

The Power of Propaganda and Muslims.

1: Introduction:

Thesis statement: Generally the power of propaganda is used against muslims to denounce their perception, ideology and their dignity, but the same power of propaganda can be used by muslims to promote their ideology of peace and brotherhood.

2: The Power of Propaganda Used Against Muslims:

2.1: Propaganda by western powers against muslim ideology to built negative image of muslims.

2.2: Alleging muslims for violence and terrorist activities through mass media propaganda.

2.3: Isolating muslims from global politics and economy by proving them guilty of extremism through propaganda.

2.4: Biased media playing evil and building propaganda to denounce muslim perception.

2.5: Populist leaders fueling islamophobia through hate speech propaganda.

2.6: Manipulating non-muslim extremism as self-defence against human rights violation through propaganda.

2.7: Use of pen as a source of propaganda to incite extremism.

3: The Power of Propaganda: An opportunity to improve muslim perception in the world:

3.1: Using Propaganda technique

Islamic scholars should play pragmatic role to clear mis-conceptions about Islam.

3.2: Promoting peaceful ideology of muslims through global organisations.

3.3: Role of international leaders in promoting humanity and discouraging islamophobia through positive propaganda.

3.4: Unity of Muslim Ummah is mendatory to denounce the propaganda against muslims.

3.5: Strong mass media of muslim ummah to propagate true islamic preachings and ideology.

3.6: Using power of propaganda to promote Islamic ideology of peace and brotherhood. and co-existence
4. Conclusion:

In the era of information technology, mass media is overly used by powers to create propaganda against weak. West has been successfully created negative propaganda against muslims to denounce their position, ideology and perception in the world. The populist leaders like Donald Trump, Macron and Narendra Modi are fueling islamophobia by creating propaganda against Islam. Muslims can use the same power of propaganda and can promote positive and soft image of Islam by clearing all misconceptions about muslims with the help of mass media, global leaders and international organisations.

Firstly, here is the use of power of propaganda against muslims by western non-muslim states. Propaganda

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has been created against muslims to create negative image of the muslims. The power of propaganda is that much that it can change an identity of Afghan Mujahidin to Al-Qaeda terrorists - Taliban.

West has been against muslims since very long without any solid reasons - the only reason of hate is negative propaganda built against muslims. Sweden's

Democratic leader says; "Muslims are the greatest threat to west since world war II." Western countries and citizen are having negative perception against Islam and muslims all thanks to propaganda created through mass media.

A professor of Lille university France said; "Muslims with clear signs of religions such as grown bearded and wearing veil have low opportunities to get jobs in France."

Propaganda is used to allege muslims for violence and

and extremist activities such as terrorism. The concept of Islamophobia was existing since so long but the incident of Nine-Eleven-attack on world trade centres and pentagon by muslim militant group Al-Qaeda fueled the fire and Islamophobia and hate towards muslims reached to its maximum.

Before the attacks in America the same militant group was called Afghan Mujahidin fighting against Soviet Union and the same America declared the militant group as terrorist after 9/11 in America. This is the power of propaganda used by global north to accuse muslims for violence and terrorism. After 9/11 the perception of muslims was changed to terrorists and extremist through propaganda.

Other power of propaganda used against muslims

to make them isolated. from the world to push muslims in political and economical isolation by making them guilty through mass media propoganda, due to negative perception of muslims they are descriminated and deprived of ^{from} political and economics rights. The main example set by west is ~~not~~ giving membership of **European Union** to muslim countries of Europe such as Bosnia and Albania. West has minimum trade with muslim countries due to negative image of muslims propogated through propoganda.

Western Media has played biased role denounce the muslims perception in the world. Western media gives more weightage and coverage to any extreme activity done by muslims and try to hide the extremists of non-muslims by giving them a protective cover and upper hand.

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AL-JAZEERA network reports; Media gives wider coverage to the extremist activities done by muslims as compared to western citizens. The biased media promulgates the negative image of muslims and protects and defends the inhumane activities of non-muslims. The prejudice of mass media can be observed that

BBC reports; Three hundred people were killed in **Palestine**. And the same media channels exaggerates the murder of white blood in **Ukrain**.

BBC reports; Three white-blood people were brutally murdered in **Ukrain** territory by the **Russia**. These reports show the biasness of media.

populist leaders are playing havoc by promoting islamophobia, hate and prejudice towards muslims.

The populist leaders of twenty first century such as Francis Macron,

Donald trump and Narendra

Modhi are fueling fire by promoting

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prejudice and hate speeches. United Nations secretary General Antonio Guterres said: "online hate speeches are fueling live extremism."

Propaganda is used to manipulate world that non-muslims are not extremist and violent rather they do self-defence against violations of human rights. There their extremism and violence is justified as self-defence and muslims extremist activity is highlighted in world. The brutal and oppressive activities of Indian army in Kashmir is justified, the massacre and genocide of Palestinian muslims are justified and legitimate and given a protective cover by creating propaganda. The attack of lawyers and politician in Poland on muslim community is legitimate through propaganda of mass media. The Brutal Act

of Mass-shooting of Christ-church New-zealand was not highlighted by media and no allegations of extremism and terrorists were

imposed. inspite of fifty one persons, muslims in religion were shoted.

The acts of vandalizing of mosque in Canada and America and killing of a muslim taxi driver in U.S.A were not acts of extremism and islamophobia according to so-called fair mass-media. Rather these acts are self-defence.

Use of pen for the sake of propaganda propagation is another weapon used by west. A famous writer Hingtinton gave the idea of disparity and clash through his book - published in 1992: The Clash of Civilizations. He said that the future of the world is going towards conflict due to clash of civilizations. Difference in

civilization and religious intolerance is cause of conflict. He used his idea to create propaganda and to flourish his idea. The Israel-Palestine war, Pakistan-India War, the Xinjiang-China war are all due to clash of civilizations.

Above arguments clearly depicts the power of propaganda used against muslims to spoil their image in the world. Here is another side of the picture, the same power of propaganda can be used to revive the muslims' image, ideology and to clear all mis-conceptions of world about muslims and their ideology.

Moving towards the use of power of propaganda to improve the image of muslims, here comes the role of muslim international scholars to pragmatically clear all mis-conceptions of the

world about muslim. Allah says in Quran; "Allah will not change the condition of people untill they strive to change it." So, now its upto muslims to getup, fight for their rights and challenge the negative propoganda created against them. International Islamic scholars can play the lead role to clear the mis-conceptions of world using the same power of mass-media.

The same power can be used to positively promote the real ideology of Islam and muslims through global organisations. Fifty seven muslim powers of the world awakened from the slumber in 1969 to protect muslim from Islamophobia of west when an Australian put Masjid-e-Aqsa on fire in Jerusalem - resulting in the formation of Organisation of Islamic Co-operation (OIC). The main objective of this organisation

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to increase the economic, political and strategic relations among muslim Ummah and protect them against hate and prejudice of west. Recently **OIC** and **United Nations** have signed an agreement after the mass-shooting of muslims in New-zealand to promote positive and real image of muslims and humanity. The ideology of Islam is the ideology of peace. Islam never favoured violence and extremism even **Prophet Muhammad** said; "during war do not attack on children, women, elders, naked civilians and do not destroy crops and trees." Islam promoted the concept of peace and brotherhood.

International leaders can use the propoganda power to promote humanity and discourage Islamophobia. All the international leaders have not gone insane

get for their own interest. Some international leaders are unbiased having secular opinion.

Barak Obama - the Ex-President of U.S.A said; No religion is responsible for violence. These are the people responsible of violence. Similarly

Vladimir Putin the president of Russia said; "There is no

need to relate terrorism to any religion." These optimistic and reconciliator leaders can

lead to a peaceful society because Islam has not said

anyone to do crime, terrorism and violence. The premiere of

New-zealand after mas-shooting Christ-Church incident said;

"There is no space for Islamophobia in the New-zealand."

So international leaders can use mass media to bring peace in the region.

Unity of muslim ummah is mandatory to denounce the western propoganda against muslims. Fifty seven Islamic States with fifty seven million muslim have to be united for the sake of unity.

All muslim states got united after fire incident of Al aqsa mosque in 1969 and formed a global organisation OIC. Now dire need of the hour is the unity of muslim ummah irrespective of the creed, color, cast or sect.

Prophet Muhammad (P.B.U.H) said in his farewell sermon; "You are all equal and are created from one soul - Adam. There is no supriority to Arab over non-Arab nor to ~~an~~ non-Arab over Arab."

So united muslim ummah can play its pivotal role in changing the stigma of islamophobia on muslims.

Muslims should have a stronger and influential mass-media to convey the positive and realistic picture of Islam and Muslims. As Western media is so strong that it can change the perception of the world for example **BBC, CNN and NEWYORK TIMES**. Muslims state should have a stronger media platform to communicate with world at equal foot-steps and change the perception of world about Muslims.

Last but not the least the propaganda can optimistically used to promote philosophy of brotherhood and co-existence through religious tolerance. **Holy Prophet (P.B.U.H)** set an example of perfect co-existence of different religions in **Madinah Packet**.

Holy Prophet was the reconciliator and signed the pact of Madinah through which promoted the co-existence of multi-religion in Madina. Muslims, Jews and Christians were peacefully living in Madinah after this treaty.

Islam is a religion of peace, harmony, brotherhood and tolerance. Quran says; "There shall be no compulsion in religion."

At another place Allah says in Quran; "You have your way and I have mine." (Surah Kafiron).

Islam does not promote violence and oppression rather promotes humanity, co-existence and brotherhood.

Prophet Muhammad said; You are nothing but brothers to each other.

So, in a nutshell it can be said that the power of propaganda is mostly used against Muslims.

but muslims can also use it to change the perception of world about Islam and muslims using power of propaganda, international scholars, global organisations, influential leaders and mass media.

Real Islamic ideology of peace, humanity, brotherhood, tolerance and co-existence should be promoted through positive use of propaganda.