched basically by CIA and it was sponsored through Hollywood. Execution of Saddam Hussain is one of the example of Islamphobia of West. They are so much frightened of Muslims in fact.

CIA funded Hollywood movies has launched propaganda war against Muslims, Arab representation in U.S. media is very negative, Arabs stereotypical images are shown. The documentary has successfully shown the impact of Victorian time Orientalist accounts regarding portrayal of Arabs in Hollywood, which are presented as reverse character, vicious, supernatural, salacious, biased and sexist.

Hollywood has played its major role in promoting negative image about Arabs; it explains that Middle East is a place where there is social otherness, Middle East country men are not even considered human in eyes of Western Media. If we look into the history from the mid-1900s when Edison from United States and Pathe & Gaumont from France were producing films, from then it has been assumed that Arabs are always portrayed in a typical manner for example Arabs are always shown in their typical Arab dress in all movies, Muslims are shown having guns / pistols in their hands making demands for ransom amounts, Main thing is scripting of Arabs as an enchanted place where there are brutal deserts, tropical desert gardens are shown, genies, enchantment rugs, stealing desperados, wanton sultans, scheming sheiks and erotic group of concubine young women.

These media generalizations have a pliability that takes into consideration their control by legislators and arrangement producers to build an account defending U.S. government. In these

ideological stories, Arab society doesn't make a difference; what makes a difference is spreading "flexibility" and "vote based system," which turn out to be simply helpful watchwords advocating Western administration and U.S. social exportation and control.

Middle Easterners and Muslims have been socially coded as "others," which is usually a disengaged social position which numerous government officials and media makers have used to position Arabs as apparition foes, as substitutes for inactive U.S. xenophobic propensities. In such manner, Hollywood movie producers have regularly utilized Arabs as a part of accounts in all that much the same path as Nazi proselytizers depicted Jews in the 1930s.

According to this research paper Hollywood cinema industry is famous for releasing the maximum movies in all over the World, if these movies are portraying such a biased image of Muslims and Islam then it can become problematic for Muslims. As viewership of Hollywood movies is not a countrywide, it's worldwide.

It has been proved that Muslims are negatively represented in Hollywood movies. The characters of terrorists, killers, kidnappers, fundamentalists, extremists are associated with Muslims. Muslims are termed as un civilized whereas US soldiers are presented as hero peacekeeper, and nationalists while in reality Muslims are more civilized than any other nation.

Hollywood movies are basically pro American they only favor American agenda they work on anti-Islam policies. If the American policy is this that WMDs could not found in Iraq and NATO forces must evacuate from Iraq then movie Green Zone reflect this policy in its content. The ultimate policy of Hollywood movies is to portray negative image of Muslims. The image of Muslims characters in Hollywood movies are derogatory, as these characters never get the sympathies and liking of audience they hate such characters and ultimately hate these people and Muslims.

5.3 Recommendations

- For future studies, movies which are released in a decade can be taken as a sample as it may help in getting comprehensive information about the current political scenario.
- This research may help in highlighting the propaganda by Hollywood movies against Muslims at large which may further help in making a policy must be evolved by our powerful media groups that they should take notice of it and evolve such policies to fight against movies.
- Government should take measures instead of imposing ban on site like you tube or movies rather any suitable forum must be contacted to impose restrictions on the movies that violates the sovereignty of any country. Banning any movie or film is not solution.

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