

# POWER OF PROPAGANDA AND MUSLIM <sup>WORLD</sup>

## Outline :

1) Introduction

2) Following challenges are faced by muslim world due to propaganda :

i) Propagand leads to characterization of muslim community around world.

Case in point : Labelling of Muslims after 9/11.

ii) It fosters divide among muslims that leads to sectarian conflicts

Case in point : UNRWA report about Israel's propaganda

iii) Anti-Muslim sentiments leads to marginalization of opportunities for muslims.

Case in point : Council of American relations report

iv) Propaganda weakens the muslim world geopolitically.

Case in point : USA's war in Iraq and cover by media.

v) It creates disharmony in society which enhances intolerance in society.

Case in point : Christchurch incident 2019.

vi) Propaganda drives emotional sentiments in nations which leads to creation of extremist groups.

Case in point: Aqsa Mehmood's case study presented by UN security council.

vii) Propaganda is used to misinterpret Islam for interest of specific group.

Case in point: Pete Hagseth's book and his political motive.

viii) Propaganda contributes in systematic discrimination and ideological cleansing of Muslims.

Case in point: China's actions against Uyghur Muslims.

3) The power of propaganda can be curtailed through following multi lateral efforts:

i) Institutional pressure should be build on international community to control propaganda.

Case in point: Australia's efforts and UN resolution.



ii) Strengthen common platforms to resolve internal conflicts among muslim states.  
Case in point: Model of European Union.

iii) Creation of supportive mechanism for marginalized muslim communities to overcome the results of propaganda.  
Case in point: Model of UNRW and Amnesty international should be incorporated in OIC.

iv) Enhance cultural inclusivity among muslims and other nations to change the perception of masses.

Case in point: USA's initiative of "Institution of Museum for library services".

v) United media platform that creates content to present soft image of muslims throughout the world.

Case in point: "Senap" film over contribution of muslims during world war 2.

4) Conclusion:

Propaganda refers to such information and ideas that spread misinformation or disinformation to influence the narrative of masses, to promote specific agenda, cause and ideology. It appeals emotions rather than logic. The power of propaganda is being wielded against muslims to characterized them with violence, It fosters divide among muslims. It promotes anti muslim sentiments that leads to marginalization of opportunities and it weakens the muslim world geopolitically. Moreover, it enhances disharmony and leads to the misinterpretation of Islam on international level. However, the dilemama of propoganda against muslims can be addressed through multilateral efforts which includes, united media platform that creat content to foster soft image of muslims throughout the world, Institutional pressure should be build on international community to eliminat the elements of propoganda and enhance cultural inclusivity among muslims and differencil nations to change the perception. Propagation of anti-muslim sentiments is one of the major issue for muslims, that needs to be addressed through mutual efforts.



Propaganda leads to characterization of Muslims as violent community, around the world. Throughout the world particularly in west, Muslims are labelled as violent group. On any incident the media platform uses the term "Islamic terrorism" that labels the whole community. For instance, after 9/11 attacks in the USA, the media portrayed Muslims as barbaric community. This narrative created perception in masses that Muslims believe in killing of innocents. In response, throughout the USA Muslims faced boycott and investigation agencies like FBI detained many Muslims without any proof. This shows that propaganda labels Muslims as terrorists, ignoring the majority peaceful community.

Additionally, it fosters divide among Muslims that leads to sectarian conflicts. Propaganda is often used by countries as a tool of war to increase disintegration in opposite countries. Spreading misinformation is one of the best technique of hybrid warfare to weaken the internal security of opposite country. For example, according to United Nations relief and work agency, Israel uses Google ads services and

facebook services to generate misinformation based on sectarian issues in ~~the~~ Lebanon to increase disintegration among Shia and Sunni groups. This one of fundamental power of propaganda that is dividing muslims.

Moreover, anti muslim sentiments created by propaganda leads to marginalization of opportunities. Propaganda driven narrative showcase muslims as threat to society. Therefore, people around them try to discriminate muslims so they can change their mindset. The radicals in society even go one step beyond and consider infringe the muslims right to get equal opportunities. According to Council of American relations reported that in California, 52% muslim students faces discrimination by teachers and 19% out of these students leave schools and colleges due to this trauma. This shows that these 52% students will eventually not get equal opportunities due to propaganda.

Furthermore, propaganda weakens the muslim world geopolitically. The promoters of fake democracy think that they are most civilized in terms



of governance and others, particularly muslim states does not know how to govern their countries. Due to which they plan to infringe the sovereignty of muslim countries in cover of fake propaganda. During the USA's war against Iraq in 2003, the media portrayed Iraq as uncivilized nation that posses weapons of mass destruction and the USA and alliance are infringing Iraq's sovereignty to implement civilized form of government. Through such narrative muslims became weak geopolitically.

In addition to that, it creates disharmony in society which enhances intolerance and co-existence. In every peaceful country the prosperity is linked with harmony, acceptance of diversity in society and believe in co-existence, which means despite of ethno-religious difference everyone have right to live peacefully. However, propaganda enhances the narrative of superiority over others with fear that opposit group will overtake the opportunities, that creates society intolerable. In that scenario, the attack on Christchurch mosque in Newzealand in 2019 happened, resulted in killing of 51

muslims by far right imta Islamophobic terrorist. New Zealand's Prime minister considered it as an act of terrorism and associate killer was influenced by white supremists propaganda. The incident is prominent example that shows how propaganda destroys social harmony.

Besides, propaganda leads enhances emotional sentiments in victims which leads to the creation of extremist groups. Propaganda is one of the major cause that radicalize the mind of victims that are facing social isolation and discrimination. Victims of propaganda get in the trap of identity crises. The extremist groups that even considered terrorists by muslims exploit these emotions to recruit and expand their ideology. The same thing happens with Scottish girl Aqsa Mehmood that joined ISIS in 2013. According to the report of UN security council Aqsa faces discrimination in society due to her muslim identity, which led her to join ISIS because of their appealing content. The report showcases that propaganda victims eventually radicalized due to frustration and join these type of organizations.



Propaganda also leads to the misinterpretation of Islam for the interest of specific group on international level. Media of west and India portray muslims as aggressors who believe in the killing of innocents as their religious ideology. The word "Jihad" is often distorted by media as a religious teaching of Islam that encourages violent behaviour of muslims. Many hollywood films like "The seige" in 1998 stereotype the false practices with Islam. This type of content is used by some people for their interest. For example, Pêle Hegseth the Defense secretary of USA, published book "American crusade" and depict Islam as a historical enemy of west. According to the report of Guardian the move was politically motivated to appease conservative voters.

lastly, propaganda contributes to systematic discrimination and ideological cleansing against muslims. Systematic discrimination is a way through which muslims have to hide their identity and practices to get socio-economic opportunities. Moreover, the extra special educational institutions are setup to be ideologically



cleanse the Islamic ideology from young generation. China's systematic discrimination and ideological cleansing policy against Uyghur muslims is part of propaganda perceived by communist thinkers as threat to society. In the region of Kashgar Mosques are demolished, ban on Islamic practices and children are sent to ~~rehab~~ so called rehabilitation camps to remove islamic ideology.

However, despite of the challenges oriented by propaganda, the problem can be addressed through following multilateral efforts.

First of all institutional pressure should be build on international community to eliminate the elements of propaganda. Institutional pressure refers to the collective diplomatic efforts by muslim states to highlight the propaganda campaigns against muslims on United Nations platforms to pressurize non-muslim states to adopt legal framework that eliminate propaganda as right elements legally. In 2022 with joint efforts UNO passed resolution against islamophobic activities. Resultantly, countries like



Australia appointed special envoy to combat Islamophobia. This shows that, with joint efforts, institutional pressure can result in crackdown against such elements.

Secondly, strengthen united platforms to resolve internal conflicts among muslim states. Such platforms provide common dialogue initiatives where different nations try to resolve their issues with laws without engaging in conflicts. Unfortunately platforms like "Organization of Islamic cooperation" (OIC) is not capable to resolve issue because it has no system of law and its implementation. In that scenario model of European Union is much favourable, where different countries resolve problems through diplomacy and EU have powers to implement their legal orders. Restructuring of OIC on that basis can also ends conflicts and enhance unity among muslim states which will also exclude the power of propaganda.

Third, creation of supportive mechanism for marginalized muslim communities can play



vital role in addressing the issues of propaganda. The support system should be based on unanimous representation to address social, economic, legal and political issues of muslims around the world. In the past countries like Pakistan, Turkey and Qatar helped Rohingya and Afghans but the efforts are on individual basis. To help the muslims around the world agencies like UNRWA and Amnesty international are best models that can be copied in OIC. This will help the marginalized muslim communities to overcome the results of propaganda.

Additionally, enhance cultural inclusivity among muslims and other communities to change the perception of masses. This can be done through cultural exchange and mutual interfaith dialogues between common people. Moreover, highlight the Islamic culture through art in western countries, integrate the richness of Islamic society in curriculum and provide educational and touristic supports to people from other countries to visit and meet muslims. The USA has initiated this work through the institution of Museum for Library Services,



that has highlighted muslims and specifically Arab culture. According to White house those who visited 68% out of them changed their perceptions regarding muslim community.

Not but not least, united media platform that creates content to foster a soft image of Muslims throughout the world, can contribute to curb propaganda. The media outlet showcase the contributions of muslims in the field of science, their work for the betterment of society in non-muslim societies and advertise the muslim narrative on social media platforms. For instance, Turkiye's TRT network and Qatar's Al-jazeera are already working to produce content that helps to counter propaganda. In accordance with that, in 2024 "Serap" film was presented in Bosnia for tourists, the film showcases the ties between muslims, christians and Jews during world war 2, and how muslim helped others. Resultantly, those who watched film appreciated muslims and changed their mind regarding character of muslims in their own countries. Despite of these efforts unified platform could address the issue in much better way.

In a nutshell, the propagation of anti-muslim sentiments is one of the biggest challenge faced by muslims because it creates disharmony which makes society intolerant, propaganda enhances the radicalization in society, it leads to the misinterpretation of Islam and contributes in systematic discrimination and ideological cleansing of muslims. However, this challenge can be curtailed through multilateral efforts like, enhancing cultural inclusivity, resolving conflicts among muslims through common platforms, and supportive mechanism for marginalized muslim communities. With all these joint efforts, the power of propaganda against muslims can be curtailed and muslim world can enjoy better life.