

1- Introduction:

Thesis statement;

Propaganda is the manipulation of information to target adversaries; moreover; it has obscured muslim culture, identity, history and lives, therefore, muslims need a holistic approach to curb the impacts of propaganda on themselves.

2- propaganda and the moulding of information

(a) Creation of false narratives

(b) Playing with the words

(c) Fabrication of history

and information

3- Power of Propaganda

- (a) Propaganda as a Fifth generation warfare tool
- (b) Demonization of individuals, class or ideology
- (c) Propaganda and the accumulation of power
- (d) Achievement of narrow objectives

4- Impacts of propaganda on Muslims

- (a) Propaganda and the rise of Islamophobia
- (b) Objectification of Muslims as terrorists
- (c) Ban on the practice of Islamic fundamentals
- (d) Geopardization of

Islamic culture, values
and norms

(e) western propaganda
against Islam; the clash
of civilizations

5- Solutions to curb the
implications of propaganda
on Muslims → celebration of

(a) World wide Islamophobia
day by all Muslims

(b) cultural exchange
programmes to engage
other nations experience
the humanistic aspects
of Islam

(c) Solidarity among the
OIC countries to protect
Muslims and the image
of Islam

6- Conclusion

In Greek mythology, the story of "Trojan horse" reveal a fascinating story of view of how the Greek soldiers hidden in a wooden horse deceived the defenders of the city of Troy and entered the city. Moreover, propaganda refers to portraying of information or reality falsely as to control or manipulate people. It has powerful impacts in the course of history from Greeks to Machiavelli and till date. Propaganda is used as a fifth generation warfare tool to control information and gain leverage.

over one's adversary. Moreover, it is employed to demonize a certain class of people or ideology, accumulate power or achieve narrow objectives. Furthermore, propaganda has badly impacted Muslims around the world. It is used to incite Islamophobia, objectification of Muslims, ban of practicing Islamic fundamentals, and geopenization of Islamic culture. This has created a dilemma of civilizational clash. In order to reduce the impacts of propaganda on Muslims, a holistic approach is required unanimously by Muslims to protect themselves.

They need to celebrate Islamophobia day symbolically, produce opportunities of cultural exchange programmes and unity to protect muslim and the image of Islam.

Moreover, propaganda is used to structure and mould information. It is used to create false narratives to deceive or dominate the objective enemy. Propaganda is also employed through playing with words in a way to shape discourse or the way of thinking as the propagandist aim. It also involves the fabrication of history or information.

o attain desirable goals:-

Propaganda is employed through the creation of false narrative. A narrative which serves the interests of propagandists by changing the thinking of people, or their behaviour for a purpose. This is done through media which plays a vital ^{role} in expanding the reach of propaganda to a wide range of population. For example, Italy's fascist leader, Benito Mussolini, widely used media to attain power by manipulating the reasons and emotions of the Italian people.

For that, he created a false narrative of enagerated revisionist claims which were ~~also~~ applauded by ordinary Italian.

Propaganda is also incurred by playing with words. Words are a mean of communication. They have the power to create meaningful or miserable consequences.

Therefore, the propagandists present or uses words in a softer or involving manner which arose emotional sentiments of the people. For example, the western media, when they make headlines about Israel's war in Gaza,

They ~~make~~ choose soft words to cover ~~the~~ ~~war~~ Israel's atrocities.

They avoid words such as as "Genocide" even though the United Nations and other human rights organisations have called it such.

~~Propaganda~~

Propaganda is also hedged by fabricating history or information in a way ~~as~~ to change the subjective perception of people about it. By representing the course of history in an altered way a propagandist aims to achieve his goals or manipulate the information against an enemy.

This mode of propaganda is mostly used by states against other states. For instance, the Indian state misrepresents Pakistan's independence movement to its people as a conspiracy hatched by the British to ~~disintegrate~~ disintegrate India. This has caused a hatred among the ordinary Indians against Pakistan which culminates into dangerous wars.

Moreover, propaganda is a powerful tool. It is used as a mean of Fifth generation warfare tool. Propaganda has the power to demoralise individual class or

ideologies, to accumulate power and to achieve one's narrow objectives.

The power of propaganda is widely used as a fifth generation warfare tool in the modern world. Fifth generation warfare refers to the war of information. Through this tool, influential countries control and shape narratives which serves their benefits. For instance, the US operation in Panama in 1990s was named as operation "Just Cause". Despite being an act that violated international law, it was

named this way to grant the operation a moral legitimacy. In this way, the use of propaganda as fifth generation warfare tool, serves the interests of propagandist.

Propaganda is also employed for demonization of individuals, class or ideology besides being used as fifth generation warfare tool. Moreover, it is done by generating a discourse pointed at the subject of the propaganda. Gradually such discourse gain grounds and culminate into misery. For example, during the cold war era, both the

capitalists and communists did propaganda against each other. The capitalist called the communists as monsters who usurp private properties. whereas, the communists called the capitalists ^{responsible} ~~responsible~~ for class struggle and exploitation of the poor by elites. Thus, the situation led to the spread of "iron curtains" ^{across the European continent} and the demonization of classes and ideologies.

Other than the demonization of people, propaganda ~~has~~ is a tool for the accumulation of power. Since the past, propaganda is a mean for the accum-

ulation of power through
culminating fear, glory
or nationalism. In this
way, the propagandist
sally the support of
huge masses and charge
them emotionally and
drive them for the
accumulation of power.
~~For instance~~ For instance,
Hitler used propaganda
against continental powers
and the jews, being respo-
nsible for the miserable
condition of Germans. This
propaganda, emotionally
charged, gained him popula-
rity among Germans and
made him a chancellor later
on.

Besides the accumula-
tion of power, propaganda

is used to gain power in other domains such as social, political or economics for the achievement of narrow interests. Such interests lay at the cost of broader society.

However, the propagandist fabricate ~~info~~ history and use language as a means of achieving narrow interest. For example, Hitler did propaganda against Jews and caused their killing and exclusion from German society. This also led to the incident of "Holocaust" tragedy.

Hitler wanted ^{to} elevate the Germans ~~politically~~ ^{socially} and economically while expanding.

their political influence
and expansion of
territory.

Moreover, the power
of propaganda has deep
implications for the Muslims.
It led to the rise of
Islamophobia, the objectifi-
cation of muslim, based
on the practice of Islamic
fundamentals and jeopardi-
zation of Islamic culture.

One of the impacts
of propaganda on muslims
is the rise of Islamophobia.
Islamophobia is ~~the~~ a
sentiment of hatred against
muslims, which largely
started after 9/11. After

that, the western world
 widely used the term
 of "Islamic terrorism"
 which invoked islamophobic
 acts and behaviours in
 the world. ~~It also led~~
~~to~~ The 9/11 attacks also
 led to the legislation
 of "Patriot Act" in
 the United States. Through
 the law, security agencies
 did extensive surveillance
 of Muslims and detained
 them on mere suspicion.
~~The wave of~~ Moreover, the
 wave of Islamophobia haunts
 Muslims till date in
 the west resulting ^{often} in
 the 'burning of Islam's
 holy book ~~as in~~ Sweden
 and killing of Muslims,
 as in Christchurch, New Zealand.

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Additionally,
propaganda by ^{the} ~~western~~
also caused the objectification
of muslims as terrorists.
muslims ~~were~~ are widely
percieved as terrorists.
Western movies display
and correlate muslims
with terrorism and evility.
This ~~was~~ is because of
the Al Qaeda attacks
on the US and london
bombing ^{by terrorists} etc. Because of
these unfortunate incidents,
muslims are objectified
as terrorist by the west.
However, when a christian
do terrorism against
muslims, as in christchurch,
where 50 muslims were
killed, the same media
did not label ~~it~~ it as

Christian terrorism. In fact, terrorism was invented long before Al Qaeda, when the crusaders invaded Jerusalem and did mass atrocities.

However, ~~the~~ Muslims are particularly objectified as terrorists.

Propaganda against Muslims also caused ban on ~~the~~ the ~~free~~ practice of Islamic fundamentals in many countries. Muslims face assaults on a regular basis in the West. For example, the hijab of Muslim women is snatched in France and the prohibition of wearing hijab as per French law.

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Moreover, a ban on Azan and Friday sermon in loudspeakers is also the result of propaganda by Hinduva followers in India. The slaughter of cow in Eid Al Adha is also prohibited in India. Such banning of ~~Islam~~ the practice of Islamic fundamentals highlights the gross violation of international law on the practice of religion freely.

Beside ban on the Islamic fundamentals, propaganda has also caused the jeopardization of Islamic culture, values and norms.

World wide, Islamic culture is subjugated to Western culture due to the bias of ~~see~~ Western media against the Islamic values and norms. They display Islamic morals of modesty for women as evil. Muslims social, political and economic system is demonized by Western media.

Moreover, the Western propaganda ~~items~~ against Muslims seems to be a clash of civilizations. Western literature portray the developments of Islam in the world as threatening to Western world order. According

Samuel P. Huntington,
 the author of the book,
 the clash of civilization,
 Islam is the most
 prominent threat to western
 civilization. Thus the
 west in the light of
 such ideas, take
 conspiratory measures
 to weaken the zeal
 of muslims to ~~raise~~
 make any ~~theoretical~~
 developments. In this
 pursuit of weakening of
 muslim political aspirations,
~~Islamic~~ regime changes
 and invasion by the
 western countries have
 severely destroyed muslim
 countries. For instance,
 Iraq, Libya, Afghanistan,
 Syria, Yemen etc.

~~Now~~ In order to curb the implications of propaganda on muslim, the solutions require a holistic approach. first, muslim should celebrate Islamophobia day symbolically. second, cultural exchange programmes should be arranged to promote the soft image of Islam. Third, solidarity among the muslim countries to protect muslims and the image of Islam should be mandatory.

First, Islamophobia day should be celebrated world wide by all muslims. It should be

made a symbol of
 Islams peaceful coexistence
 and stance against
 injustices occurring to
 muslims. This will send
 a united message of
 religious tolerance against
 all Islamophobic elements.
 muslims on this day
 should show display
 the soft image of
 Islam by making
 charities, ~~care~~ ^{care} ~~aid~~
 spread love. This would
~~eradicate~~ mitigate
 to some extent the implicat-
 ions of propaganda
 on muslims.

Secondly, cultural
 exchange programmes
 should be initiated by

Muslim states to engage other nations experience the humanistic aspects of Islam. This will reduce the rifts and suspicions between Muslims and the followers of other religions. As the attendees of cultural exchange programme will become voluntary ambassadors of Islam in their home country. In this way, a softer image of Islam will prevail. This will counter the narrative that ^{the} propaganda create about Muslims, as evil and bad.

Third, solidarity among the muslims is the cornerstone for mitigating the implications of propaganda and the protection of muslim. ~~Moreover~~, the Organization of Islamic countries should take notice of every injustice and behaviour that threatens the ~~life~~ lives of muslim and the image of Islam. Without solidarity, the world will not heed to the sentiments of muslims. Just ~~they~~ as in the case of Israel's genocide in Gaza which allowed Israel to extend the overreach of its attacks

its attacks on other Muslim countries besides Gaza.

Because, muslim lack a united action against Israel. Thus, solidarity is a must step to curb the impacts of propaganda on muslims.

In conclusion, propaganda refers to the manipulation and fabrication of information against adversary. propaganda is very powerful tool for warfare, oppression of people, accumulation of power etc. moreover, it has deeply impacted muslims socially, politically and economically. muslims require a holistic approach against

propaganda for a peaceful
and prosperous future
of muslim which include
the promotion of soft
image of muslims and
unity of the "Ummah".

As the holy prophet (PBUH)
said, muslims are like
a body, when one part
feel pain, the whole body
become discomforted.

Therefore, muslims should
become single force against
the atrocities of propaganda.