

# Islam, Islamophobia and Western World on Social Media

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## Abstract

The media is to shape the ideas and propose a specific version as reality. Media plays an important role in shaping audience views on any specific problem that arise around the world. Islam and Muslims have turned into the fundamental topics for discussions on social media networks in the West. Western media over all depicted a negative image of Muslims around the globe. In the past two decades after the advancement of science and information technology, the media is suspiciously playing a major role in provoking Islamophobia among the masses. This article discusses the conversations on social media networks about Islam, Islamic faith, Islamophobia, and Muslim's believes on Facebook in Western countries. The Study also analyzed that how West has shaped the image of Islam and portrayed Muslims through the social media tools. The study identified that Islam the religious of Muslims is named negatively by the West and generate Islamophobia around the globe. Muslims fanaticism, jihad, hijab, mosque, Muslim women dress, Muslim men beard, extremism and terrorism are the well highlighted posts on the social media themes on Facebook.

**Keywords:** Social Media, Islamophobia, Muslims, Facebook, Islam, Extremism.

## Introduction:

In recent years an illogical fear of Islam is commonly seen in Western countries known as Islamophobia, which prejudice, hatred stereotypes against Islam and Muslims resulting in biased discriminations and suppressing Muslims in West. The societies with old traditional style have been changed to modern and informative one with the expanded utilization of Internet based online sources. Social media usage is carrying much importance in terms of shaping and reshaping the public opinion. Social media and other online sources have created an ease for the masses to think about their rights as it have given a congruity with simple access to information and knowledge. Social media did not only change the pattern of thinking, but it also revolutionized the human behavior and attitudes of citizens which are becoming more participatory. However, in the contemporary world, social media has changed the way things happen. Moreover, the emergence of social media give rise to collective activities through the creation of collective will.

There are several articles published by researchers that show how these social media tools are used to spread anti-Islam contents to online audiences. It is important for the researchers who investigate on social media networks to identify the magnitude that how these tools are used to shape anti-Islamic views in society. According to Goran Larsson's study, there is not even a single study that has focused on the importance of social media networks in spreading Islamic ideas<sup>1</sup>. Journalists use a variety of online

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resources for research studies; gather required information, ideas and news articles, so we can say that the Internet plays a direct and / or indirect role and identify how Islam and Muslims are portrayed through social media. Through the analysis of Wiki Islam, Larsson finally determined that an expression of Islamophobia can easily be observed through the material published on Wiki Islam<sup>2</sup>. He estimated that the latest technology can be used to spread and counter Islamophobia in western world. Discovery Internet, Headline Magazine and Campus Watch and Islamic Watch are very active groups on the Internet against Islam. After observing these web pages, it can be concluded that they have successfully changed views and opinion about Islam and Muslims<sup>3</sup>. Studies on Islam and the Internet can be found in various dimensions, such as Muslim's activities in social media, the formation of Islamic knowledge through the online sources, the discussion on the modern Islamic issues on the Internet with Muslim communities, online cyber lawmakers, online translators authorities, online legislation using the Internet for Muslim community, Muslims discussion regarding hijab and / or jihadist groups use the Internet, many Muslim organizations use the Internet to spread terrorism. But in very few studies, the false claims and misunderstanding of Islam on the Internet were investigated. In a study on Islamophobia on Twitter stated that "Online Islamophobia should be given the same importance as important Islamophobia in the street is"<sup>4</sup>.

Facebook is currently the largest application of social media networks. According to the statistics, Facebook had 2.8 billion active users till November 2018<sup>5</sup>. Despite the fact that there has been a lot of research work on Facebook with respect to tourism, education, advertising, politics and marketing etc. However, very few researchers have given attention to the negative material / contents about Islam and Muslims. The Internet Hate Prevention Institute (OPHI), in its in-depth report entitled "Islamic Phobia on the Internet: Growing Internet Hatred for Muslims," claims that there are many anti-Muslims pages and properly organized on Twitter and Facebook, the most popular social media tools<sup>6</sup>. In this study, researchers examined the negative campaign of Facebook about Islam and Muslims.

### What is Islamophobia?

Many researchers think that the term 'Islamophobia' is relatively new as there is almost no reference exists before 1990s.<sup>7</sup> Historically the term was first used by a French author in his book by Alam Quellien.<sup>8</sup> Later on, this word was used in 1985 by Edward Said when he argued a close relation between the terms anti-Semitism and Islamophobia. Islamophobia is defined by some others as; "to exclude Muslims from social and political

<sup>1</sup> Larsson, Göran. "Cyber-Islamophobia? The case of WikiIslam." *Contemporary Islam* 1, no. 1 (2007): 53-67.

<sup>2</sup> Larsson, Göran. "Cyber-Islamophobia? The case of WikiIslam." *Contemporary Islam* 1, no. 1 (2007): 53-67.

<sup>3</sup> Salaita, Steven. "Curricular activism and academic freedom: representations of Arabs and Muslims in print and internet media." *Arab Studies Quarterly* (2008): 1-14.

<sup>4</sup> Awan, Imran. "Islamophobia and Twitter: A typology of online hate against Muslims on social media." *Policy & Internet* 6, no. 2 (2014): 133-150.

<sup>5</sup> Larsson, Göran. *Muslims and the new media: Historical and contemporary debates*. Routledge, 2016.

<sup>6</sup> Bail, Christopher A. *Terrified: How anti-Muslim fringe organizations became mainstream*. Princeton University Press, 2014.

<sup>7</sup> Allen, C. *Islamophobia*. Surrey (U.K.); Burlington (U.S.A.): Ashgate Publishing Limited. (2010).

<sup>8</sup> CONWAY, G. *Islamophobia: a challenge for us all; Report of the Runnymede Trust Commission on British Muslims and Islamophobia*. (London: Runnymede Trust 1997).

affairs”<sup>9</sup>, or it may be said that it is a discrimination or prejudice against the Muslims.<sup>10</sup> However, some researchers mentioned that the term Islamophobia suggest to restrain Muslim from social and political activities. Islamophobia further increased after 9/11 and it has been related to terrorism and Muslims due to incident of 9/11 Muslims of various countries have faced various restrictions on their activities. In the past two decades after the advancement of science and technology media is playing a major role in provoking Islamophobia. It has further incited the stereotype against Islamic faith and Muslim believes.<sup>11</sup> It is important to highlight the manner in which Islamophobia manifests in various forms of media especially social media. As per findings of previous studies, the Islamophobic narratives and manifestations in the media can be summarized into three subjects: to represent Muslims as a danger for the Western civilization, to show Muslims as a threat to social ethics and they may also create threat to the religious and cultural differences between Non-Muslims and Muslims that result in radical and communal pressures.<sup>12</sup> Besides, there is noteworthy proof which shows that the media portrays Muslims in a negative way. In another research article, it is reasoned that Muslims are to a great extent misunderstood and misrepresented and are a significant threat to the West.<sup>13</sup> In a similar study it is also concluded that Muslim are framed negatively, while Islam is characterized as a violent and intolerant religion. Ironically, the aforementioned perceptions portrayed by the media are built from certain closed views and features of Islamophobia.<sup>14</sup> Likewise, the researchers state that alongside the Islamophobic depictions in the media, the representatives of political parties also need to be blamed for encouraging Islamophobia in their addresses. The social media tools like Facebook, Instagram, Twitter and Orkut are almost same in their aggressive campaign regarding Islamophobia.<sup>15</sup> Recently, a new rule has been introduced by Facebook to reduce hate speech and similar content on Facebook pages<sup>16</sup>.

### **Western Media and Islam:**

Islam and Muslims have turned into the most important topics for discussion in the Western media. Western media over all depicted a very negative picture of Muslims around the globe, presenting Muslims involvement in various terrorist activities, for example, suicide bombings, hijackings, target killings, mass shootings and promoting of Jihadi culture. This argument is encouraged step by step that Islam is maybe the most misjudged religion in the world today and to be sure from the beginning of the world. It's miscomprehended by non-Muslims, yet in addition wrongly comprehended by Muslims

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<sup>9</sup> Fekete, L. *A Suitable Enemy: Racism, Migration and Islamophobia in Europe*. (London: Pluto Press, 2009).

<sup>10</sup> Esposito, J. and Kalin, I. *Islamophobia*. (Oxford: Oxford University Press, 2011).

<sup>11</sup> Knott, K., Poole, E. and Taira, T. *Media Portrayals of Religion and the Secular Sacred*. (Surrey: Ashgate Publishing Limited 2013).

<sup>12</sup> Morgan, G. and Poynting, S. *Global Islamophobia: Muslims and Moral Panic in the West (Global Connections)*. Surrey: Ashgate Publishing Group, 2012).

<sup>13</sup> Poole, E. *Reporting Islam*. London: I.B. Tauris, 2009).

<sup>14</sup> Ahmed, S. and Matthes, J. Media representation of Muslims and Islam from 2000 to 2015: A meta-analysis. *International Communication Gazette*, 79 (3), (2016), 219-244.

<sup>15</sup> Ansari, H. and Ansari, H. *Islamophobia rises in British society* (2018). [online] Aljazeera.com. Available at: <https://www.aljazeera.com/indepth/opinion/2013/07/201374135331488994.html>

<sup>16</sup> Zhao, Shanyang, Sherri Grasmuck, and Jason Martin. "Identity construction on Facebook: Digital empowerment in anchored relationships." *Computers in human behavior* 24, No. 5 (2008): 1816-1836.

themselves.<sup>17</sup> Edward said that a similar discrimination and thoughts managing about Islam and Muslims were uncovered in the West. The sole reason for this media drive is to harm Islam by presentation of fear and hostility<sup>18</sup>. In this manner, the global media has practiced four methodologies to show the image of Islam and Muslims. First of all they misrepresent the Islamic teachings to the world. Secondly, they show the Muslims as radical Muslim gatherings with Islam. Third, they depict the Islam as a social threat to the Western culture. Fourth, their explanation behind violence is contrary to Muslims and hostilities are not clear. In light of these perspectives, the West has shown Islam a religion enriched with negative powers and encourages violence and harassment.<sup>19</sup> The Western and American media is projecting image of Islam and Muslims in preferential and one-sided in all forms of media especially in social media where there is no concept of gatekeeping. The popular culture made by Hollywood sticks to the generalizations of specific stereotypes about Muslims in the West.

The researchers who examined Islam and Muslims for more than 50 years have clearly demonstrated that the Western as well as American media depict Islam as a religion of terrorism, indicated Muslims as backwardness and disrespect and show Islam as a religion of fanaticism & extremism. The contemporary issues made fundamentalist Islam as a political power which is equally noticeable factor.<sup>20</sup> Another study investigates that the restrictions and limitations of Western media regarding reporting of clashes with Muslims in the media and at the same time global media violence without a comprehending the understandings of their way of life and history.<sup>21</sup> In similar circumstances, Muslims on American TV programs particularly in dramas / documentaries are not show as peaceful citizens; Muslims are depicted and featured as dangerous migrants with unique religion of Islam who are outsiders and malice. Islamic religion and Muslims are represented in American as well as in Western media apparently as an image of inhumanity, violence, aggression and hostility in the general public. There are also few other different approaches adopted by West to give a genuine views of the negative portrayal of Muslim.<sup>22</sup> In many electronic media TV shows, plays, Hollywood movies and historical documentaries the introduction of Arabs, Muslims and religion of Islam are depicted as vile victims of despise violations and terrorists. If they present Muslims as "terrorists" in dramas then the perception of representation of Muslims image is considered as "positive" to balance the negative portrayal. In American TV channels and also in Western countries media, Muslims are frequently targeted in wrongdoings, bias, and criminals<sup>23</sup>. With respect to portrayal of Muslims in the media, another research considered this as a "disentangled, extensive portrayal" of religion of Islam. The main reason behind positive representation with negative portrayal of

<sup>17</sup> Morey, P. and Yaqin, A. *Framing Muslims*. (Massachusetts: Harvard University Press, 2011).

<sup>18</sup> Said, Edward W. *Covering Islam: How the media and the experts determine how we see the rest of the world (Fully revised edition)*. Random House, 2008.

<sup>19</sup> Moosavi, Leon. "Orientalism at home: Islamophobia in the representations of Islam and Muslims by the New Labour Government." *Ethnicities* 15, no. 5 (2015): 652-674.

<sup>20</sup> Richardson, J. *(Mis)representing Islam: The racism and rhetoric of British broadsheet newspapers*. Amsterdam: John Benjamins Publishing Company (2004).

<sup>21</sup> Karim, Karim H., and Mike Gasher. "Islamic peril: media and global violence." *Canadian Journal of Communication* 27, no. 1 (2002): 99.

<sup>22</sup> Petley, J. and Richardson, R. (eds) *Pointing the Finger: Islam and Muslims in the British media*, Oxford: One World Publications, (2011) pp. 201-20.

<sup>23</sup> Akram, Susan M. "The aftermath of September 11, 2001: The targeting of Arabs and Muslims in America." *Arab Studies Quarterly* (2002): 61-118.

Muslims image is basically to balance the reporting to discover a harmony between a negative articulation and a positive articulation. Executive directors, writers and TV drama producers utilize these methodologies in a manner to make the spectators feel like "adversaries" between the religions. The positive image represented on media again got damaged, when the media starts demonstrations to explain the Muslim's maltreatment and discriminated perceptions. High media reliance has changed the spectator's understanding about illustrative threats, the researchers analyzed that the media has strong impact on changing the impression of Muslims among the masses and identified that the individuals who depend vigorously on the media are more affected and feel danger from Muslims. More media-reliant individuals have more instances of engagement with ethnic clashes.<sup>24</sup> This process has been the main principle theme of media portrayal of Islam and Muslims to the driving social representatives in Western world. Many terms used on media platforms have strongly linked with Islam and Muslims for example fundamentalism, global terrorism, obsessive Islam, Islamic jihad, extremism, despotism and fascism. Muslims portrayals on media with labeling these words are developing Islamophobia around the globe.<sup>25</sup>

### **Social Media and Islam:**

Social media was introduced to provide virtual space of communication, political discussion and freedom of expression.<sup>26</sup> The media settings are becoming more complex with a variety of sources, including newspaper, radio, television etc. Likewise, Facebook, YouTube, twitter and other social media avenues are broadening the part of the public sphere. Social media has evolved into a new form of media that can help its users to participate by uploading / downloading, sharing photographs or videos, tagging and enjoying messages, content and liking posts etc. In other words, we can say that social media is personal media and every member itself is an editor or reporter in this self-media. The Internet has changed the nature of communication. Despite other forms of media, there are no concepts of gatekeeping in social media networks. Social media has become the most scorching topic of discussion all over the world due to its effectiveness. Social media is also playing its role as information warfare tool and fifth generation warfare. It also creates awareness among the users about social, political, economic and religious issues. The unauthentic contents and unreliable information available on social media networks causes some new problems in society because of the falsity of its information. Various organizations, individuals and social media activists use this popular social media source of Facebook to spread anti-Islam sentiments among Internet users and Citizens globally. Since 1990, with the development of communication technology, the studies of Islam and Muslims have established promptly on the Internet. Therefore, the study of Muslims in the media is not new and is not limited to print and electronic media only, but it's also focused on new social and digital media networks. The spread of hatred campaigns against Islam and Muslims through social media networks has become a major factor undermining social peace and harmony. The anti-Islam activities became more attractive after 9/11. The world start linking terrorism with Islam and Muslims, they demonstrated their reaction to Islam and Muslims not only through the print and electronic media but more effectively through the online social

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<sup>24</sup> Ansari, H. and Ansari, H. *Islamophobia rises in British society* (2018). [online] Aljazeera.com. Available at: <https://www.aljazeera.com/indepth/opinion/2013/07/201374135331488994.html>

<sup>25</sup> Kallis, A. *Islamophobia in the UK: National Report*, in: Enes Bayraklı & Farid Hafez, European Islamophobia Report 2017, Istanbul, SETA, 2018.

<sup>26</sup> McLeod, J. M. Media and civic socialization. *Journal of Adolescent Health*, 27, (2000), 45-51.

media networks turning their motives to general public. The reports of social media networks as well as web portals reflect the development of Islamophobia and consider Islam as a global danger for Western culture.

### **Research Method:**

In this study the anti-Islamic English language Facebook pages were selected for analysis not only from one state but from numerous Western countries. The majority of the pages selected are managed from Germany, Denmark, France and a few other European countries. A lot of material against Islam is uploaded on social media applications in other European countries. To study accessible materials and assess the interesting issues on Facebook regarding coverage of Islam, Islamophobia in the Western world on Social Media, miscellaneous pages were selected for study and a standard was developed to choose these pages through an insignificant rundown of Facebook pages that are exceptionally respected, extremely dynamic, well known and bought in large number of followers and viewers. Many associations, academic centers and people from all walks of life follow these pages and also react to the posts related to Islam, Islamophobia and Muslims. The researcher collected posts that consisted of anti-Islam and anti-Muslim themes and negatively portrayed Islam. In this study, sampling method was adopted to select 50 Facebook pages, 6 most liked posts including photographs have been selected from these 50 Facebook pages and total of 300 posts from are selected for analysis. The time period selected for this study is from 1<sup>st</sup> August 2018 to 1<sup>st</sup> August 2019, the purpose of selection of this time period is that the newly elected Prime Minister of Pakistan Imran Khan has started image building of Muslims and Islam globally and on every forum he talked about Islamophobia. The researchers divided the selected materials into different categories so that the available material can be clearly understood. Researchers have developed these categories to explain and interpret the available data and classifying them into specific categories. The researchers have used the contents of the Facebook posts, whether in writing or in the form of pictures. These categories are as Islam and Islamic faith pose a threat to peace and harmony, Islam pose a threat to human wellbeing and global cultures, Islam pose a threat to western lifestyle and civilizations, Islam pose a threat to peace and global religious harmony.

### **Findings:**

Due to ignorance, prejudice of the media the West has many misunderstandings and stereotypes about Islam and Muslims and developed Islamophobia among the masses however, in past few decades Islam has grew very rapidly in America and all European countries and the same situation continues presently as well. After examining these pages it is identified that Muslims are seen as a threat to the Western culture, religion, identity, economy, security and public safety. The hatred material on Facebook is not only an attack on the Muslim community but also an attack on Islam as a whole.

### **Islam and Islamic Faith Pose a Threat to Peace and Harmony:**

The study found 82 posts on this issue from the selected pages. The majority of these posts emphasize that the Muslims are the invasion of jihadist forces around the world and undermine peace and stability; these posts have not portray Muslims as a peace lovers. The new concept of Radical Islam can also be seen everywhere on the social media. In many posts on Facebook, Muslim women have been highlighted as supporters of terrorism and advocates of jihadist activity. The Muslim women dress has also been linked with terrorism due to this the Muslim women in a cloak are facing security problems in West and many countries have banned Muslim women to wear cloak.

Certain posts depict Muslims men and women both as “Islamic jihadists”. In few picture posts, Islam is mentioned as religious of terrorism, fascism, anti-Semitism, extremism and feudalism, in these posts Muslims are also considered as barbaric, vicious, cruel, ruthless, cruel and inhuman. Muslims have no empathy for people; they become like killing machines. In all such posts and pictures Muslims have been shown to kill the people like animals, cut their throats, play with the heads of those killed, shoot girls and rape little girls etc. All these posts on Facebook show that Muslims pose the greatest threat and are enemies of mankind who do not have feelings for people.

#### **Islam Poses a Threat to Human Wellbeing and Global Culture:**

In this category the researcher found 74 posts indicating that Islam and Muslims are dangerous and comparable to extremism, illegality and terrorism. Global insecurity has become a huge threat in the form of terrorist’s activities, suicide bombing, kidnapping, hijacking, attacks on mosques / schools and killing of the innocent people. These posts cover various statements about Muslims and terrorist activities which occur globally and linking Islam with these incidents. Different words were chosen for Muslims, such as bombers, young crowds, snipers, hijackers, killers and hater of humanity etc. The widely used terms for Muslims in many posts are Islamic militants, extremists and terrorists. Majority of these posts and pictures have highlighted that Muslims are destroying global culture. In few posts the western participants show that Muslims oppose girl’s education, they do not want to educate women and they mainly attack or abduct and rape young girls. It is also written in a photograph of a burned man that Muslims spread Islamic laws through bombs and killings. In short, these posts on Facebook show that all criminals are Muslims and religion of Islam permits all inhuman acts to do.

#### **Islam Poses a Threat to Western Lifestyle and Civilizations:**

In this study, the researcher found 63 posts related to the topic which shows that Muslims are a threat to the Civilization and life style of the people of Western countries. The way of life of Western people are very different from the way of life of Muslims and Islamic culture. There is a huge difference between Islamic way of living and Western lifestyles. The prominent words regarding religion of Muslims were found in these posts are like forced marriages, marriage with little girls, early marriages, freedom of Muslim women in Muslim society, ridicule of women in public, Muslim women jobs, women shaking hands with men, abandonment and authority of men supremacy and the status of women in Muslim society. People have gained a sense of humor in the practice of Islamic law for women and many other negatively images appeared in the Facebook pages about Muslims lifestyle. The main share in these posts are associated with this topic based on animals Hilal slaughtering by Muslims, the West on social media refer it as Hilal killings. Muslims slaughter animals in routine for eating purpose and especially on religious festival of Eid ul Azah every year. The Western countries as well as India showed on social media that Muslims kill animals brutally. Products named after Hilal products/foods are also a big problem for Western people. Muslim traditions, customs and lifestyle are very different from Western civilization. Many stereotypes arose on these Facebook posts such as Islam is not suitable for Western culture, an increase in the number of Muslims is depicted as an increasing number of Muslim gangs, Sharia is a culture of death, Laws of Islamic countries are full of cruel punishments and Islam is shown as religious of intolerance and violence.

**Islam Poses a Threat to Peace and Global Religious Harmony:**

In this study a total of 81 posts were found on this topic. All types of malicious activity of terrorists all over the world are considered as a practical form of Islamic teaching. Islam is becoming the largest dominating and progressive religion globally in its full swing and the Western world considered this a constant threat. Islam is the religion of peace; Islamic faith is different from the Western thoughts. In this research few posts highlighted that the ideas taken from the Quran cannot be soft and humble for other religions. In most cases Islamic institutions are not welcomed and often criticized in the Europe. The schools, colleges and other institutions that promote Muslims doctrines of religious freedom for Islam are not accepted in the West. One of the selected Facebook page mentions that Islam is not religious or ideology however Islam is kind of worship that often destroys freedom of other religions. The posts indicated that Islam is the cause of religious conflict and threat to global religious harmony. This is the greatest threat to other religions because Muslims do not tolerate them and kill their followers in the concept of unbelievers. Believers of other religions are unsafe in the Muslim community. Islam is the only religion closely associated with war especially with every religion that exists. Muslims killed non-religious people as a religious responsibility. There are many stereotypes in these posts that Islam does not tolerate other religions and Muslims forces the Christians community to accept Islam otherwise face the consequences. The Western media has also focused these incidents in the news headlines that Muslim attacked on Churches or killed Christian communities.

**Discussion and Conclusion:**

Islam and Muslims have become the main topics for discussion in the Western media. Western media over all portrayed a very negative image of Islam and Muslims around the world highlighting Muslims involvement in terrorism and extremist's activities such as suicide bombings, hijackings, target killings, mass shootings, terrorist attacks and promotion of Jihadi video clips against the West etc. The image of Islam and Muslims has been highlighted from different angles in the western media by linking Muslims with terrorism which is main cause of developing Islamophobia in the West. This argument is reinforced day by day that Islam is perhaps the most misunderstood religion in the world today and indeed throughout history. It's not only misunderstood by non-Muslims, but also wrongly understood by Muslims themselves. The perception and



notion dealing with Islam and Muslims was also revealed in the West. The sole purpose of this media campaign is to damage the image of Islam through imposition and aggression. Based on the views of Facebook posts, Islam is endowed with negative forces and leads to violence and harassment. The role of Western and American media in demonstrating image of Muslims is prejudiced and biased in print, electronic as well as on social media networks. The pop culture created in Hollywood adheres to the stereotypes of Muslims as well as the scenes in the famous film "True Lies" in which there is a scene where 80 terrorists were killed and they turned out to be Arabs Muslims. The coverage indicates that the Western as well as American media portray Islam as a religion of terrorism, shown Muslims as backwardness and hatred, viewed Islam as a religion of extremism and terrorism. Not only the social media network tools but also well-known newspapers, magazines and TV channels represented Muslims and religion of Islam in the same way. The shade of these pages is extremely critical and negative. The utilization of specific negative words for Muslims and the Holy Quran were framed unforgiving and sickening tones to portray negative impressions of Islam and spreading of Islamophobia. Anti-Islamic pages, pictures and general connections of Muslims with terrorism and extremism are the most widely recognized posts on Facebook. The study concludes that in Western social media networks especially material on Facebook pages portrayed that the religion of Islam is extremely strict and involved in terrorism and extremism. Many terms such as religious extremism, fundamentalism, global terrorism, Islamization, Jihadism and Islamic dictatorship are utilized to depict Islam and Muslims in the Western social media networks, which are promoting Islamophobia. Insecurity, fear and hostility prevail in the participant's mind on social media networks. At the same time, it is necessary to study some alternatives in order to change the negative representation of Islam and Muslims in the media of West and necessary strategies should be adopted to respond to the negative projection of Islam and Islamophobia, so the results of such representation against the Islam and Muslims will also increase interpersonal, intergroup and inter religion relations and this threat is also harmful for Muslims around the world. The coverage of illogical and unknown fear of Islam in Western media has become a potential reason of Islamophobia and developed Islamophobic prejudice. After going through different research papers on Islamophobia, it is clearly identified that the feeling on fear from Islam, uncertainty from the spreading of Islam in West strongly prevails in the minds of the people of West. In the meantime, it

is important for Muslim world to explore few substitute options so as to change the negative portrayal of Islam and Muslims in the western media. Recently, one major breakthrough in this regards to counter Islamophobia in West has highlighted by Pakistan Prime Minister Imran Khan in United Nations General Assembly in his speech. Pakistan, Turkey and Malaysian premiers have agreed to launch a TV channel like BBC in English language and to be aired in European countries to counter Islamophobia by highlighting Islamic teachings of Holy Prophet (PBUH).