Unveiling the Subliminal Messages Opposing Islam: Homeland (TV Series)

A Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Anglo-American Studies

By: DEBA Rania Sabrine
Supervisor: BOUDJELIT Amina
Examiner: DALICHAOUCHE Abd Erahman

2015-2016
Candidate Declaration Form

I, Debba Rania Sabrine

Candidate of Master at the Department of English, Larbi Ben M’hidi University, do hereby declare that the dissertation entitled Unveiling the Subliminal Messages Opposing Islam: Homeland (TV Series).

in partial fulfillment of MA Degree in Anglo-American Studies is my own original work, and it has not previously, in its entirety or in part, been submitted at any university.

Date: .... / .... / 2016

ID number

Signature of the candidate
Dedication

My warmest gratitude is first and most extended to my fathers’ soul and to my mother who never get tired to pray for me in each Salat and encouraging me morally and physically. Second, to my dear brothers Abd Razzak, Abd Alli, and Bilal, who always support me to carry on and never let me alone. To my sisters, Janet Naziha, Mania, Hanan, and my soul mate Dounia who are always there whether I need an advice or pep a talk or even a shoulder to cry on. Without forgetting my second family, Samir, Nabil, Salim. Mouhamed. And to my nieces. To my best friends, Hamza Manel Sheima. I thank from the bottom of my heart my intimate friends: Khaoula Fellah, Warda Messous who I turn to when my spirit needs a lift, my two special gifts, Warda and khaoula who fills my life with beauty, joy, and grace. Finally, I would like to express my thanks to my dear friend: Farhi Abd E Raouf and everyone who believed in me.
Acknowledgments:

Praise be to Allah, most Glorious, who helped us to complete this modest work, and without his help, none of this would be possible. I am, particularly, grateful to the best person I ever seen, if I can describe her with one word I would say that she is an expensive diamond, my academic advisor Mss Boudjelit Amina, she always been my first source of academic inspiration, motivation, and critical discussion. Her guidance, high standards, patience, taught me a lot. Second, am so grateful to Mr. Bouri, my idol. Also, I would like to acknowledge Mss Maameri Fatima who helped us through the year on our dissertation especially on the seminar module. I would like to acknowledge my gratitude to my examiner Dalichaouche Abd Erahaman for his critical thinking. Finally, to everyone who has contributed to the realization of this study including the teachers of English Department and the administration.
Abstract

This memoire reflects the history of anti-Muslim sentiments in the United States as it attempts to examine the phenomenon of Islamophobia and its motives. Islamophobia has manifested in the United States through different fields like politics and society. Media has also been exploited to spread those anti-Muslim sentiments directly and indirectly, through what is known as subliminal messages. Subliminal messages are those hidden messages found in media about different topics with the aim of conveying an idea. The research selected the TV series Homeland as a case of study. This TV series embeds and inserts anti-Muslim messages in an elusive way and tends to reveal them to boost the current anti-Muslim sentiments in the United States. Western media in general and Homeland in particular always emphasize the link between Islam, terrorism and hostility.

**Key words:** anti-Muslim Sentiments, Islamophobia, Subliminal Messages, TV series

Homeland.
Résumé

Ce mémoire reflète l'histoire des sentiments d'antimusulmans aux États-Unis tout en examinant le phénomène de l'Islamophobie et ses motifs. L'Islamophobie s'est manifestée aux États-Unis à travers différents champs tel que la politique et la société. Les médias ont été également exploités pour propager ces sentiments d'antimusulmans directement et indirectement par ce qui est connu sous le nom de messages subliminaux. Ces derniers sont des messages cachés, trouvés dans les médias sur différents sujets dans le but de donner une idée. La recherche a sélectionné la série télévisée "Homeland" comme un cas d'étude qui inclut et insère des messages d'antimusulmans d'une manière évasive, et tend à les indiquer pour amplifier les sentiments existants d'antimusulmans aux États-Unis. Les médias occidentales en général, le Homeland en particulier mettent l'accent sur le lien entre l'Islam, le terrorisme et l'hostilité.

Les mots clés : Islamophobie, Messages Subliminaux, Antimusulmans, Série Télévisée Homeland.
ملخص

تعكس هذه المذكرة تاريخ مختلف الأحاسيس ضد المسلمين في الولايات المتحدة الأمريكية. كما تسعى هذه الأطروحة إلى معاناة ظاهرة الإسلاموفوبية و مختلف دوافعها. هذه الظاهرة استعرضت في الولايات المتحدة عن طريق مختلف المجلات تذكر منها السياسية والاجتماعية. ومع ذلك تكشف هذه الدراسة أن الإعلام بحد ذاته قد استغل لنشر هذه الأحاسيس السلبية تجاه المسلمين بمختلف الطرق، مباشرةً أو غير مباشرةً وتعرف هذه الأخيرة برسائل الممولة أو الحقائق المشوهة. تتواجد هذه الرسائل المخفية التي لا أساس لها من الصحة في مختلف وسائل الإعلام و تأتي ضمن مختلف البرامج شاملاً مواضيع مختلفة و ساعية لترسيخ أفكار متنوعة في عقول المشاهدين. سعياً للكتف هذه الإشكالية ركزت هذه الأطروحة على تحليل سلسلة "هاملاند". أخيراً و ليس أخيراً كشفت هذه الدراسة أن المسلسلات التلفزيونية تستخدم كوسيلة لتحريض و تحصين جملة من الأحاسيس ضد المسلمين. هذه الأحاسيس السلبية المنتشرة في مختلف الرسائل الممولة التي تنتشر ضد الإسلام وضحت أن الإعلام الغربي بصفة عامة و هاملاند بصفة خاصة تسعى جاهدة لتقوية الرابط بين الإسلام كدين إرهاب و عنف.

الكلمات المفتاحية: الإسلاموفوبية، الرسائل الوهمية، الأحاسيس السلبية ضد المسلمين، سلسلة "هاملاند"
List of Acronyms

**BND**: Federal Intelligence Service (German: Bundesnachrichtendienst).

**CIA**: Central Intelligence Agency.

**DC**: District of Columbia.

**DOI**: Dictionary of Islam.

**ESP**: Extrasensory perception.

**ECT**: Electroconvulsive therapy.

**EKIA**: Enemy Killed In Action.

**FBI**: Federal Bureau of Investigation.

**GOP**: Grand Old Party.

**ISIS**: the Islamic State of Iraq and Syria.

**OPEC**: Organization of the Petroleum Exporting.

**PBS**: Public Broadcasting Service.

**USA**: United States of America.

**USA PATRIOT**: Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism.
Table of Content

Dedication ......................................................................................................................... I

Acknowledgements ......................................................................................................... II

Abstract .......................................................................................................................... III

Résumé .............................................................................................................................. IV

مَلْحِضَ  ............................................................................................................................... V

List of Acronyms .............................................................................................................. VI

Table of Contents ............................................................................................................ VII

General Introduction ....................................................................................................... 1

Chapter One: Bearing witness to Islamophobia in the USA: Validating its Motives and Manifestations ........................................................................................................... 5

I-Etymology of Islamophobia ......................................................................................... 5

II-The Etymology of Anti-Muslimism ............................................................................. 6

III-Reasons of Anti-Muslims Sentiments ....................................................................... 7

IV-The Manifestation of Anti-Muslim Sentiments ......................................................... 18

V- The Elusive Representation of Muslims in Media: Subliminal Messages ............... 28

End Notes

Chapter Two: Exploring the Entity of Islamophobia behind the Layers of Subliminal Messages ........................................................................................................... 36

I-An Overview about the Stan of Islam and Muslims in Media .................................... 36

II- General Overview about Homeland ......................................................................... 39

III-The Plot ....................................................................................................................... 41

IV-Critics Meet the Series Homeland ........................................................................... 44
V-Analytical Part: Fetching for Subliminal Messages Opposing Islam in the TV Series

Homeland........................................................................................................................................47

End Notes

General Conclusion..................................................................................................................................68

Bibliography..............................................................................................................................................72
General Introduction

The situation of Muslims in The United States and the general idea Americans have about Islam and Muslims took a turn to the worst, especially after the 9/11 where Muslims were blamed for the terrorist attacks. After the world-wide known events, Muslims were held responsible for almost every terrorist attack that happened in the world because of the American claim that Al-Qaida, among other jihadist organizations, is a representative of Islam and Muslims because it is based on Islamic principles and teachings. Also, it had affiliation with other Islamic organizations such as Hamas. This claim had caused uproar in the world and started a new kind of war. George W. Bush declared the famous War on Terror. The latter had many consequences and maybe the most important one concerning the situation of Muslims in the United States and the American foreign relations is the anti-Muslim sentiments or what is known as “Islamophobia”.

Perhaps the American media is the prominent host of Islamophobia where every political, social and economic tendency and ideology that Americans were living or affected by manifested itself on the big screen. Media is a vague concept, this why this research will focus on a single type of media which is TV that depends on targeting the right audience while inserting hidden messages within its content. The American media has a long history of depicting Muslims in a negative way, from being wealthy, stupid, and untrustworthy and pleasure seeker to a terrorist, malicious and not being able to be civilized just for because of being a Muslim.

Among the aims of conducting this research is to investigate the anti-Muslim sentiments in the United States of America, justifying the motives behind this new phenomenon known as “Islamophobia”. In addition to that, it seeks to unveil the different reasons behind the mistreatment of Muslims. Also, it attempts to trace the projections of
those sentiments and to see the arena in which it is manifested. In addition to that, it focuses on the coverage of media throughout the inclusion of elusive messages known as subliminal messages; the latter was defined and some lights were shed on its types and some samples were selected to overcome the skeptics’ views who doubt its legitimacy and existence. Therefore, credibility was achieved. Finally, its huge focus will be about analyzing the selected case study entitled Homeland to quest and to try to prove the existences of subliminal messages that oppose Islam.

The essence of the work is based on the attempts to answer some important questions including: What does the concept Islamophobia means? What is meant by anti-Muslim sentiments? And is Islamophobia in USA a de facto or a de jure? Along with trying to uncover the real motives behind treating Muslims with hatred and discrimination, starting by measuring how America views and measures Islam as a religion. What is jihad is, it justified in Quran? What does political Islam means? What are subliminal messages and what are their types?

What is new about this study is that it tackles the topic of Islam and Muslims from a new perspective; it sheds some lights on subliminal messages and the art media controllers insert hidden messages in their productions to convey hidden aims. The research analyzes the TV Series *Homeland* looking for subliminal messages through an analytical method and tries to relate it to the wide-spread phenomenon of Islamophobia in the United States. The series selected is full of messages against Muslims and Islam.

Choosing the series was not arbitrary. It was because of two main reasons: the first is that the nature and the type of the TV series serve to achieve the desired target, because it is about the war on terror, and terrorism are Muslims in the western eye. Second the
series is very valuable and was highly accepted and applauded by both the audience and the critic, it gained almost 35 trophies including five golden globes, eight Emmy awards.

This paper will be divided into two chapters. The 1st chapter is entitled “Bearing Witness to Islamophobia in the USA: Validating its Motives and Manifestation” introduces an illustration for the two concepts Islamophobia. In addition to that, it sheds some lights on the catchiest reasons behind the existence of such inhumane and unfair way of dealing with Muslims. It highlights the manifestations of islamophobia, in other words tackling some of the cases where islamophobia believed to be performed. More than that, it sheds lights on the media coverage of islamophobia with a reference to one of its elusive ways that is subliminal messages; the latter has been defined as hidden messages that are received without awareness and insidiously contain serious heavy thoughts.

The 2nd chapter would be entitled “Exploring the Entity of Islamophobia behind the Layers of Subliminal Messages”. It investigates the subliminal messages opposing Islam in media in general. It presented the case study in general to have an overlook about the plot, the characters…Etc. Finally, it analyzes the five seasons of “Homeland” to detect and highlight the subliminal messages opposing Islam.

The methodology of this memoire employs several approaches. First, the descriptive historical approach is utilized mostly in the first chapter in a matter of presenting a historical overview about the phenomenon of islamophobia, and to look on the motives that justify the American anti-Muslim sentiments. More than that, it focuses unveiling one of the elusive methods used in Media that is subliminal messages.

The qualitative approach is used to focus on understanding the phenomenon of islamophobia from a very close perspective, more than that it is used to fetch for subliminal messages opposing Islam and Muslims. And finally, the analytical approach is
also employed when the research proceeds into analyzing TV series entitled Homeland following a very careful analysis and repeated viewing to sort out the negative stereotypes which are inserted as subliminal messages. Finally, the format and the content of this research will follow the instructions given in the seventh edition of the Modern Language Association (MLA format).

In the quest of this research many sources are partitioned between primary and secondary sources, varying from: books, articles, interviews, and TV series. A book entitled *Islam and Muslims in the Post-9/11 America* by Abdus Sattar Ghazali is used to shed lights on the consequences of the terrorist attacks which form a new era for Muslims lives tainted with curtailing their civil rights and attacking their religion. Second, *Why I am not a Muslim* by Ibn Warraq to highlights critics about Islam and Muslims, it gives an insight to a set of arguments and facts about Quran, Islam, Muhammad (peace be upon him) to be able to oppose Islam plausibly. Third, is a PHD thesis entitled *Subliminal Messages in Films and their Potential effects on ESP* to provide examples of subliminal messages and proof its existence. Finally, and most importantly the five season of TV series Homeland.
Chapter One

Bearing Witness to Islamophobia in the USA: Validating its Motives and Manifestation

Going via the history of Islam and Muslims in the western world, and more precisely in the United States of America, one can detect that the way of viewing them is bounded to something called Islamophobia. With that being said, this chapter will serve as a theoretical base for the other chapter. It is divided into two sections. The first one is devoted to introducing the term Islamophobia and anti-Muslimism while the second one aims at presenting the primary motives of such hatred toward Muslims and Islam. More than that, it focuses on the role of media and its deceptive tool known as subliminal messages which mean hidden messages. In brief, this chapter questions the following points: What is the meaning of Islamophobia? What are the catchiest reasons behind such a phenomenon? How was Islamophobia manifested?

I. Etymology of Islamophobia

To fully grasp the phenomenon known as Islamophobia further explanations are obligatory. First from analyzing the whole concept we find that it is made up of two terms, one is Islam and the second is Phobia. The latter was illustrated in several dictionaries; on one hand, the Collin English dictionary defines it as “an abnormal intense and irrational fear of a given situation, organism, or object.” (“Phobia”) On the other hand, the Cambridge Dictionary illustrates the word as “an extreme fear or dislike of a particular thing or situation, especially one that cannot be reasonably explained” (“Phobia”). Such an illustration shows that linking the word Islam to the word phobia means diagnosing Islam as kind of sickness that goes hand in hand with terror, horror and hatred, etc
The concept Islamophobia is so dark and requires further simplification. Carl states that it is a vague concept that it must be viewed from different angles. Some scholars identify Islamophobia as a groundless social worry. Others rate it as a bias opposing Islam, because of the violent media portrayal. And others view it as an ideology linked to nationalism and the identity problems (2).

The conceptualization of the term Islamophobia has always been hesitant and suspicious. Shyrock voices that some people do not even know if being Islamophobic is a good or a bad thing. In addition to that, a set of writers and journalists confessed not being an Islamophobic because they realize Islamophobia as a disbelief of Islam as a faith rather than resentment towards Muslims (qtd. in Marc 15).

Quite the opposite some writers gave more well-structured definitions of Islamophobia. Below is an illustration provided by Stolz, which meets all the criteria that he set for a good clarification, an illustration which the whole work will refer to that is the following “Islamophobia is a rejection of Islam, Muslim groups, and Muslim individuals on the basis of prejudice and stereotypes. It may have emotional, cognitive, evaluative as well as action-oriented elements (e.g. discrimination, violence)” (Carl 3).

II. The Etymology of Anti-Muslimism

This antagonism opposing Islam and Muslims is tackled from a different angle. Halliday mistrusted the word Islamophobia and came up with more precise term which is ‘Anti-Muslimism’ regarding this he supposes that the difference relies on time in which during the Crusades it is Islam that has been opposed while now it is Muslims who are challenged (qtd. in Quaraishi  60). Shahid, W, and Van Koningsveld clarify This new terminology of “anti-Muslimism” which means as Halliday states relying on a thesis that the hostility voiced against Muslims is directed mainly against Muslims as a group of
people and not against Islam as a religion. And that the anti Muslim propaganda does not consist of strictly religious elements, but is mixed with false rhetoric and other murky ideologies.

According to Fred Halliday established two types of Anti- Islamism .The first one is strategic that is instituted in America and propped by matters as terrorism, oil supplies, the nuclear weapon. It came to exist in the 1970s due to the OPEC price oil, the Iranian revolution along with the 9/11 attacks and the way media framed those events. The Second type of Anti-Muslimism is called the populist who is originated in Western Europe, the populist is the most common one it came as a result of Muslim presence in western communities as veiling, race…etc ( qtd. in Quaraishi 175-76) .

III-Reasons of Anti -Muslims Sentiments

There are numerous reasons and incidents to explain why Islam and Muslims are treated with hatred, violence, discrimination and why Islam is not accepted or respected as a religion in the United States of America, a place where one of the cores that mold their system of living is the belief of freedom of worship. So as an attempt to understand these anti-Muslim sentiments the catchiest reasons will be elaborated.

1. Understanding the Basics of Islam

As a starting point, a reference must be made to uncover the way the Western and mainly American scholars view and measure Islam. One of the famous figures is Ibn Warraq. He considers Islam a religion with no basis and that everything connected to Islam is a subject of discussion and must pass via a set of analysis, explanations and interpretation to just repeal its existence. Ibn Warraq’s tactic is to question the millstones of Islam from analyzing a simplification that he set for the Islamic doctrine. According to
him, Islam has three simplifications: Islam one is what the Quran is about, Islam two is the
Hadith including Sharia. Finally, Islam three is the Islamic culture (1).

First, concerning Islam one, many scholars share the same view towards Quran that
is the cornerstone of Islam, so it became a centre of discussion and studies. Ibn Warraq
claims that it is someone else’s words not God’s. As an example “Al- Fatiha” is used to
clarify that the verses were addressed to praise Allah by Mohammad in addition to that the
term “say” appeared 350 times which indicates that those verses were added and appended
by the compilers (Warraq 107-8). On the other hand, John Burton says that it is "a mass of
confusion, contradiction, and inconsistencies." (qtd. in Warraq 109).

Second, concerning Islam two needless to say Muslims must follow their God’s
orders. Such orders came in the form of laws also known as “Sharia” so that the fulfillment
of the whole Islam will be guaranteed. Ibn Warraq states that: “But as long as we continue
to regard the Quran as eternally true, with an answer for all the problems of the modern
world, we will have no progress. The principles enshrined in the Quran are inimical to
moral progress” (171).

Third, for the last Islam its broad examination and its outcomes reveal that the birth
of such culture is rootless for Quran and sharia are totally inimical and antagonistic to the
components of any civilization. Ibn Warraq gave an example which is art in which the
Dictionary of Islam (DOI) states that “Mohammed cursed the painter or drawer of men and
animals” (qtd. in Warraq 2). Following the statement Muhammad and his religion
apparently announced a reject and adopted a complete refusal to human being’s creativity.

2. Human Rights and Sharia

The world believes in democracy and freedom along with equality and rights. Islam
is thought to be hostile to all the mentioned points. Warraq conducted an interesting
comparison between the Islamic law and the human rights to give proofs that Islam is ill-disposed. Apparently all the articles do not correspond with any of the Islamic sharia.

On one hand, article 1 of the human rights declares that: "All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act toward one another in a spirit of brotherhood" (qtd. in Warraq 172). Under this article, people claim their rights of equality and freedom. While the Islamic law there is a clear violation of women’s rights as he states “Women are inferior under Islamic law; their testimony in a court of law is worth half that of a man; their movement is strictly restricted; they cannot marry non-Muslims” (Warraq 173).

On the other hand, the inhumanity of the Islamic law is seen through the eyes of the punishments called in the Holy War as the amputations, crucifixion, stoning to death that are of divine origins and must be excluded and not compared by human standards (Warraq 173). The human rights completely adopt a refusal of the Islamic laws. Regarding this, the coexistence between human rights and Islam is dubious, because of the Islamic sharia and not because of Islam per se, and more precisely it is due to the fundamentalist interpretations of the Islamic laws. The central conflicts are related to gender equality and religious freedom; women’s rights have been fully excluded thus, they have been discriminated till today; another example is the severe punishments imposed in cases of apostasy. Besides gender equality and religious freedom even Sharia’s criminal laws includes penalties and flogging (Bielefeldt 102-3).

3. **Approaching the Harmony between Islam and Democracy**

Democracy is a profound concept which gives power to the public; it is a system that does ensure the requirements of a better life. According to Malinova, questioning the affinity between Islam and democracy as a system of governance reveals that power as a
concept in the Islamic world was introduced by the religious scholar and jurist Abu al-Hasan al-Mawardi in the 11th century who defines it as undisputed, for the reason that it is based on sacred laws. Thus, the political ruler is always subjected to those divine laws which their interpretation is a matter of religious scholars. That is to say, democracy is tainted with Sharia.

Concerning the same idea that envisaging the link between democratic societies and Islamic law is quite impossible only because sharia contradicts the essence of democracy. Since it appeals the death penalty, sexual crimes, stunned to death, thieves are amputated and for women, they suffer to get a divorce while men are allowed to marry four women and quickly get divorced. In addition to that in relation to suffering that Islamic women face he states that “The judge held that according to the Islamic religion, the woman should submit completely to her husband's will, thus effectively accepting rape” (Curtis). Thus, the harmony between democracy and Islam is quite impossible because as Warraq concludes: “Democracy depends on freedom of thought and free discussion, whereas Islamic law explicitly forbids the discussions of decisions arrived at by the infallible consensus of the Ulama…” (181).

Apparently Islamic laws are of primary concern. In the western world, sharia goes hand in hand with aggression, hostility, intolerance and inequality. Regarding this point, Ibn Warraq deduced that Islam will never be democratic and that the human rights will never be a part of the Islamic law provided that sharia is applied, and there is no something like separation of church and state. He even assumed that “The major obstacle in Islam to any move toward international human rights is God” (187-92). Shienbaum and Hasan strengthen more the incapability of Islam and democracy saying that “Democracy implies equality, but equality is unacceptable in Islam” (113).
Like it or not Islam is all over the world. The speed in which Islam spreads to all the quarters of the world surprised everyone. As a result scholars and researchers started to study the religion and to quest its policies to figure out how Islam became the second largest religion in the world. The search met with a major concept which is jihad as a major motive in the spread of Islam.

4. Tracing the Meaning of Jihad

Both jihad and crusades have the same illustrations. According to Merriam-Webster jihad means “holy war” they state that in the Arabic language the concept means “to strive” and “to struggle” Historically speaking many scholars bombarded their writings with the concept jihad or the holy war to refer to war for religious purposes and motives. So Islam has always been related to both offensive and defensive wars, that is why huge number of people was converted by means of force. Even the historical battles like Uhud and Badr the battle of Khayber all were not internal struggles because the Prophet Muhammad( peace be upon him) along with his successors have launched offensive wars against pagan Arabs, Jews and Christians to impose Islam and to take land (Shienbaum and Hasan 76-7).

4.1. Jihad is Justified; what Does Quran Says about Jihad?

As a start, digging in the verses of the Quran itself we clearly notice from the terms used that there is an explicit call for aggression, killing, torturing and revenge along with intolerance. Many Quranic verses were used to justify the truth about jihad.

Quran-9:29: “Fight who believe not the Allah not the last day, nor hold that forbidden which hath been forbidden by Allah and his apostle, nor acknowledge the religion of truth even if they are the people of the book, until they pay jizya with willing submission, and feel themselves subdued”.

8 jizya
Quran-8/38 “And fight them on until there is no more Tumult or oppression”

Quran-8:12 “I will instill terror into the hearts of the unbelievers: smite ye above their necks and smite all their finger-tips off them”.

Quran-9:73: O Prophet! Strive against the disbelievers and the hypocrites! Be harsh with them. Their ultimate abode is hell, a hapless journey’s end.

Quran-8: 15, 16: O ye who believe! When ye meet the Unbelievers in hostile array, never turn your backs to them. If any do turn his back to them on such a day—unless it be in stratagem of war, or to retreat to a troop(of his own)---he draws on himself the wrath of Allah, and his abode is Hell,---an evil refuge(indeed!) (qtd. in Mirza 79-80).

Consequently regarding these verses, Quran is calling people to murder and punish the infidels and to be hostile under the so called Jihad. At this level, a war of concepts was launched as everyone is conceptualizing terms by their understandings regardless of the exact meaning that each hold. Therefore, if jihad is tainted with the same qualities of terrorism does this mean they are equal and that they share the same motives and goals?

4.2. Jihadists are foes inside the United States of America

Some scholars suggest the threat that Islam and jihadists have on the America soil is for the reason that Islam is clearly represented as the only enemy and the only ally for jihadist. They proclaim that the jihadist’s war is different from any confrontations launched on the American soil because they consider the United States of America (USA) as the only holdback to rule the Islamic world. As a result, they started a war, and what makes it a distinct battle is the absence of the armies and the Special Forces there is as they verbalize “only shadows that dissolve into throngs of the innocents. The enemy wears no uniform except, perhaps, the ubiquitous beard, but even that can be abandoned for holy purposes”.
They also revealed that Islam is attacking America and great paradise is set as a reward. Also, their warfare is a quarrel of irritation they follow a pattern in which an acute attack is followed by years of recession to gather their strength and to feel complacency because they are chased. The jihadists aim to intimidate their enemies to convert to Islam in addition to that they are interested in conquering land “No areas are secure from jihadist attack, least of all the United States itself” (M. Palmer 4).

They added that the reasons in constructing jihadists were rooted in the Islamic world from insecurity to hopelessness also the nature of the Islamic world is corrupted and wronged. The services in the Islamic world are miserable, and the luckiest one got their chance with the aid of subservience and ties. Islam is blaming the USA for many reasons as the support for Israel to economic exploitation thus an anti-American sentiment is another prop for the jihadists. Even Islamic schools, charities, banks, businesses and Islamic groups are considered to be a firm proponent of the jihadists like Hizbullah. But the major Confederate is the governments of the Islamic world like Iran which proudly professed its pillar to Hezbollah and Hamas in addition to that Syria and Pakistan boosted Kashmir and Central Asia’s jihadist groups while Saudi Arabia is considered as the tutor and the sponsor of the jihadist (M. Palmer 5).

5. Terrorism through Western Eyes

Amid the definitions given to Jihad, it is understood as an act of terror as many scholars agreed to label them on the same level. One of them is Sageman, who states that the terrorists see themselves as heroes. hey are entirely different from the criminals because they are not seeking financial rewards but they are sacrificing their lives for just right achievements and that “their fight is for justice and fairness, manifested in the desire
to punish the oppressors – usually the United States of America” They are asking for nothing but to kill the American soldiers (151-2).

The other scholars are Shah and Singh both claimed that the reasons for terrorism are countless, but the crucial and the vital groundwork for violence is Islam per se. According to them, Islam is the institution of terrorism because the teachings in all the source of Islam call for terror. Shah started to talk about her life. She testifies that she left her country which she calls “Pak-is-Satan” because she despises staying in “the den of snakes and sorption” (qtd. in 3). While Mark A Gabriel provided an answer to all the questions that the westerners ask for the reasons of all the terrorist incidents in the west. And he came up to with a conclusion that “these terrorists want to caliphate back, and they ultimately want Islam to rule the entire world” (14).

6. Political Islam

Another motive for the Americans to paint Islam with violence and extremism and hatred is what is referred to as “political Islam”. Such a concept was highly celebrated. As a starting point, Ayoob declares that the terms political Islam or Islamism mean dealing with Islam as a political ideology and not as a theology or religion. In which those who support the political Islam believe that Islam as a religion is capable enough to provide the exact plan to direct politics and society in the Islamic world (2).

Ghazi Ismail Rababa claims that the biggest reasons of the Anti-Muslim sentiments are the fact that both religion and politics are two sides of the same coin. In which Islam’s theology and history are rooted in entirely different context and that the cohesion between politics and religion is something that is dated back to the time of Muhammad (peace be upon him). In addition to that, the Western world and particularly the United States had feared from the Islamic political system because they feel that Islam’s insistence on
coupling Islam and politics and that the Islamic vision of the nation elevates religion above everything else will threatens their political system that is based on separation of church and state. Another reason for the fear which is the state of the Islamic countries that follow Sharia suggesting that a look into their state show a complete violations of people’s rights and freedoms as an example Saudi Arabia, Sudan…Etc (qtd. in Ayoub 212).

The negative perception of this phenomenon called “political Islam” has been summarized to a set of points. First, questioning the nature of Islam in adopting a complete refusal to separate religion and state and that Islam teaches politics. Second, both Islam and political Islam are a monolithic phenomenon. Third, Islamists are firmly intolerant; they are manic with implementing sharia and strengthening god’s kingdom that is why they cannot adjust to other forces and parties, forth the anti- democratic principles of the political Islam because democracy is against god’s sovereignty. Finally, the intolerance nature of political Islam encourages the lawless deeds and activities to reach their “divinely sanctioned” goals (Ayoub 2-3).

7. Selected Incidents: Islam VS the United States of America

Many incidents were considered as turning points or the zenith in determining a very negative image about the whole religion Islam. Thus, it is perceived as a religion of violence and that Muslims are cruel and intolerant. The following selected incidents are a sample to provide an overall vision about the American contact with radical Islam.

7.1. The Oil Crisis 1973

Another incident introduced the political Islam to the USA was The 1973 Oil Crisis took place in 1973 when Middle-eastern Organization of the Petroleum Exporting Countries (OPEC) banned exports to the USA and other western nations. It was a way to
penalize the Western countries for supporting Israel, their foe, in the Yom Kippur War\textsuperscript{4}, one of the many outcomes of the ban was higher oil prices all over the western world, mainly in America. The embargo compelled America to examine many things about energy, such as the cost and supply to prohibit any potential problem. The crisis did not stop to this extent, and long term effects were registered as an example the economic recession all over the world; inflation and unemployment and an end to the so-called the well-being of the economy is related to oil consumption. Oil Embargo caused another biggest long-term effects related to cars in Detroit as a sample in which some vehicles with huge engines were anymore produced, and some were halted to boost the economy (Horton 1-2).

\textbf{7.2. The Iranian Hostage Crisis}

Another incident is known as the Iranian revolution explained that the crisis lasted from 1979 to 1981, and it was the premium contact with the Islamic extremist. Also, the relationship between Iran and USA worsened on November 4, 1979, when Iranian students beleaguered the United States embassy in Tehran and took sixty-six Americans as hostages. Iran demanded in return USA to bring back Shah to trial him. The crisis lasted for a long time, and it had an impact on the American President Carter and on the image of the country in the world. The rescue faced many obstacles. This crisis ended on January 20, 1981 after 444 days in captivity and it due to four reasons which are the following; Ronald Reagan won the election. And Ayatollah Khomeini won the parliament in addition to that Iraq and Iran entered a war which simply may lead to a bankrupt and the last one was the death of Shah in Egypt. So the deal became giving them back in return of unfreezing their properties because they were in need of money (Bechtel and Arundel 4-7).
7.3. The 9 Sep 2001

The 9/11 is an unforgettable date since it was a turning point in the American life and a pinnacle in determining Muslims and conceptualizing Islam being the first and the only people in charge of a series of terrorists’ attacks. In 9/11 terrorists targeted the main landmarks of New York City to show to what extent Muslims and Arabs hate America.

Zai described the incident as an event which changes the line of hostility. In which Islam, Muslims along with global terrorism met, where the seeds of hatred were already planted, and a result they grow so fast. According to him, it was not a surprise, but it was a shock because the Islamist extremists had already given many warnings about potential attacks that may kill large numbers of Americans. Also, there were many attempts to bring down the trade center by a group led by Ramzi Yousef using a track bomb, others planned by Omar Abdel Rahman to blow up the Holland and the Lincoln tunnels. In addition to that many plots targeting US airlines were uncovered…etc.

Concerning the 9/11 Zai narrates that the first “Hijackers” attacked the north tower; even after knowing about hijacking American Airlines. It did not take a long time before it reached its goal and causing enormous losses. Another plan attacked the north tower with more damage. In about ten minutes “Pentagon” was bombarded by another plan killing more people. Another aero suicide was in which terrorists took control over a plane in New Jersey, the passengers knew about the three incidents so they called their family members for the last time .then they started to attack terrorists eventually the pilot called “Muhammad Akbar” in the radio and he overthrows it killing all the passengers. Some recent studies concluded that it was aimed to attack the White House. The only suspect in charge was al Qaeda which by the end adopted all the incidents of September 9 /2001 and
confessed it all as a way to avenge America for many reasons as the war on Iraq along with its intervention on Israeli- Palestinian war and its troops in Saudi Arabia (Zai 2-12).

IV. The Manifestation of Anti Muslim Sentiments

Anti-Muslim sentiments were not a myth they were projected and manifested in reality. Muslims were victims and went through a lot because Americans have projected their anger and hatred after the event of September 2011 in many ways they have reached a boiling point. It became part of their life, and racism became a right discrimination was the highest pick mainly after the terrorist attacks, and it was rare to find people sympathizing with Muslims. Americans have generalized being at war with terrorist and have included all Muslims look like ones.

How can we trace islamophobia? A simple question that is so profound in meaning and requires a serious quest to determine and locate its meaning that is looking for the arenas where Muslims are recognized with less humanity. Americans are ill-disposed to Muslims and people with Arab features. Anti-Muslim sentiments reached its pick after the massive 9/11 attacks. The latter is to be traced in all aspects of life in schools in streets in public places within their rights their religion even in media which on hand it is a significant contribution for the spread of Anti-Muslim sentiments and on the contrary it is like a stage where those feelings are performed.

1. Infringement of Muslim’s Civil Rights

Ghazali summarized what Muslims and their religion confronted. He notes that Muslims’ civil rights were violated and completely breached using law by a set of initiatives, laws, and regulations that were directed against Muslims and aimed to defile their religion.
One of the very famous acts is called “The USA PATRIOT Act.” The latter is the acronym of “Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism” it was passed with no real review on Oct/25/2001 as a very long document that deals with “domestic computer crime” and not with terrorism. So it was not written as a response to the 9 September’s attack but passed by Congress just after it (11). Therefore, the act is a complete violation of the cornerstones of privacy it gave the power to ban what the constitution calls. Now the noncitizens have locked for an unspecified period of time.” Searches, seizures, and surveillance” are performed with no based causes or judicial standards also spying on people took all shapes; anything that may provide data about a person it was exposed to secret measures to get those.

The power of “USA PATRIOT” Muslim’s charities was inspected and their even shut down without proofs of any affiliations with terror the act supports the incarceration of immigrants sometimes without acknowledging where the detention is and so many violations. The law was a center of criticism "Twenty-four months after the Sept. 11th attacks; this nation has undergone a dramatic political change, leading to an unprecedented assault on the United States Constitution and the Bill of Rights." (qtd. in Ghazali 13 )

The post 9/11 brought many government policies. Some came in the form of an explicit discrimination via another genre of policies and initiatives targeting Muslims called the “Executive Orders.” The first example is a temporary rule released on September 20/2001 by the attorney general to imprison the immigrants for an unspecified period without any charges thus a huge number of those were detained for an immigration violation and their abuses were registered by Justice Department. The second example is a classified cable issued by the State Department published in October 2001 imposing a twenty-day compulsory grasp on all non-immigrant visas of a particular age to twenty-six countries mostly Arab or Muslims. Many plans as well were passed by the Attorney
General targeting middle easterners and south Asian visitors to provide fingerprints. The third example is the Justice Department’s two plans, first is named (TIPS) program with is the acronym of “Terrorism Information and Prevention System” to call up many citizens as informers. The second plan targeted Yemenis including the American citizens. As a result, they were removed from planes and had to wait a lot to pass (Ghazali 11-5).

Another face of anti-Muslim sentiments came in the form of sabotaging Muslim’s sacred places. Ghazali shows to what extent mosques and Muslim centers became the center of attentions and were related to terrorist actions by referring to a letter written to the Attorney General John Ashcroft to provide a window of the Muslim Community’s suffer. The content of the letter asked for an immediate quest and a stop some new policies of the Justice Department against mosques along with other religious organizations, furthermore, it proposes to terminate the unreasonable investigation to individuals or mosque and faith- based groups. Finally, it demands the total respect of the American citizens’ constitutional rights (57).

Muslim Charities were suspected and therefore they were attacked. According to McCarthy declares that thought there were no “rules on charitable giving” but the federal laws came to exist to limit the fear of financing terrorism. He says that these statutes are used mainly after the 9/11 to prevent any other terrorist attack that is why it is a must to know about the terrorist cells and recognizes more the jihadist and cut off their resources before any planning to attack the American soil. He adds that these laws are reasonable because many Islamic charities have shown its relation to terrorism.

Apparently nothing was enough and America kept creating new ways in dealing with Muslims, and for them, they were all guilty till they prove their innocence. Creativity was noticed thus many programs and procedures were launched to spy on Muslims. One
part of this matter can be seen via the story of Yassine Ouassif. It was reported in a Wall Street Journal on July 11, 2006, under the title "A Muslim’s Choice: Turn U.S Informant or Risk Losing Visa" while Yassine was crossing the borders between Canada and America his green card was taken. He was sent back home and ordered to reach an agent in “counterterrorism” at the FBI. This Muslim was asked to choose both becoming a spy and retelling everything that other Muslims do and say in San Francisco or accepting his departure to Morocco in case Yassine rejects (Ghazali 58). Spying on Muslims meant as well rewards; Muslims are paid for helping the government. Such a profile is confirmed by one of the many stories. The mentioned examples of laws and acts and programs are just one side of a big picture, in another word those are few mentioned points to have a look on how Muslims were targeted.

2. On the American Soil: Hate Crimes

Resentment, grudge along with aversion toward Muslim and the desire to avenge the terrorist attack became an obsession and a premonition in America. Expressing their antipathy came in various shapes, in addition to the infringement of their civil rights and treating them as criminals, terrorist and barbarians as people who came to hurt American and damage the so called American dream. As an immediate response towards Muslims and Arabs and those who like Arabs, the government did initiate policies initiatives acts in which just some of many have been explained before.

Many writers wrote about a common thing concerning islamophobia. Something performed on reality which is a chain of hate crimes. The latter includes harassment, murdering people, all types of abuse, damaging mosques, assaults and threats …etc. Not just because of their religious affiliations but also to them apparently anyone who says “I
am a Muslim” or an Arab or someone looks like an Arab maybe because of the type of clothes is a cousin of bin laden or a Al Qaeda cheerleader or relatives of the hijackers.

Concerning this issue known as hate crimes Ghazali refers to a newspaper article released in November 26, 2002. The FBI report notified that the post 9/11 witnessed a rapid increase of hate crimes and other acts opposing Muslims that was estimated only 28 in 2000 but it shifted to 481 in 2001. Such a rise was due to the outrageous accidents of Sept. 11 of 2001. Most hate crimes were limited to assaults to intimidation. There are also murder, manslaughter and arson fires (84).

An analysis of the 2002 report strengthens the fact that Muslims and middle Easters were ranked as the enemy and that the 9/11 indeed was a turning point for both Islam and Muslims, this was reflected in the registered proportions of crimes committed against Muslims. Further studies reveals that time did not heal wounds and that time did not mitigate and relieve the antipathy via Islam as a religion and via Muslims. The FBI statistics of hate crimes concerning the year 2013 exposes serious numbers in which it is registered out of “the 1,223 victims of anti-religious hate crimes 13.7 percent were victims of anti-Islamic (Muslim) bias” while the coming year 2014 concerning the same type of crimes which are promoted by religious bias for 1,092 offences reported by law enforcement reveal that 16.3 percent were anti-Islamic (Muslim) (“2013 Hate Crime Statistics”).

Another reading of the collected data made by the FBI will be based on two variables. One is concerning the years here time shows that each year is worse than the previous one, in simple words an increase of hate crimes opposing Muslim and Islam hand in hand with time. The second variable is on one hand though the numbers of the offences
in a way decreased but the percentage exposes the rise in religious hate crimes were of anti-Muslim or anti-Islam.

3. Muslim Women: the Case of Hijab

A Muslim woman is exposed to a complete infringement and encroachment of her rights in many ways including threats, all types of abuse just because of her outside appearance, which her religion requires her to put on a veil or a scarf. What is so weird is that all this hatred occurred in a country that claims to respect women and honors them and praises their roles also claims compliance with different religions.

Ghazali mentioned a study made by CAIR in 2007 enlisting two samples of women get discriminated because of their Hijab. First, in 2006 a female Muslim who was working in Jiffy Lube store in Virginia was asked to give up on wearing Hijab because one of the shops requirements is the “no hats” policy. Second, a young student at Jacksonville, Florida elementary school has always been differentiated by her teacher because of her headscarf; as why wearing that “nun thing” as well she was banned from any school concerts (86). The two cases are just a sample to reveal “Hijab discrimination.” The stories of the two female Muslims are just representatives of the Muslim women being completely degraded and treated with superstitions, cut off of their works, asked to remove the headscarf, so they get what they ask is something very racist.

4. Muslim American’s Identity Struggle

The post 9/11 agenda included Muslim women thus they were part of the American plan to attack and weaken Islam. On the quest of improving their identity, another type of problems was created for Muslim Women that is the struggle to prove their identity as Muslims and not as Americans. Regarding this, women must be saved from Islam and that this liberation of women from Islam’s oppression is of primary concern. As Laura Bush
declared just after the 9/11 that “we are now engaged in a worldwide effort to focus on the brutality against women and children by the Taliban” (qtd. in Haddad, Smith, and Moore 3). Concerning this, the writers found it as a complete western conceptualization of Islam and women status. One façade about the issue is seen through an article released by a Lebanese woman asking the American to stop the so natural assumption about Arab and Muslim Women which are completely inconsistent with their reality. She asked them to stop thinking about them as being a reproduction of Ben Laden rather she proposed to look at them as Betty Crocker as the type of women who are committed to their family responsibilities rather than their lives (Haddad, Smith, and Moore 3).

Haddad, Smith, and Moore found that linking the religion of Islam with the violent oppression of women is overused for organizational goals. To gain more support for American overseas works, but at the same time, this misunderstanding and preconception made the Arab and Muslim women’s life in America and Canada more complicated and strenuous. In the sense that they had to deal with more than one issue, in addition to the already existed anti-Muslim sentiments and its considerable reported difficulties, but they were also obliged to face the American common belief about the mistreatment of Islam for women. So they were assigned to reveal the real picture of the relationship between men and females in Islam and to confess the changing roles and expectation for girls. All of this is to recognize their identity and how they will be defined in the American Society (4).

5. A face of the Arab Immigrants Struggle

Another case that shows the anti-Muslim sentiment is via the delay in the process of citizenship for Arab immigrant. The latter was a serious problem that did threaten their civil rights. The daily news on May 28, 2006, states that a huge number of people with
Arabic names were victims of delaying citizenship process thus people had to wait for a longer time before they got their full recognition as citizens (Ghazali 86).

According to Ghazali immigrant advocates, hundreds - if not thousands - of men with Arabic-sounding or Muslim names were subjects at interminable delays in what should be the final measure of the citizenship application method. Dev Viswanath says that “I understand the burden that the government has in wanting to make sure that all security checks go through” (qtd. in Ghazali 86). He added that he has two clients who have waited years for their swearing-in ceremonies. "But having to wait two or three years ... is just ridiculous." (qtd. in Ghazali 87) In April 2006, the American-Arab Anti-Discrimination Committee started a national legal campaign to get the government to reconcile hundreds of cases. For that, More than 40 lawyers filed lawsuits in federal courts, inquiring that a judge step in and force U.S. Citizenship and Immigration Services to complete the stalled naturalization cases. In reply, CIS concluded it will stop interviewing people whose FBI background checks have not cleared (Gazali 87).

6. Islamophobia in Politics

The process of making policies and decisions differ from one country to another. And it goes hand in hand with how much that country is stable. Furthermore, it depends on the tools and the procedures and the methods that follow. A question is always raised. Is there a link between media and politics? The big screen is nothing but a great and a memorable part or plan that the smart countries utilize for better outcomes. Politicians took the chance of almost anything that crosses their path. Used it and took advantage of it to achieve their goals. The best example is to trace the 2016 presidential campaigns to see how the anti- Muslim sentiments were manifested in political matters.
Throughout the 2016 presidential many Republican candidates were ushering the ban of Muslims as part of their war on terror’s program. One of them is Donald Trump who was very distinct as a candidate since he called for a complete ban for Muslims inside America mainly after the Paris Attacks which accelerated the support for the policies that aim to discriminate against Muslims’ refugees along with the Muslim community. The article summarized the 2016’s guide of the anti-Muslim sentiments. First, Donald Trump declares that Arabs praised 9/11, so he promised to do many new measurements concerning Muslims, and one of them is asking for a database for Muslims which serves as an identity to recognize the enemies. He also declares his support for Islamophobia and that America’s only trouble is Muslims. Second, Jeb Bush asked the refuges to either prove their Christianity or to be in the circle of caution, while another candidate named Ted Cruz suggested that America should only welcome Christian refugees. Marc Rubio called in one of Fox News’s interview to close all the mosques because they are “places where radicals are being inspired” Also, Ben Carson restricted violence to only Muslims. Again another candidate expressed that Islam is not consistent with the American Constitution thus he cannot accept having a Muslim president (Volskey).

7. Media Coverage

Islam and Muslims have been portrayed differently in the American media if compared to the other religions and the other minorities. Media coverage of Islam and Muslims played a significant role in two things, first in spreading a radical representation of Islam, second in manifesting those anti-Muslim sentiments. Questioning the manner in which Islam and Muslims were screened require a broad survey. Along the history, many kinds of research were conducted to measure the coverage in the post 9/11 period to show to what extent the coverage became more negative if compared to the past. Edward Said states that:
The Arab is always shown in large numbers. No individuality, no personal characteristics or experiences. Most of the pictures represent mass rage and misery, or irrational (hence hopelessly eccentric) gestures. Lurking behind all of these images is the menace of jihad. Consequence: a fear that the Muslims (or Arabs) will take over the world (Orientalism 287).

To paraphrase it the way Arabs are portrayed is less vivid; they are always put in an empty, lifeless image of some people with no stance afraid to stand alone and always represented in the miserable condition with a clue of being jihadists.

Another study about the way of picturing Muslims is conducted and reports that most western media with its enormous financial resources and the various channels are trying to show a very different image of Islam. She found a very common observation that most Western media are using the 9/11 attacks for political profits, but in the same time media tied Islam with a set of buzzwords radicalism, Islamic fundamentalism, fanaticism, and extremism. He as well shed lights on the effectiveness of media in shaping the untrue picture about Islam since it tended always to show them as pure terrorists that they hold a major threat for the world which is in the same time a way to justify their wars, showing that the whole world is always under the threat of Islam (Mesik 1).

The word jihad is an excellent example to observe the way media deals with Islam. Jihad is a crucial word in the American media it is wrongly conceived as “holy war” the latter has been employed in the news and films. The PBS documentary film/book surnamed jihad in America in Edward Said’s book in which Menchawi Fawal says:

[…] despite a few explicit statements in the film that most Muslims are peace-loving and ‘like us’, the purport of the film is to agitate against Islam as sinister breeder of cruel, insensate killers, plotters, and lustfully violent
men. […] The Impression Emerson finally leaves the viewer with is that Islam equals jihad equals terrorism, and this in turn reinforces a feeling of cultural fear and hatred against Islam and Muslims (qtd. in Obeida 30).

Fawal’s critical analysis of Edward Said’s analysis of the documentary reveal more about the power that media enjoys in playing with words and defining concepts as jihad on behalf of Islam though the concept is complex with different linguistic and religious connotations as an illustrations jihad is all about defending and protecting those in need and about being religious including fasting and self-control. Jihad as well calls for peaceful solutions. He concluded that the western point of view concerning Jihad is nothing but a holy war launched against them (30-31).

V. The Elusive Representation of Muslims in Media

Muslim’s representation in western media is more likely to be deceptive with many dimensions. Among the dimensions, those related to the world of politics. Since politics is about influencing the public opinion and it is about getting their support concerning a particular point and decisions; so to do there is no better way than attacking their minds. Rappaport declares in his lecture that the idea of controlling people is by controlling their minds, and it is not something recently created it is so old, only the tools the methods have changed (DianeDi).

Media is based on the long-term goals. Apparently its aim is not only to entertain people as its motto indicates. Furthermore, recent studies show more hidden intentions behind making a movie or an advertisement. Regarding this point, media is the ultimate tool for mind control. It has also been mentioned that “Media is the most powerful tool used by the ruling class to manipulate the masses. It shapes and molds opinions and
attitudes and defines what is normal and acceptable” (“TV Propaganda and the Mind Control Culture”).

While Malcolm X induced the power of media on people’s mind by saying that “The media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the minds of the masses.” (qtd. in “TV Propaganda and the Mind Control Culture”)

1. Subliminal Messages

TV is used to influence the viewer by attacking his own mind. To show how this influence happen a quite deep understanding and a critical thinking about psychology is needed. Richard A. Kasschau states that one of the fields in psychology is called the “subliminal persuasion” which is the employments of hidden and a thin or a slow or even an over masked stimuli to impact the viewers or the listener to act in a specific manner (237).

Here it is a must to know that for information to be subliminal means that the level of its perception is quite different from the normal ones. The human mind operates on two levels consciously and subconsciously and concerning the way we perceive Mcntarffer and Weseley reported that “perception is the process of understanding and interpreting sensation”. At the level of perception the way the conscious mind grasp information differs from the unconscious mind and this is due to something called the “Threshold” which is the minimum amount of stimulation needed to start a neural impulse (the electrical impulses that travel throughout your body carrying important information). Concerning the threshold two types are found, first is called the difference threshold which “is the smallest amount of change needed in a stimulus before we detect a change”, second is called the absolute threshold which is “the minimal amount of stimulus we can detect 50 percent of
the time” and a “stimuli below our absolute threshold is said to be subliminal” (60) regarding this now it is clear how information are subliminal.

Hilton Sarah declares that “Subliminal information, whether text, audio or visual embeds, is based on psychological literature which demonstrates that information can be received without conscious awareness” (4). Subliminal messages is defined in the Urban Dictionary as “anything that sends you a message without your knowledge of it, usually picked up on by your subconscious mind, often violent thoughts that can be left unharmed to slowly work its way into your brain. People rarely catch them, even when they are right in front of their eyes--more obvious than anything” (“Subliminal Messages”).

Subliminal messages are numerous, according to Dr. Key there are three different types of subliminal messages. First, is when flashing a very quick message that cannot be traced easily because it is not unconsciously perceived as the case of Vicary’s experiment, second type is related to audio messages at a subliminal level as an example including an audio message under the sounds of ocean and they are audible only when we pay huge attention to them. Third type is via inserting hidden words or images inside another larger illustration (qtd. in Mcentarffer and Weseley 60).

But science in the quest for integration seeks to adjust all data with an accurate tuning this requires reliance on principles and strict conditions. So those who supported the existence of such type of messages went far, they have put all needed efforts to strengthen their point of view, in order to convince all those skeptics about having subliminal messages and information that the viewer receive without paying any attention, and that each message cause a set of reactions and outcomes.

So as a reaction to those who banned the existence of subliminal messages and adopted a huge rejection to its legitimacy, a set of experiments were made to confirm them
and found that “It was reported that 75 percent of Americans had heard of it, and 75 percent of them believed that it worked” (qtd. in Carducci 122).

Jessica Hilton wrote a kind of a reproduction of palmer’s experiment that is about making students watch two movie one is called “Guzu” of 2003 and the second is called “Virtual Vacation: the Best Virgin Island Beaches of 2004. The students are required to watch a 5 min of each movie in order to detect the emotional state or in simple words their face reaction. As a start nothing was detected but the coming step was different because adding the so-called “the monster condition”. Concerning the first movie a kind of music was played called the “Baroque” which is defined as a style of music that gets its name from the Portuguese concept ‘broken pearl’ which stands for the way to describe this type of music as heavily instrumental at both high and low notes (Newton). For the second movie another type of music was played called the “Georgian” music which is quite calm music. As a final result; watching the two movies without music did not score proofs while the second case show that the baroque music created an atmosphere of discomfort while the Georgian music show a relaxing emotional state to sum up the Georgian music embodied the idea of ‘you are safe’ (Horton 1-2).

Another example to prove the power of subliminal messages and its existence is the very well known Vicary’s tryout of the hidden messages. Wilhelm recounts that James A Vicary’s tryout of 1956 lasted for six weeks. It is about an audience watching a specific movie while the two statements “eat pop corn” and “drink coca cola” were screened each five seconds such a display last less than a second which was estimated to be 1/1000th . And the results were astonishing and spectacular because a raise in selling the two markets was marked (qtd.in Carducci 121).
The other example to strengthen the subliminal messages’ presence is elucidated in AP Psychology which Belch stated that Bush’s political campaign in 2000 took a completely different turn. Because of the use of a hidden message that has been broadcasted in a blink of a eye to attack the campaign of the Democrat vice president Albert Arnold Al Gore by passing the so-called the unconscious message, which came in the form of the concept “RATS” in one of the ads to criticize and weaken Al gore’s health system. It caused a series of questions and their response was that it was nothing but the last letters of the word Democrats (Mcentarffer and Weseley 65).

Apparently, the very famous song “let it go” from the animation movie “Frozen” sung by Demi Lovato has more sayings than just a good song that we enjoy listening to. In the quest of hidden messages in music this song is a great sample because of its popularity, since it was viewed in YouTube channel by more than eight hundred millions of viewers. A pretty impressive number indeed but apparently it has more than just amusing lyrics, it has what is called as satanic or “diabolical” message. To clarify more the existence of those hidden messages inserted in the song, a part of its lyrics will pass via a critical analysis, in order to unveil those subliminal messages.

“let it turn away and slam the door I do not care what they are going to say let the rage on ”he says this means “let your sins runs around and rebel ….if someone tries to turn away and slams the door… it is time to see what I can do to test the limits and break through no rights, no wrong, no rules for me I’m free” he points out that the exact meaning is calling for “rebellious and loneliness is what grants you freedom and that it promotes not reforming sins” (Bible Floc Fox).

Subliminal and perception without awareness were exposed to a range of obstacles and doubts and posed many concerns to the specialist of this field. They raised uncounted
questions as an example. How can we be sure that their presence is a measure of perfection and a trusted issue? How can we consider their existence in line with the nature of organism? Here the skeptics’ motto is simple and new; the psychological phenomenon is characterized by change complexity and interdependency, so in a way it is not an exact science. Because nothing was convincing enough, Hilton asserts that from a Christian points of view she indicates that the coexistence between God and human rely on the free will. And introducing subliminal messages is entirely unethical because of the hoaxes and the tricks it utilizes to destroy such a boundary. She even added an idea to strengthen this rejection and this time according to the same Linda asserted that rationally speaking imposing something on someone without taking his permission to do so will mean nothing but a wrongdoing and a violation (7).

To sum up, one can easily notice that the state of Islam and Muslims in the USA is restricted to the phenomenon of Islamophobia; however, the latter holds much uniqueness and ingeniousness. Anti Muslim and anti-Islam sentiments did not grow at one go, it is amplified gradually. The rise of such phenomenon can be traced to several grounds. As misunderstanding the milestones of Islam and therefore falsifying it, Islam is unsuited to any human right, saying that the coexistence between democracy and sharia is dubious because of the Islamic system of governance. Also, defining jihad as a justified war against the west along with the many faces of political Islam which was introduced by a set of incidents and the major is 9/11. Hatred toward Muslims and Islam enjoyed promising success, it was staged in all aspects of their lives like violating their civil rights, accelerating hate crimes, abusing Muslim women and questioning Muslim identities. More than that Islamophobia was highly celebrated in media and more precisely by using elusive ways to transmit anti-Muslim and Islam sentiments. This theoretical part must be followed
by a practical analysis of a TV series “Homeland” in order to prove the existence of hidden messages opposing Islam.
End Notes

(1) **Ulama**: means anyone who knows anything well enough to relate it to god (“Ulama” *Makers of Contemporary Islam*) 26 Apr. 2016.

(2) **Hizbollah**: also known as “The Party of God” is a radical Shia Muslim groups fighting against Israel and western imperialism (“Hezbollah” *Hezbollah: History & Overview*) 26 Apr. 2016.

(3) **Hamas**: is a Palestinian national liberation movement that struggles for the liberation of the Palestinian occupied territory (“Hamas” *Hamas*) 26 Apr. 2016.

(4) **Yom Kippur War**: an Arab Israeli war of October 1973, which put Israel’s security in jeopardy (“Yom Kippur War” *Israel Military Intelligence: Intelligence During Yom Kippur War (1973]*) 26 Apr. 2016.
Chapter Two

Exploring the Entity of Islamophobia behind the Layers of Subliminal Messages

The general view which has been provided in the first chapter helps theoretically to dogmatize the existence of Islamophobia in the United States of America. More than that, it reveals how media enjoyed a significant coverage of Islamophobia. Thus, it played a crucial role in the destruction of Muslims and Islam. As a way to support the previous claim, this chapter practically testifies the entity of subliminal messages in TV series Homeland. This analysis shows how Media's religious bigotry against Islam became very apparent and deceivable in all of its genres, through extracting the subliminal messages opposing Islam and Muslims.

I. An overview about the Stand of Islam and Muslims in Media

The screening of anything concerning Muslims and Islam in the American media has changed in both quantity and quality, and the 9/11 was the turning point by which media increased and changed its way of tackling Islam and Muslims. The American war on terror increased Islamophobia something that was reflected as well in the media coverage. And though some outlets tend to send a pretty typical presentation about Islam, the number of those sources that tend to vandalize Islam and spread malicious stereotypes about Muslims is high.

There are many surveys about the defamation of Islam and Muslims in the American media. Because Islam and Muslims bombarded the headlines of the news, the movies, the programs and the outcomes of any of the coming selected sources deduce one conclusion that the American media is truly obsessed with tingling extremely malicious
signifiers about Islam as a religion and Muslims as a minority. Jack G Shaheen dedicated many pieces of writings to reveal the damaging pictures and the hurtful stereotypes about Islam and Muslims. He states some of many announcements to explain the context in which Islam is being used. As a start, Robert Spencer says that “Islam is a serious threat to the peace...of the western world”. While Graham Micheal told the listeners on his Radio show that “Islam is a terrorist organization” While on Fox TV, Bill O’Reilly said “ I’m titled against the Muslim world” Furthermore, another figure is Fred Barnes who advocated profiling and that people of the Middle Eastern should be treated in a distinct way in order to ensure the public safety. In Addition to that, Mort Kondracke asked for demolishing the idea that the way we treat Muslims is not discrimination, but it is a necessity. While some openly called for launching a war as Ann Coulter who called for invading their countries and killing their leaders and forcing them to convert to Christianity. In addition to that, Bill Maher declares that the problem of terrorism is sexual and requires only one woman to be sent to Al Qaeda cells. Jacki Mason the comedian state that Islam teaches hate, terrorism and murder (Shaheen 5-6).

The reason behind mentioning many names is to reveal in what context Islam is being used, and to shed some light that the media’s crew are all spreading hurtful and racist and negative signifiers about Islam and Muslim. In the sense that they are either labeling all Muslims as terrorist or calling for a war which is a must to eradicate their danger or proving their discriminatory action towards them.

Jack G Shaheen did as well dedicate a whole chapter to analyze the negative stereotypes. He said that the post 9/11 was a way to “kill people with our minds” using “reel” injuries Arab stereotypes, in which the portrayal was never just, there is no chance to depict a positive picture about them as normal human being. On the contrary, Hollywood as an example kept producing films that tend to vandalize Arabs and Muslims
‘characters, and that their roles and their depiction were restricted to specific categories; they are either Villains and terrorist as an example the movie entitled “the kingdom” (2007). In which according to Shaheen’s analysis its story of the four FBI, who rushed to kill Arabs because Saudi Arabia was depicted as a desert where they were waiting to kill Americans. It is the most violent movie after 9/11, because it tended to convince people to kill Arabs and Muslims (26-7). The second stereotype is “Maidens” the latter is about the way Muslim women are depicted. As an example the famous movie Pretty Persuasion (2005) which tended to film Randa as entirely distinct from the other characters, it is bound to shyness, stupidity, an awkward outsider. The other stereotype is “Sheikh” old Arab men are always strict as to only one role that shows them as uncivilized, barbaric rich old men with many women in their house, this is reflected in many films like the Second Hand Lion and Hidago. The last category is “Cameos” it means that in many movies though the scenario has nothing to do with the Arab world, for the sake of targeting Arabs and Muslims many scenes and dialogue were set for some Arabs who appear out of nowhere just to be killed. As a sample in a movie titled Time Lapse (2001) Faisal and his friends were aiming to buy a gun of mass destruction before they run with the hazardous tool that they bought but the FBI killed them (30-2).

Apparently, media is the substantial host for Islamophobia. It provides the Islamophobic all the stage to perform their vexatious sentiments toward Muslims. Media tends to characterize Islam as a fierce religion that opposes the West. According to F.A Noor, who concluded that the reason of this everlasting clash is that “Muslim identity and the concerns of Muslims are increasingly being defined concerning an oppositional dialectic that pits Islam and Muslims against the rest of the world” Introducing them was seen the media discourse as F.A Noor where images of Muslims as murderous fanatics abound in movies, video and computer games” (qtd. in Espiritu).
II. General Overview about Homeland

Homeland is an American political thriller that has been able to achieve huge success. It contains many suggestions that destabilize the image of both Islam and Muslims; the latter is quickly put in the circle of suspicion. As a result, they are considered a safety hazard in all cases. While Islam it was depicted as the fountainhead of terror. Though the whole story is about launching a war on terror yet some elements employed reveal another type of war that is insulting the Islamic religion and the Muslim people via different ways; the plot, the roles of some characters, the ideology and the setting which all show to what extent the show is insidiously Islamophobic.

1. Getting to Know the TV Series Homeland

Lisa Richard says that the drama Homeland is very famous series broadcasted on Showtime, created by Howard Gorden and Alex Ganza, the story is an ideological threat to contemporary America. Also, it is about identifiable coupling of government agent trying to gain both proper and hierarchal control; the story based on the Israeli television drama entitled Hatufum, created by Gideon Raff, while is about prisoners returning home after being captured in Lebanon. Homeland is more concerned on the psychological state that war on terror had. The series is quite different from the famous series produced by the same producers known as 24, in the sense that homeland is not about speed, intensity, and specific measurements; rather it is about the impact of those events on home, individual, nation (qtd. in Creeber).
2. The Main Cast of the Series Homeland

The following is a list of the main agents that the analysis will refer to, they are mentioned in order to draw a clear vision about the plot.

<table>
<thead>
<tr>
<th>Characters</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrie Matheson</td>
<td>A CIA officer</td>
</tr>
<tr>
<td>Nicholas BRODY</td>
<td>An ex marine</td>
</tr>
<tr>
<td>Saul Berenson</td>
<td>Middle East division chief of the CIA</td>
</tr>
<tr>
<td>William Walden</td>
<td>Vice president of US</td>
</tr>
<tr>
<td>Abu Nazir</td>
<td>leader of Al Qaeda</td>
</tr>
<tr>
<td>Peter Quinn</td>
<td>CIA analyst</td>
</tr>
<tr>
<td>Fara Sherazi</td>
<td>Professional Persian analyst</td>
</tr>
<tr>
<td>Martha Boyd</td>
<td>An ambassador of USA in the Islamic Republican of Pakistan</td>
</tr>
<tr>
<td>Tom Walker</td>
<td>Ex marine, al Qaeda membre</td>
</tr>
<tr>
<td>Aileen Morgan</td>
<td>Low level operative for al Qaeda</td>
</tr>
<tr>
<td>Majid Javadi</td>
<td>The Deputy Intelligence Chief of Iran an executive of Langley bombing</td>
</tr>
<tr>
<td>Afsal Hamid</td>
<td>An Al Qaeda fighter, the only survivor of the compound from which Brody was rescued</td>
</tr>
<tr>
<td>Mansour Al Zahrani</td>
<td>A Saudi diplomat, who is secretly a member of al Qaeda.</td>
</tr>
<tr>
<td>Fatima Ali</td>
<td>The wife of Abbas, an asset of Carrie</td>
</tr>
<tr>
<td>Abbas Ali</td>
<td>Hezbollah district commander</td>
</tr>
<tr>
<td>Danesh Akhbari</td>
<td>The intelligence chief of Iran</td>
</tr>
<tr>
<td>Raqim Faisel</td>
<td>A professor and a part of al Qaeda plan</td>
</tr>
<tr>
<td>Roya Hammad</td>
<td>A television news reporter, works for al Qaeda</td>
</tr>
<tr>
<td>Haissam Haqqani</td>
<td>A high-priority an Taliban leader</td>
</tr>
<tr>
<td>Latif Ben Walid</td>
<td>An agent of Abu Nazir</td>
</tr>
<tr>
<td>Tanseem qureishi</td>
<td>A Pakistani ISI agent</td>
</tr>
<tr>
<td>Farid Bin Abbud</td>
<td>A Saudi Arabian prince</td>
</tr>
<tr>
<td>Issa Nazir</td>
<td>Nazir’s young son</td>
</tr>
<tr>
<td>Aayan Ibrahim</td>
<td>A Pakistani medical student</td>
</tr>
</tbody>
</table>

IV-The plot

1. The First Season

The initial events of the story are built around a CIA operative called Carrie Mathison. She was informed by a middle easterner about a US soldier named Nicholas Brody being turned or “recruited” against his country, after spending eight years confinement in Iraq. The whole series is based on Carrie’s efforts to overpower her supervisor’s skepticism about Brody being hazardous. It was a serious mission and took a dangerous level of having an affair with Brody meanwhile the first season also prevail the struggles that Nicholas Broody confronted in his society as a hero. Apparently, he did not only convert to Islam, but he came back to accomplish a terrorist attack which is the assassination of the vice president along with his associates. Eventually, thanks to his daughter Dana under the instruction of Carrie he called off his mission. In the long run, he is nothing but a hero so Carrie by the end of the season had to go with ECT treatment for her manic behaviors to put a stop to the misgiving concerning Brody’s case since she believed they were caused due to her disease (TV Caps).

2. The Second Season

The second season’s events are built as a complement of the first one. It starts when Carrie Mathison became a teacher and had refrained from CIA, till she was asked to give aid to the agency and talk to one of her former informants back in Lebanon. In the course of the procedure she was picking up some files she accidentally raised up a video made by Brody before his canceled suicide attempt, the video turned her life upside down because Carrie was never wrong about Brody since she found that indeed he was a part of a suicide attack against America. Eventually, he was turned to help the CIA to capture Abu Nazir, who came to the USA to take charge of a terrorist attack. The same time Brody was still
committed to killing the vice president to punish him for some illegal deeds. Due to Nickolas Brody’s information and Carrie Matheson’s courage Nazir was eradicated but before he accomplished a deadly, enormous strike making Brody look like the responsible. Finally, he had to escape and start a new due to Carrie’s aid who promised him to clear his name (TV Caps).

3. The Third Season

In the period following the devastating attacks on the US Intelligence apparatus, a global search for the most wanted man was launched. In the same time, the investigation was getting serious, and each of Saul Berenson and Carrie Mathison was trying to rebuild their careers. Meanwhile, Brody’s despair pushed him to return to Islam for guidance. While Carrie Mathison is trying hard to contact Saul for aid, so she got it from random people. The events continue to evolve till things took another path when recruiting Iran’s most powerful operative. Again with the repercussions of the events of Saul’s career both Carrie Mathison and Peter Quinn were questing an essential evidence of the Langley bombing, later on, Carrie met with Brody and once again he was recruited for his last mission in Tehran. Finally, Brody after accomplishing his mission of taking down an Iranian leader, he was executed (Homeland Episode Guide 65-96).

4. The Fourth Season

Carrie Mathison became a chief of station in Kabul, where she took a momentous decision after her coworker received a valuable information of a potential threat; Haissam Haqqani. As a result, she was obliged to get back to the USA, and to face motherhood issue. Meanwhile, Peter Quinn found out new leading information. Furthermore, Quinn came to offer help after finding that Sandy has been killed, and Farah finds out about a major conspiracy. Carrie started a new affair to recruit Aayan while Farah and Quinn are
working on a new suspect. On the process of knowing about Haissam, they found out that Saul was taken by the Taliban. Everything gets so complicated in response Carrie started to plan for an operation to rescue Saul and deliver the Prisoners that Haissam Haqqani asked for, though the delivery went right, but further incidents happened when Haqqani breached the American embassy and bombed Saul’s and Carrie’s cars. By the end, the terrorist became a hero in his village, and Carrie had to save the left crew out of Pakistan and back in the US Carrie and Saul started to investigate what they saw (*Homeland Episode Guide* 101-47).

5. The Fifth Season

Two years after the Islamabad attacks, Carrie set a whole new life for her Berlin away from the CIA. The story shifted when she and her boss Dühring decided to pay a visit to a refugee camp in Syria. There she found out that her life is in danger. Meanwhile, Peter Quinn was on his mission of taking down potential threats. One of them was Carrie Matheson. So he had to fake her death, and this was a new beginning for Carrie and Saul’s new operation to find out who is behind threatening her life, and killing the Syrian recruited ambassador. Things started to take a new path when Quinn was shot and rescued by a Syrian doctor, and Saul was suspected of killing the Syrian guy and his family. As a result, he decided to help Carry by providing her with secret documents. Eventually, after a long search with the support of some old friends, she found out that Allison is a double agent, working for the CIA and the Federal Intelligence Service of Germany known as BND. Meanwhile, Quinn after his recovery changed his plan and went with Jihadist in an attempt to kill their lead, till another twist in the story occur when Quinn is set in a video being tortured with Sarin gas by the same jihadist, and he was found and has been hospitalized. And by the end, Carrie with the help of Qassim stopped a major terrorist attack at a train station in Berlin (*Homeland Episode Guide*153-98).
V. Critics Meet the TV Series Homeland

The series Homeland gain massive attention and it was highly received at all levels. Its critics are to be categorized into two, those who admired the whole work and those who come up against it score theme. Among those who praised the work and defended it are the following names Yair Rosenberg, who verbalizes that Homeland is “the drama is just the opposite of what its critics claim: a show that challenges the preconceptions of its viewers rather than affirming them. He even argues that the show does respect Islam and show admiration and acceptance of the religion, and as proof, the series gave “sympathetic treatment to the Muslim faith” (Rosenberg) this can be seen in the character Brody as A Muslim he “is shown independent of his political allegiances.” For the other misunderstood parts which are presented in the series, he defends the show by saying “ ignorance should not be mistaken for bigotry” that is to say not knowing some tiny details about Islam and Muslims does not mean that the show is expressing its intolerance just for having different opinions. Matt Hills denotes that the show is “strikingly familiar and generic pleasures” (qtd in Rosenberg 34).

On the other hand, some critics despised the harsh tone of the whole series towards Muslims. One of them is the very famous figure who expressed her disapproval of the show Deepa Kumar, as a guest in Paul Jay’s show Reality Asserts Itself. Her critical thinking revealed many points. First, concerning the Muslim characters on Homeland, she admits that their role is restricted to either terrorists or terrorist supporter or perfect Muslims, who support the US. Concerning this typology, she says that Professor Mahmood Mamdani pointed out this frame of "good Muslim, bad Muslim," which is, antagonizing US in any way mean having a bad Muslim. And if you are a collaborator with the empire, then you're a good Muslim. And" that's all you ever get to be”("Reality Asserts Itself”).
Laila al-Arian is an award-winning journalist, writer, and documentary, and a documentary filmmaker. She claims that Homeland through Brody’s motives and the unstable state it is “being a Muslim that makes someone dangerous.” She says that Brody’s story made the whole series “insidiously Islamophobic” and that anyone who is labeled as “Muslim” by race or creed can never be trusted” because only “nothing can pull him of his Muslimness.” She confirmed again that “We are told from message after message that the show delivers, that [Brody] a terrorist just because he embraced the Muslim faith during eight years of captivity.” Jonathan Brown a professor of Islamic history at Georgetown University “being a Muslim mean being untrustworthy being dangerous being freak” (qtd. in "Is ‘Homeland’ Islamophobic?").

Second, women’s portrayal was likely a subject for discussion and scrutiny as well. And the results were expected because the western world and mainly the American one work hard to distort the stature and the image of women in Islam, she says that thanks to “Homeland” that “all seem to know that women in the Middle East are horrible, horrible oppressed.” Third, concerning the scene filmed in Beirut, she says that homeland was deliberately misrepresenting the area. Because this terrible dark place was not Al-Hamra Street at all. Furthermore, she compiled that the presence of the Barbaric Islamic Features are granted, but they were all “created deliberately--consciously, deliberately created--by U.S. policy”. She added that Roya Hammad’s is clearly offensive “no matter how normal how successful well connected how assimilated you are you can be a fanatic or a follower of Al Qaeda head” Furthermore it gave the impression that you should fear any individual who is a Muslim. The scene when Jessica found out about Brody’s becoming a Muslim this was highly criticized for revealing the Islamophobic element.

Laila says she is finding out that Brody is a Muslim. She is not finding out that he is a terrorist. “I married a US Marine, not a Muslim I thought you left all the crazy things
behind” in Homeland’ this denotes the fact that homeland boosted the coverage of Muslims and Islam and claimed them the core of hazard actions. Al-Arian pointed out that “Homeland” received attention outside the American borders, and still pretend to be an Islamophobic show. As Peter Beaumont in the Guardian, “It does not matter whether they are rich, smart, discreetly enjoying a Western lifestyle or attractive: All are to be suspected” (qtd. in "Reality Asserts Itself").

Apparently, everything is used to confirm and to draw a link between Islam and terrorist organizations. It is highly celebrated in the TV series as announced by al-Arian that Homeland tends to show that the Sunni extremist al-Qaida, and the Shia, and Hezbollah are entirely distinct to help one another. But the series demonstrated that Hezbollah besides being an ally of Abu Nazir is also planning to attack the American soil or more precisely the CIA crew. Islam was targeted and screened in a way that the viewer will agree on one thing that Islam is harsh and intolerant and equal to murder. The whole series is racist and Islamophobic; it is for granted. But as well the TV series’ maker inserted some hidden messages that only a sharp viewer and focused one will notice. While a regular viewer will see only the big picture but a thick looking into the scenes, the places, the names used the themes along with the music and the even the ideas all of the mentioned are believed to have an extra sense.

There is no argument about the existence of subliminal messages in the series and mainly in the fifth season. But what is worth mentioning is that these messages are there not opposing Islam but opposing the whole TV show. The words shocked the American world and even the TV show producers because this time the war is launched vice versa. It is the Arab world who inserted subliminal messages opposing the whole idea of the TV series. These subliminal messages can be summarized into the following expressions, Homeland is a joke and it didn’t make us laugh, Homeland is racist, Homeland is NOT a
series and this show does not represent the views of the artists, #BlacklivesMatter. They were written in Arabic which the producers have absolutely no idea about its exact meaning (qtd. in Connoly).

This issue of artistic sabotage has been tackled a lot, and it gave a chance to many critics to talk about. Laura Durkay complied that the whole construction of the show is fostering the pure of each demonstration of political Islam, Muslims, Arabs and the Middle East into a universal terrorist menace (“Homeland’ is the most Bigoted Show on Television”). The anti-Muslim sentiment was as well traced in the way the Americans reacted on the graffiti inserted by the Arab artist. One of them is Heba Amine, who states that an interview with CNN was launched with an astonishing statement “Homeland has been hijacked” meant that a link is drawn to bind terrorism to Arabs to Arabic, and this also sheds light on the conceptualization of Arabic language as nothing but intimidation.

VI-Analytical Part: Fetching for Subliminal Messages Opposing Islam in the TV Series Homeland

After an intensive and accurate viewing of scenes and ideas that may suggest other meanings, the results reveal that some messages were quite hidden. The subliminal messages found in homeland are going to be divided according to certain themes:

1. The Arab World's Grounds are a War Zone

All the scenes are giving a very negative outlook on the whole Arab world, in which the squalid conditions suggest the disruption of life. Primarily, The first season’s opening was in Iraq and more accurate in Baghdad, though there are places where life is prosperous the first episode shows how gray life is in which there is nothing but very crowded streets, damaged houses, and roads. In another scene, everything is yellow, in the
sense that nature indicates only barbaric ways and tools of life nothing but guns and water. Secondly, the opening of season two is filmed in Lebanon Beirut. Though it is a picturesque place but the series screened it as very bustle; crowded streets, old cars, dark houses and traditional markets that sell only veils. It is as well portrayed as a very noisy place since there are rallies who were calling “Allah is the Greatest” and in the same time, they were burning the American and the Israeli flags suggesting the hatred towards America.

Thirdly, the third season took place in Venezuela. Space is seen through the eyes of Brody and as a start the prayer call was very clear, it served as a reminder that it is a Muslim country. Furthermore, a clear vision indicates a life of gang and misery; a child has his gun, and the other is a drug dealer, very crowded, muddy streets and unconstructed buildings…Etc

Season four was in Islamabad Pakistan its first episode shows Carrie Mathison walking in the middle of the streets. The view is filmed in the dark to complete the perfect picture of the Arab world that is wrecks and fires, shut down shops, garbage all over the place. Saul Berenson describes it saying that girls were not allowed to go to school, gangs of men walking around with whips enforcing Sharia actively, in the sense that Pakistan is nothing but a perfect world for al Qaeda. The place where they killed the civilians as an attempt to kill Haissam Haqqani is called Dande Darpa Khel; which is a small village in Pakistan. The latter is described by Sandy Bachman as “a farm” he added that “It is not even a country it is a f*** acronym” (Season four). He proves the hardship and the insecurity of the place by saying “you do not know how this country runs no one is safe” (Season Five).
2. The Unethical Islam

On one hand, both Islam and the eastern society adopt a complete rejection of the forbidden relations and adultery, because it is inconsistent with the principles of Sharia. On the other hand, the TV series “Homeland” desecrated Islam and Saudi Arabia. It questioned the devotion and the self-righteous of its leaders and photographs the Muslim as a deficient person in front of his instincts and as the kind of person who is to give up his religion in return for fun and mundane purposes.

Latif Ben Walid is a major representative of prince Farid of Saudi Arabia. He was summoning girls for the prince’s harem. In which the deal with the prostitutes was guaranteed by a contract that will pay them an enormous amount of money. Second, another scene is an intimate scene of the prince with an American prostitute. Third, a further important Saudi person who is Mansor Zahrani is filmed in immoral scenes in a bath house with men. Saul Berenson introduces him as “Zahrani is gay with three wives and ten children” he adds up “he is a devout and conscious Muslim.” Fourth, a Muslim boy named Aayan Ibrahim, who is a cousin of Haissam Haqqani whose mother and sister were killed in the explosion. On one hand he betrayed his uncle just in return for a better life and better education. On the contrary, he was fascinated by Carrie thought he was a Muslim but Aayan followed his instinct and preferred to have a sexual relationship with her forgetting all about Islamic teaching. Such can be seen again in one of the episodes when both Carrie Mathison and Ibrahim Aayan were together. Suddenly the prayer call gets clearer to be heard, so she reminded him that it is time to pray, but his reply came in the form of “can I touch you one more time” in other words his lust and instinct were convincing enough to forget about his religious major value and basis.
Muslim called Assar Khan is a good example of the weakness of Muslims that make them abandon their worth for sexual desires. In which because of the few minutes he had with Carrie Matheson he easily and secretly informed her that the husband of Martha Boyd is working against them which he was a part of the massive plan against American embassy.

3. Women in Islam

Women are honored in Islam, and they hold a significant role in the Islamic family and society. Some were a great example of the capacity of Muslim females, and the great example is Malala Yousafzai. Mishal Husain mentioned that she has been glorified by a former British prime minister as “an icon of courage and hope” while UN Secretary General Ban Ki-Moon called Malala "our hero" Because she set boundaries that discrimination towards women is bounded to terrorists only. She confirms that the fact that education is not against Islam and that Islam encourages every individual to get an education, and that “only terrorists have forgotten this.” Because as she verbalizes, “the terrorist is afraid of knowledge” this is a small portion of Islamic women and their powerful mind that Homeland was harsh in depicting them (“Malala: The girl who was shot for going to school”).

Many ways while including Arabic or Muslim women in TV series “Homeland” does contain second and hidden messages. Such messages include serious stereotypes about the mistreatments of women in Islam, in which each representation serves the scenario and provides cohesion between the events but in the same a critical thinking about screening women will reveal more.

On the one hand, The way the Iraqi soldiers pulled Carrie Mathison away inside the prison show the cruelty suffered by women whether physically or psychologically.
Something can be seen in Zahira, who is the wife of the Imam, she was depicted as a scared lady, a follower of her husband; even her face reveals the suffer she encountered in which by the end. Zahira had enough from him that she asked for him to be killed. Also, Majid Javadi slapped his ex-wife called Fariba and killed her with the bottle of wine into her neck letting her drawn in a blood bath. He as well shot his son’s wife. When the CIA questioned him about the motives of his crime, he replied that he will never feel regret since she betrayed him by informing the CIA about his plans against the USA, he even justified his motives by stating that “In the eyes of God she is still my wife, and she was unfaithful… and I should stone her to death” (Season three).

Second, another façade is the fragility of their personality; Majid Javadi an Iranian Muslim admitted to Saul Berenson that Farah Sherazi by saying that “she would not last” indicating that she is weak cannot handle the serious issues. Even during any interrogation she always shows emotions and tears she is always with a sad face. Also, Muslim women are pathetic like Farah. She was described as a “kid in a headscarf”. The other woman is Tasneem Qureshi, who works for the Inter-Services Intelligence (ISI), is characterized by the qualities of cruelty and tyranny, she even incites people to mischief and exploits people, and she even provokes murder. Also, a Muslim woman wearing Burqa\(^{(1)}\) in Berlin was recruiting young girls for the Islamic state, also known as the Islamic state of Iraq and Syria (ISIS) Lebanese people in destroying the car and in chasing Carrie Matheson in which every young man had his gun and even tried to kill her. Also, Abu Nazir heating Carrie Matheson’s car and kidnapping her treating her with cruelty, beating her up, handcuffing her hands and legs, and dragging her from her hair summarizes the Muslim woman’s daily life. They exemplify and reflect the way women are treated by their men, and as if their life is based on torture and that Islam encourages men to enslave their wives. In addition to that, Allah instruct Muslims not to be patient, gentle, harmless to them and
that domestic violence from is part of the Islamic teachings forgetting that pleasing women is part of the earning Allah’s blessing while mistreating her will cause Allah’s anger and that the gentle, kind treatment of women is a sin of piety.

Fourth, Muslim women are always depicted as those trying to escape their life by all means. They reached the point of weakening the stand of Hezbollah when Fatima Ali, who is the first wife of Hezbollah district commander, Abbas Ali decided to betray him and informed the US Secret Service of the subsequent operations and the secret meetings with Abu Nazir just in return for money and a better life in America. Even Fara Sherazi by the end she easily and occasionally abandoned her headscarf as a way to adjust with the crew. Also, when Carrie Mathison was kidnapped to meet Hezbollah’s leader, she was asked to cover her hair, even the meeting was scheduled in a dark tumbledown basement, by the end she was delivered home as a hostage and thrown on the ground. Thus, to sum up a better conclusion is that Muslim women are bonded to both becoming extremist women and support radical movements like al-Qaeda and ISIS and work to facilitate terrorist missions, or they are weak, pathetic and unworthy human beings.

4. Islam: Little of Love and a lot of Pain

Shaykh Abdool Rahman Khan provides a set of arguments that prove the Islamic disapproval of torture. The prophet (peace be upon him) says “Fear Allah in your treatment of animals,” he adds about the donkey “Allah curse the one who branded it”. If at least Islam calls for valuing animal and taking care of them, so what about the human beings in this context the Shaykh states that the messenger under the commands of Allah’s order was benevolent with his resentful foes. The incarceration of enemies require the complete absence of harm, torture, stroke or the lack of food and water or letting them under sun or cold or putting a cover on their faces or putting them in cages. Rather they should be
treated with humanity and respect and kindness (4-6). And this can be proved when the Prophet (peace be upon him) said “beware of injustice, for oppression will be darkness on the day of resurrection; and be aware of stinginess because it doomed those who were before you. It inclined them to shed blood and treat the unlawful as lawful” (qtd in Khan 6) regarding the Hadith Mohammed (peace be upon him) is warning those who torture of Allah’s punishment and that they must fear Allah because he condemns all types of torment.

The TV series came to send a very negative image about the stand of Islam on torture as Sam Keen states “Enemies: We first kill people with our minds, before we kill them with weapons. Whatever the conflict…we’re On God’s side; they’re barbaric. We are good; they’re evil” (qtd.in Shaheen 25). Regarding this the attention was always to equate Islam with serious malicious stereotypes and bloody pictures and violent scenes.

First, the way Abu Nazir and the other Muslim men torment the other American messing marine Tom Walker is shocking and uneasy to be watched. He was hit mercilessly by all means by Brody’s hand’s something quite surprising but grasped because he did so under the commands and the threats of Abu Nazir. Finally, allegedly he was killed and buried by Brody. In addition to the signs of torture on his body, the damage was psychological as well and coupled with the Arabic language which serves as a reminder of the hardship he met while he was in prison. Something can be seen via those nightmares that Brody had while sleeping which about screaming and yelling and asking certain people to stop torturing him to terrify more and disgust the viewer about Islam.

Second, many other incidents show to what extent Islam is brutal; those are more understood when drawing a comparison between the Islamic way of interrogation and the one of the CIA. On one hand, a set of Brody’s flashbacks of his time in the “dark hole”, his
interrogation lasted eight years and the measures were taken were beyond the reason; his
clothes were full of blood, Afsal Hamid one of many who probed Brody, in one scene he
even kicked his face and urinated on him while he was sleeping. Also, another scene Afsal
Hamid hammered him with a stick full of iron wire saying that this is a kind of revenge for
the prisoners in Guantanamo. It was proved when Afsal Hamid was captured, and Saul
Berenson ended up the meeting with a statement “so you are a religious man and torture”.
On the other hand, the way that the CIA used to inspect Hamid was of mercy for sure, it
was restricted to loud, noisy rock music to prevent him from sleeping along with providing
him with clean water and a full meal. A distinction between the ways Muslim treat their
hostages is away different giving a tendency that both Islam and Muslims support torture.

Brody’s end was brutal; after killing Danesh Akbari he was captured and then
hanged by using a crane at the time of dawn prayers as a way to punish him. But what was
shocking is that a huge number of people including women and very young children came
to bear witness his death, something that suggests their accord and their love for killing the
American or “the infidels.” Even the camera focused on his last minutes pushing the
viewer to feel sympathy and to see the cruelty of Islam’s Sharia.

Abu Nazir’s way to brainwash Brody is so deceivable. It depends on exhausting
than offering comfort to cower the person. He systematically pulled Brody using wicked
ways by causing him pain, making him suffer and then offering him support so he can
mentally be ready to avenge and to side with Islam. So, Islam as a religion is attacking
innocent people and turns them into death machines like what happened to by punishment;
something can be detected. Many scenes of Brody being half naked, the camera, is always
giving more emphasis on the wounds that he has on his body as a reminder of the cruelty
he faced with Abu Nazir, which came back negatively on the psyche of his wife and
children. Another scene is filmed on the borders of Iran, in which a full attack starts,
exchange of gun fires and bombs. Again the surprising fact is that the camera while filming the scenes, it tends to show only the American CIA agent being hurt, focusing on is leg being caught into two showing his suffer in details, his tears, his scream…while on the other side of the battle. Nothing was filmed

In season four, Islam again is being coupled with violence through the violent incidents that Saul Berenson faced in Pakistan. He was kidnapped, stabbed by a shot thrown in the vehicle to be delivered later on to Haqqani in which even the Imam was part of the whole story, and he was used as a winning to pass the borders easily with Saul Berenson being inside the car. Saul was cast in a place full of Islamic indicators, a horrible place with decoration frames containing “Allah Akbar” also the man who was watching Saul was holding the Quran and reciting it. Something that in addition to painting Islam with the mistreatment of people, it also calls to notice the huge distinction in the way the American treated the Muslim prisoners, in return of how Saul was treated; in a mess beaten up to death in dirty clothes…etc.

In season five, the Islamic violent actions towards Americans are related to Peter Quinn. He joined the ISIS jihadist as an attempt to kill their leader. Apparently he was accepted for other reasons rather than their guide. He was imprisoned by the jihadist and was indeed mistreated. By the end, he was used to testing the effects of a Sarin gas that has been employed in Syria and that will be employed in Germany. The gas was made by a Lebanese doctor; its effects were all seen through Quinn; he indeed suffered malicious effects. Ahmad Bibi says “Let him suffer so that the kuffar see all of that” one of the jihadist even asked to focus the lanes of the camera on his torment which came in the form of; running nose, hallucination, nausea, no breathing, sweating, palsy…etc. As a result, a very rough video was made to alert the German of what may happen in the train station
threatening the whole country of a massive causality if Europe did not recognize the legal existence of ISIS.

5. Different Interpretations

Many codes used in the five seasons of TV series paved the way to transmit more dynamic and negative image about both Islam and Muslims. The context differs, and the message as well varies and serves the scenario and the events, but in the same time, it embeds second meanings. Such messages are vague with deep meaning and require a critical analysis to unveil the anti-Muslim and the anti-Islam sentiments.

Brody’s right hand was shaking in some musical phrase a pattern of the same sequences; it was decoded as a way to contact or to deliver a message to the terrorist cell. Eventually, it was found out that this was one of the Islamic rituals he used his hands instead of the prayer beads. The way Muslim dress burka and the head scarf are seen with a different interpretation. On one hand, when Dina was hanging out, her friends talked about how perfect her family, she suddenly wanted to cause something crazy and the suggested thing was to “wear burka”, regarding this “Burka” is seen as a sign of disobedience and retardation. On the other hand, Saul Berenson referred to Fara Sherazi’s headscarf as “something that says a big F*** you to people” which indicated the disrespect towards Muslim requirements.

A bag assumed to contain dangerous materials that could threaten the whole American nation is apparently nothing but a carpet and boil. The latter was used to pray. Even the color of the carpet is a matter of discussion since colors are a nonverbal communication, so they must embed messages. Brody did see many colors, but he picked a red color, even when he was far away in the last episode of the second season he chose a red carpet to pray. According to “Meaning of Colors” the red stands for “…life-giving
energy…but at the same time it is the color of blood and torment…” as a result the prayers is the first step in any terrorist attack; so praying is a motivation and a strength source for devilish actions and this can be detected in several times along the series and the next serve as an illustration.

Brody’s return was not easy to be adopted. The only helping way to get his life back and to be convinced again about his mission is by praying. Also, in another scene he started to get ready to pray then he shifted to clean his gun, at the same time he took a look inside the muzzle of his weapon and immediately a clear picture of Washington DC is shown; an indicator of the eventual terrorist goal.

Another thing is via the manipulation of broadcasting the scenes. In which a mixture of two scenes played at the same time showing, on the one hand, Brody was getting ready to pray and reading “Al-Fatiha,” at the same time a very malicious scene is being broadcasted. That is in Baghdad when Hamid was being kidnapped by Muslim people with cruelty beating him with gun covering his face to deliver him to the CIA. Before the big day of fulfilling Nazir’s order and taking down vice president Brody connected Islam to terror, violence, revenge and cruelty he showed many times that abolition and praying is the first step in any terror attacks whenever he prays something is encouraging him more to do more aggressive, terrorist actions.

6. The Mosque’s Mysteries

On one hand, the church is a place of psychological comfort and worship, full of lights and a very peaceful place where Carrie Mathison used several times to get guidance and inspiration and to reduce stress. On the other hand, the mosque is a winning card in the TV series Homeland. It is used to draw attention to the viewer so they hate and despise Muslims, because if their sacred place is connected to terror than automatically, the non-
Muslims will be more afraid of having them in their neighborhoods and next to their houses because it is a terror shelter.

The hints used concerning the mosque are the following. The mosque where Tom Walker escaped is pictured as a very dark place that you barely see the prayers. According to Zahira, the wife of the Imam, it is as well a shelter where terrorists and their bosses meet to do other business rather than praying. It is used as a terrorist meeting point one more time not a place of devotion when Carrie Matheson and Fatima Ali met to deliver speculative information about potential terrorist attacks and terrorist themselves including her husband.

7. Paused Scenes

Enforcing the anti-Muslim sentiments became more creative using very tricky and tiny details. In which the inclusion of these details is somehow difficult to be detected, something that does send very malicious messages and hints that push the viewer to build a negative image of Islam. Finding of the anti-Muslim sentiment, in this case, require having a sharp viewer who will look deeply into the scenes and even halting some picture temporarily to detect some of these messages.

Freezing the scene where the imam was talking to the press about killing the two Muslims in the mosque contains a very negative message that is “Hajji f*** towel head”. The latter was not clearly presented, but it was written on a white garage in red which indicates a clear violation of the sanctity of the religious man, and evidence of hatred towards Islam. Another pause on the papers thrown on the ground reveals many things; one of the papers is entitled as “Taliban indicators” which is full of Arabic names, as a suggestion that anyone with an Arab name should be considered as a threat. Another paper is of an Arab person in which his entire picture is painted with black ink except his face,
and it was a very catchy picture, maybe to be memorable, another paper which is again untraceable but it contains the rights of the FBI to violate the Muslims rights.

Multiple tables of evidence which are used in the CIA or Carrie’s house as a part of the investigation process are full of images of Arab people with the same characteristics. Brown skin, big nose, beard face, and dressed with either “kamiss” or “Amama”. On one of the tables after zooming it will show a set of papers containing photos of Arab people with the expression “EKIA” which stands for Enemy Killed in Action, this ultimately indicates that anyone who looks like Arabs is a threat to somebody else safety. Furthermore, another paper clearly states “Quran is our Constitution” it was written under a flag of Saudi Arabia above it the American flag on fire.

8. Tricky Islam

Islam chooses the weak souls and the broken lost hearts to manipulate them under the so-called “will of Allah” and “Paradise”, and the inevitable clear result is corrupted minds and lethal human weapons. It was highly presented in “homeland” in which every terrorist action is promoted by Islam.

Islam makes use of weak people and turns them against their standards. It is found in the story of Brody. His will to avenge the death of eighty children in Iraq, which the American vice president William Walden claim to be both fake numbers and fake pictures. It was on one hand a pretty much a good story for Islam, but on the contrary, a negative side can be traced that is the way Abu Nazir used this story to approach Brody. Abu Nazir used his son Aissa as an argument to affect Brody and push him to avenge because he was one of the killed children, he exploited his emotion toward his son and transformed them into killing motives.
The manipulation is seen through the ability of Islam to “brainwash” American people and to turn them into monsters. The first is Brody and the second is Tom Walker who apparently did not die as it was assumed by Brody. Thomas Walker became a terrorist because he was convinced that killing Muslims is a huge mistake and an inhuman deed, and hates the whole idea of launching a War against Iraq. As a result, he was sent back to his country America as a recruited to accomplish other terrorist attack and to provide aid for Brody to assassinate the vice president. He became a homeless with a gun, always seen in the street looking with a sharp eye to Washington DC.

Surprisingly, Rakim Faisal’s wife is an American rich blonde girl with blue eyes called Aileen Morgan. She lived in Saudi Arabia for a period where she became an enemy of her country. She planned to run away after Rakim was killed and run to Mexico but the CIA caught her. On the way back she informed Saul Berenson that she felt sorry for the poor conditions in Saudi Arabia, and she got manipulated by some Saudi people that are why she became a terrorist. Another Muslim woman used Allah’s mercy as an argument to play with a Germanic girl who converted to Islam. She started to manipulate her saying that since Allah’s chose her and saved her from many troubles as drugs and alcohol suicide, she in return must solicit to join the ISIS for terrorist missions in order to gain to “paradise.”

9. Audio Subliminal Messages Opposing Islam

The first three seasons of “Homeland” do share one generic in which a sharp viewer and listener will detect serious messages. The First one is about a group of women wearing black Burka. They were saying in Arabic, a statement of “the government did not allow us to participate in the voting process” it is expressed in a middle of huge noisy Jazz music which indicated the discrimination and the infringement of their rights by not allowing
them to participate in a primary concern. Another message is detected in the generic of the fourth season, and Hillary Clinton referred to Muslims by saying “you cannot keep snakes in your backyard and expect them only to bite your neighbors” that means that Muslims are linked to snakes in their treachery. Another message is the soundtrack used. In every terrorist attack, a scary music was displayed to create a very intense atmosphere, to terrify the viewers.

10. Islam is Equal to Terrorism and Qaeda

Obviously, the whole TV series is a major attack against Islam, some elements do have a second meaning, which they tie Islam to terrorism. Although Islam is entirely inconsistent with everything related to Al Qaeda and all the Jihadist organizations, and their values, motives, goals and ways. But the series’ goal is to lay the principle that Islam is the only source of terrorism and that terrorism is based on the teachings of Allah.

Subliminal messages of this genre are believed to be codes to ensure the link between Islam and terror. As a starting point, the American ambassador in Pakistan in describing people there. She says “I saw the killing lists after the 9/11; they were seven including Ben Laden and Zawahiri. You know how many names today over two thousand it is “Alice in a f***wonder land.” “You do not have to be a terrorist anymore you just have to look like one” this is a stereotype of generalized identity in which being someone with certain Arabic features means being ranked as a terrorist.

Under the name of Islam many fanatic attacks were launched and the TV series nailed in picturing every detail of the causalities so that they would be remembered quickly and powerfully. First, Tom Walker who works for Abu Nazir launched a suicide attack causing loss of five people and wounded another ten. Tom as well burned people and killed children. He easily drew an image of terror for el-Qaeda. Another bloody terrorist incident
while some CIA crew along with Saul Berenson and an “Imam” were praying and reading Quran on Abu Nazir’s body at the exact moment he was thrown into the sea, a massive explosion took place killing 219 people, who came to honor the death of the vice president. The same attack on Langley which is the Central Agency Intelligence in Virginia was summarized in a plan in which many Arab and Muslim flags were apparently noticed; Pakistan, Egypt, Syria, Palestine, Lebanon and Yemen all were a major part of the bombing explosion. The last attack is when by coincidence Peter Queen heard the Syrian jihadist saying, “We will kill tens of them and not just in Syria but here in Germany” something which was almost executed.

Arabic words and Quranic verses are utilized in dynamic contexts. It was reflected in the series through the use of absolute terms. One of the examples is “Salam Aleikum”16 such a word has been utilized by every Muslim character, in every terrorist conversation or meeting. Second example is the word Allah and Islam one of the cases is when Zahrani Brody that “Allah will see you no matter how you look like….Allah will see who you are”. And when Aayan described his uncle Haqqani saying that, “two words formed his life Islam and Taliban.” The last example is the nicknames used in the series and one of them is “sword of Allah”. Regarding all this one can detect a set of messages, first is that Arabic words may be a threat, Islam encourages and honors the barbaric and the terrorist actions. Also, some are used as convincing arguments to set fire and to launch the terrorist action.

Apparently terrorism is not bounded to only men and women, but also children are being used for terrorist missions. In one of the scenes while the CIA were exchanging Guantanamo prisoners with Saul Berenson, a child wore a suicide vest, he was convinced that jihad is the only way to revenge his dad and brother’s lost, he even prayed and read some Duaa\(^4\) to be more motivated. On one hand Muslims were ready to give up their
young child for some political reasons, on the hand, Saul Berenson accepted to go back home only to save him especially when Carrie Matheson told him that “we are not them.”

Another way to relate Islam to terrorism is via the selection and sabotage of one of the jihadist videotapes. The video was filmed by Daesh\(^5\) which has nothing to do with Islam, yet they were very selective in choosing a video which uses verses from the Quran to justify the bloody jihad, and the terrorist actions and to indicate that Islam is encouraging al Qaeda and terrorism. As an example, the top of the video is entitled “Allah bless our jihad”. But this was used for a second reason which is to make fun of the Quranic verses and the prophet’s saying, by translating them to very disrespectful and annoying transcript, the latter was found after freezing the picture, and the words used in the transcript were very abusive.

In addition to that, when Peter Queen spent two years in Syria he figured out something which is according to his conclusion, Islam is equal to terrorism and no doubts about that. In one of his meeting inside CIA, he gave a speech saying that ISIS has a plan. That they are rallying all the time. And that their ways of punishments like the beheading, the crucifixion and the revival of their slavery, he says that everything is rooted in their book Quran. The only book they have ever read they read it all the time never stop they are there for one reason which is to die for the caliphate and ushering a world without the infidels, this is their strategy and it has been like that since the seventh century (“Season five”).

Quinn's speech summarizes their definition of Jihad and their views towards Islam to enhance hatred and fear in the viewer’s minds, that Quran teaches terror, and that Islam encourages torture.
11. The Dearth of the Sense of Guiltiness among Muslims

The feeling of guilt which overcomes Peter Quinn after any murder and Carrie’s regret of killing all those people are completely absent in any of the Arab or Muslim characters. Quinn refused to go back to the field; he even asked to leave the agency. Since Peter was manic about shooting and killing a kid in one of his missions. He as well had nightmares, even his girlfriend told him about yelling during sleep; he visited psychologists of the agency, and one of them reminded Quinn that during his first session, he was complaining about the first man killed and that the kid he killed in Caracas raised his consciousness. As a result, he started to have second thoughts as he states “killing people will create more foes.” On the other hand, all the Muslim characters were convinced by their deeds, and none of them show regret as Abu Nazir he showed commitment to terror and Roya Hammad both out of many decided to accomplish their missions without having any second thoughts.

12. The Justified American Attacks

Any American attacks or reactions were justified, it was the so-called “protecting homeland” what matters more is the big picture of the missions, no matter how injustice and harmful the details were. As an example, bombing Haissam Haqqani’s shelter caused massive murder, yet they convince you as a viewer that there are indeed no limits to take down a terrorist. On the other hand, any terrorist attack or plan was seen as unjustified in the sense that they were unreasonable aiming only to cause harm to the American nation.

As an example, officially the death of Sandy was recognized with public anger because of the wedding crisis that took many innocent people by throwing a bomb on a weeding in an attempt to kill a major wanted terrorist known as Haqqani. The story of this incident revealed to what extent America is cruel, but it took completely a new direction
sweeping the sense of guilt and justifying that incident by making it a setup murder. To convince the audience that under any circumstances all the attacks are justified and that it is always the Muslim’s fault in one way or another and that we must kill them before they kill us. Thus, the series took another path, and the CIA is again protecting the American soil, forgetting about the huge mistake they have done. As a result, Islam and Muslims are again in charge of the wrongdoings.

13. Repertoire of Terrorists

A very racial repertoire is being used in this series, in which most of the names used are based on a prejudice that anyone from the middle east or Africa, whether man or women must be a part al Qaeda and must be a terrorist. Even the Muslim men or women’s outside appearance is an identity of a potential terrorist. In other words, every terrorist is a person with black hair, big nose, brown skin either putting on a headscarf or having the beard or wearing Amama are indicators of aggressive people. Even the Arabic names being used related to very dangerous people, as an example; Ahmad Bibi is a terrorist, Abu Nazir is another terrorist, Roya Hammad is a journalist and al Qaeda member, Al Zahrani is a Saudi Arabia diplomat and al Qaeda member…Etc. Regarding this anyone with Arabic name or Arabic origin is a potential threat. Also, people must be aware because a terrorist is everywhere and not only found in isolated places but they are in everywhere.

This part examined whether or not Muslims are portrayed as barbaric, violent, zealots, with less human standards, aggressive. And whether Islam is still considered as a threat to the west and if they still believe that Islam is the tutor of terror. More than that, the quest on those signifiers was so dark aiming to find the stereotypes that are embedded and are hard to be recognized by the first sight. More precisely the selected TV series Homeland met all the requirements to fulfill the target. The straightforward analysis of
each episode of every season reveals the existence of secret messages that truly hurt Muslims and condemn Islam of any terrorist actions. More than that the hidden messages were divided into categories to these findings indicate that media does not follow a precise pattern in their portrayal, it is more elusive than it sounds and that it is not about entertaining but rather it is about long term goals.
End Notes

(1) **Burkaa**: A dress or kind of veil with eye-holes to it, covering the whole body from head to foot (“Burkaa” *A Dictionary Hindustani and English*) 26 Apr. 2016.

(2) **kamiss**: refers to a long tunic or gown in many cultures, the word is of Arabic origin. (“Kamiss” *Middle East: History of Islamic Dress*) 26 Apr. 2016.

(3) **Ammama**: a wool turban, can be tied on the head. (“Ammama” *Middle East: History of Islamic Dress*) 26 Apr. 2016.

(4) **Duaa**: Literary meaning invocation is an act of supplication. The term is derived from an Arabic origin meaning “to call out”, something Muslims regarded it as the core of worship. (“Dua” *My first Dua Book (good word)*) 26 Apr. 2016.

(5) **Daesh**: is an acronym. It stands for the Arabic name of the Islamic State: al-Dawla al-Islamiya fi al-Iraq wa al-Sham (“Daesh” *ISIS, Daesh, Wahabiti e Salafiti*) 26 Apr. 2016.
**General Conclusion**

Throughout the 21st century, the overall picture presented on Islam and Muslims in the American media have drastically changed, it is hideous, racist, extremist, and mainly Islamophobic. It can genuinely now be stated that the American media intend to cover Islam and Muslims in an extremely undesirable context. More deeply, media staged it so perfectly that it used elusive subliminal messages that the viewer perceive without his awareness, which embeds anti Islam and anti Muslim sentiments that are used to rationalize islamophobia.

The drastic change surfaced in the confirmation of this new phenomenon known as Islamophobia. It surpassed being just being a verbal or physical attacks, it became a fixed ideology that America rationalized in reliance on a set of arguments, which can be summarized in the following statements. Islam is believed to be a rootless religion thus they appeal its existence by refuting its basics. They concluded that Sharia is inimical to any principle, which urges respect for human rights. They even believed that Islam is not compatible with democracy because Islam does not accept its requirements. In addition to that, jihad is a call to kill, to torture, to punish which the Quran justify. Also Islam is the institute of terrorism and that its political system threatens the American one because it was introduced by a set of terrorist attacks.

From these motives, Americans were therefore forced to recognize Islam as an awful global cult. Thus, the Americans projected their anger in many forms, reflecting their hatred and their anti Islam sentiments. Such a manifestation stretched all Muslim’s aspects of life. Their civil rights are being violated publicly it accelerated records of hate crimes, abusing Muslim women, questioning their identity, political calls to ban their existence. Finally even media was a part where islamophobia was recognized, a coverage that is
completely abusive and negative. More than that, media was elusive enough to insert subliminal techniques that are sent below our conscious level which is a legitimate topic yet it was ratified skeptics eventually a set of experiments were convincing enough to legitimate its existence.

Media is one of the most attractive spot to trace the anti Muslim sentiments, it is an arena where every motive and every manifestation is being projected and screened. Since America launched a war on terror, an increase on the level of islamophobia was registered, and again all were projected in media, many researches were accomplished to reveal the defamation, because many programs and shows are bombarded with anti Muslim sentiments who all agreed on the negative depiction that both Islam and Muslims, for this concern a TV series entitled Homeland is been introduced in details, a series of five seasons, each with twelve episodes is been summarized as an insidiously islamophobic series, a story about a war on terror, its main characters are been analyzed and an overview about what critics said about the whole series to strengthen the choice, to show their disapproval of the show and to open a window of criticism.

Finally through an extensive scrutiny of the all the episodes, the subliminal messages that oppose Islam and Muslim and indicate anti Muslim sentiments are being detected, furthermore they are suctioned into themes: some believed to indicate the Arab world deserves to be a focus of war because the nature of life qualifies it. Some were aiming to transmit a stereotype, an image of their discrimination, suffer, and equality. Also, other types of messages are believed to enforce the deceptive Islam, the violent Islam, some have different interpretation but all aim to send different negative stimulus about Islam, in addition to that hints were embedded to devalue and question mosques while another genre contains serious subliminal messages inserted in obtained after pausing scenes, more than that some where used to draw serious ties that link Islam with terrorism,
few tends to show the cruelty of Muslims while few complete the story and justify any American attack to so not to lose confidence of their homeland policy.

The Integration of the elements of the research is evident in the clear correlation between the two chapters in which the theoretical part which explains islamophobia, its motives and manifestation is all reflected in the analytical part. In the sense that analyzing TV Series Homeland discloses the essence of the hypothesis which states that media include subliminal messages which embeds hidden stimulus opposing Islam and Muslims which all claim that the reason of the retardation of Muslim and Arab world is Islam as a religion, because it heartens fanaticism and terrorism and that Muslims must be hybridized. Such messages are deceiving in their influence because they target the unconscious part of the mind and tend to implement serious ideas to change people’s opinions and tendencies, in order to guarantee both short tang long term goals as an illustration; justifying wars and legalizing their stand towards Islam and Muslims. Therefore the public perception is leaned towards the inserted messages and adopts them blindly and unconsciously.

The process of conducting this research faced many obstacles, Firstly, subliminal messages opposing Islam were never a subject of focus or study. And the most challenging aspect is maintaining objectivity throughout the research. The research tried as much possible to restrain any partial views from influencing the research outcomes and conclusion.

In essence, this dissertation will help to develop a critical thinking about Islamophobia in general. It will also to shed some light to the subliminal messages opposing Islam and Muslims used in media. It will motivate the viewers to make quest
about the use of such new elusive way that insidiously embeds a war of minds and hearts.

Hopefully, this unpretentious work will contribute to the field of research.
Works Cited

I. Primary Sources:


II. Secondary Sources:

1. Books:


2. Articles:


3. Thesis:


4. Dictionaries:


5. Videos:

“Islamophobia and a Challenge to Bill Maher” Reality Asserts Itself. The Real News NetWork. TRNN.

List of Acronyms

**BND**: Federal Intelligence Service (German: Bundesnachrichtendienst).

**CIA**: Central Intelligence Agency.

**DC**: District of Columbia.

**DOI**: Dictionary of Islam.

**ESP**: Extrasensory perception.

**ECT**: Electroconvulsive therapy.

**EKIA**: Enemy Killed In Action.

**FBI**: Federal Bureau of Investigation.

**GOP**: Grand Old Party.

**ISIS**: the Islamic State of Iraq and Syria.

**OPEC**: Organization of the Petroleum Exporting.

**PBS**: Public Broadcasting Service.

**USA**: United States of America.

**USA PATRIOT**: Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism.