

Representation of Muslims in Indian Cinema and its Impact on the Islamic Sentiments of Pakistani Youth: A Case of UMT Students

Abstract: *The aim of the research was to investigate the impact of Bollywood movies on the Islamic Sentiments of Pakistani youth. A rise has been observed in Bollywood movies showing historical bias and errors when it comes to portraying Muslim historical figures. The objective we needed to achieve was to see whether these movies had a positive or negative impact on the Islamic sentiments of Pakistani Youth. A quantitative method was employed, and a survey was conducted, using convenience sampling. A questionnaire was formulated and then 100 questionnaires were distributed among UMT students, 50 being male and 50 being female. Convenience sampling was employed. Framing and agenda-setting theories were employed. The findings suggest that Bollywood movies portray Muslim characters in a negative light and role, and through this, they have hurt the Islamic sentiments of youth. The study also suggested that Muslim historical figures were falsely portrayed which indeed hurt the Islamic sentiments of Pakistani Youth.*

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Key Words: Muslims, Indian Cinema, Islamic Sentiment, Pakistani Youth, UMT, Bollywood Movies

Introduction

A research was conducted in order to get a better understanding of the representation of Muslim characters in Bollywood movies to analyze the concealed signals and messages inside Bollywood movies, and to see the religious conflict as well. The bias of Indian media, which portrays and plays Muslim and Pakistani characters as terrorists and people with bad intentions, has been sufficiently explained by researchers. It has been investigated and argued that using

stereotypes in Bollywood films sends a message to its audience that keeps stoking the fires of already-existing conflicts. The number and quantity of movies in which Muslims are portrayed as negative, brutal and rouge are greater than the number of movies in which Muslims are portrayed as people with positive intent and state of mind (Ali, Chaudhry, Aslam & Faridi, 2012).

In general, movies set trends and influence how people think and feel. Civilizations are affected

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significantly by it. A concept can be transferred from one society to another if it is compelling enough to win out in that society. The Indian film industry began to portray and exhibit Muslims as extremists after the 9/11 attacks by using this incident to its advantage. From there, an increase was seen in the Bollywood industry that had portrayed Muslims as suspicious-looking people with a negative mindset. The Indian cinema industry added fuel to the fire by producing movies about Muslims, which displayed them as terrorists (Khan & Bokhari, 2011).

It was suggested that Indian nationalism and culture were overly depicted as Hindu nationalism and culture and that this majoritarian construction required the minority "Other" to support this idea of nationalism and culture. Bollywood has developed into a significant tool for promoting nationalism. One of Hindu chauvinism's most divisive topics in the modern period is love jihad. Muslims have often been characterized as "Others" in Bollywood by making them seem enigmatic. Bollywood filmmakers have been charged with promoting love jihad through their works, citing Jodha Akbar and Bajrangi Bhaijaan as examples (Khatun, 2018).

Overall, a 46% high level of Hindutva was found in Hindi movies. Bollywood has become a mouthpiece of the BJP and RSS. Padmaavat, Bajirao Mastani and Tanhaji were based on misrepresentation, alteration and false portrayal of history (Ansari & Shafiq, 2020).

The study examines how often and how frequently Bollywood depicts and displays the Islamic sign with a negative image; Muslims are shown as being suspicious, doubting, and sceptical people as well as extremists and terrorists. Bollywood portrays and characterizes Muslims as feudal landlords, villains, and criminals while using cultural icons like "beard" and "cap" to show and portray Muslim characters, resulting in a stereotypical image of Muslims. (Ahmad, 2014).

When it comes to the viewership of Bollywood, it is quite popular in the sub-continent and has an almost equal ratio of viewership from Pakistan. It was understood from the analysis that the number of movies depicting Muslims as barbaric and scoundrel-like

is greater in comparison to the number of movies depicting Muslims in a positive light and frame of mind (Bhat, 2019).

Statement of the Problem

Cinema is an influential medium in cultivating ideas and generating thoughts. Bollywood particularly has vast viewership and a huge number of followers. This research study focuses on getting hands-on information from Pakistani youth regarding how they feel about Muslim characters being portrayed in Bollywood movies.

Purpose of the Study

The purpose of this study is to determine and examine whether the Islamic sentiments of Pakistani youth are influenced positively or negatively by the portrayal of Muslim Characters in Bollywood Movies. After 9/11 and the war on terror led by the USA, a large number of movies were seen in which Muslims were displayed as the terrorists or as the 'Others'. Research objective

- To evaluate the impact of the portrayal of Muslim Characters in Bollywood movies on the Islamic sentiments of youth.
- To analyze whether or not it has any implications.
- To examine the portrayal of Historical Muslim characters in Bollywood Movies.

Research Questions

- To what extent Muslim characters are portrayed as "Bad guys" in Bollywood movies?
- How the Islamic sentiments of Pakistani youth are influenced by the portrayal of Muslim characters in Bollywood movies?
- To what extent Muslim historical figures are portrayed correctly in Bollywood movies?

Hypothesis

H1: Muslims are falsely portrayed in Bollywood Movies

H2: Bollywood Movies have a negative impact on Islamic sentiments

- H3:** Muslims are portrayed as terrorists in Bollywood movies
- H4:** Muslims are portrayed as uncultured beings in Bollywood movies

Literature Review

Media is a prominent social, cultural and communal agent having the potential to influence society's perceptions and views. The study examined and discovered how in Victoria the print media depicted and represented Muslims and Islam in the news and its news stories from 11 September 2001 until 31 December 2004. This study focused on and examined to what extent negative images of Islam were reproduced in the pages of the Age and the Herald Sun newspapers. The aim was to understand the ways that the media played a role in influencing opinions and perceptions on Islam and Muslims in the broader community and how they do in response to specific events or incidents at home or away. A database of 451 news content was selected and finalized out of 1200 when searched. Both Qualitative and Quantitative analysis was implemented as the methodology. It was indicated that the newspapers were not Islamophobic but the depiction of Muslims and Islam was not problem free. It was concluded that there exists a high degree of unawareness among the Australian public towards Islam and Muslims (Akbarzadeh & Smith, 2005).

After 9/11, Islam became heavily politicized, and Islamophobia has since expanded, particularly in Hollywood and the news media. The construction of Islamophobia in three case studies has been seen and examined using theories like stereotyping, othering, orientalism, and a methodology based on film studies. Three Hollywood films—The Hurt Locker, American Sniper, and Zero Dark Thirty—are the subjects of the case study. It was established that the three films discriminated against Muslims and Arabs by using offensive language and faking various visual elements like shadows, highlights, and colour (Veldhausz, 2017).

The Study aims to find out the portrayal of Muslim images in a negative light through the source of media, the research tool applied is

critical discourse analysis to analyze two Hollywood movies and Fairclough's (1989) three-dimensional models are applied to those dialogues to get a correct analyzed result. It was concluded that Hollywood films did misrepresent Muslim characters and tagged them as terrorists to show a negative portrayal through films (Aemen, 2018).

According to the study, it became quite obvious and evident after viewing a number of television programmes between 2001 and 2009 that authors have boosted the production of positive Arab and Muslim characters to show and show that they are sensitive when it comes to negative stereotyping. Sympathetic depictions of Arabs and Muslims on US television increased after 9/11 (Alsultany, 2013).

The portrayal of Muslims in Indian Films and especially in Hindi cinema has experienced a number of various shifts in response to the sociopolitical conditions of the era. This paper implemented textual and qualitative methodology by conducting unstructured in-depth interviews with producers and film critics. The Study explains that Popular Bollywood films have been dealing with the misperception of the Muslim 'other' in India by portraying Muslims in a stereotypical manner. Four major points dominate the exhibition scheme in Muslim political cinema: "the Muslim 'Other' as an enemy of the nation; an imaginary notion of monolithic 'Hindu-ized nation'; Muslims as a source of terror and extremism within the country or state; a conflation of Muslim-terrorist-Pakistani" (Khatun, 2016).

The study's goal was to examine films from Bollywood that had subliminal signals about religious conflict. The study went on to explain Indians' prejudice by demonstrating how they depict Muslims and Pakistanis in their films as terrorists and people with a bad attitude. Purposive sampling was utilized in this study, which was based on a qualitative examination of well-known Bollywood films. The study came to the conclusion that there are more and more films portraying Muslims as brutal, negative, and rogue than there are portraying Muslims as having a positive intent and state of mind (Ali, Chaudhry, Aslam & Faridi, 2012).

Theoretical Framework

Framing Theory

Framing describes the process by which people acquire a certain conceptualization of an issue or alter their thoughts towards a conflict or an issue. The major idea and principle of framing theory are that a problem, conflict or issue can be seen from a variety of perspectives (Chong & Druckman, 2007).

The cinema offers much more than just amusement. Over the course of the 20th century, cinema literacy has risen to become the dominant force in cultural literacy. TV and movies, which manipulate the various spirals of the western imagination, have become a major factor in forming the preconceptions and opinions of the general public about their environment (Sardar & Davies, 2010).

Framing contains a source of communication presenting and defining a problem or an issue. One major influential way to shape public opinion is through framing events and issues in a very particular or specific way (Vreese, 2005).

Relevance to Study

The study under consideration is trying to identify in what frame Bollywood movies are representing Muslim characters. Framing theory with this research study is undeniable. Since the partition, Pakistan and India have fought many wars and battles. By reviewing the literature, it shows that in Bollywood, Hindutva ideology is prevailing and Muslims are being seen from a narrow lens. Bollywood's representation and depiction of the Muslim image have been carried out in a negative, disapproved and Judgmental manner that takes root from the strong basis of its stories in a Hindu majority setting (Kumar, 2013).

Methodology

There are two types of research methods:

- Quantitative method.
- Qualitative method

Researchers have chosen a quantitative survey method as part of their use of quantitative methodology to conduct research.

Survey Method

Data is gathered and collected in a standardized form. It happens frequently but it is not essential that it be done by means of questionnaires or interviews, surveys, or polls. It is designed to provide a picture that how things appear at a specific time (Kelley, Clark, & Brown, 2003).

A survey is not just a method to gather and collect specific and particular material or information, questionnaires are broadly used but other tools such as structured and in-depth interviews, observation and content analysis are also included in this method (Vaus, 2013).

Universe

All the students of UMT are included.

Population

Students of BS and MS

Sample

From the BSc and MA students at UMT, a sample of 100 questionnaires was drawn. In this study, the researcher created a questionnaire with structured questions that go from general to specific. The below strata show that 25 per cent of students are from Bachelors (Male) and 25 per cent belonging to Bachelors (Female) whereas 25 Percent of Students belong to Master (Male) and 25 per cent belonging to Masters (Female) which makes our sample set to a 100 through stratification.

Question

A structured questionnaire was formulated. It had 16 close-ended Questions that were asked from the students of UMT starting from general to specific. The Likert scale was employed.

Unit of Analysis

For analysis, the Google Forms method was used. Moreover, every respondent has been individually analyzed.

Data Analysis

The purpose and aim of the study are to find whether Bollywood Movies are having an impact

on the Islamic sentiments of Pakistani youth. To get the answers 100 questionnaires were distributed and filled out by students of UMT.

Here is the table that shows the number of students who attempted this questionnaire and the total number of respondents

Table 1. Demographics

Gender	Students
Male	50
Female	50
Total	100
Total	100

Above is the frequency and percentage of the student who attempted this question. The above table shows that 50 per cent of Male students, 50 per cent of Female students, and all those students are from different departments.

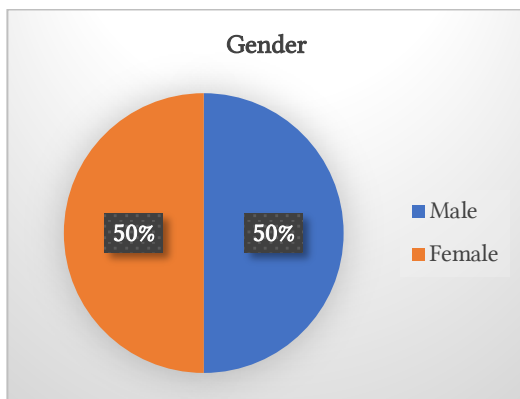


Figure: 1

Table 2. Demographics

Education	Students
Bachelors	50
Master	50

Above is the frequency and percentage of the respondents who attempted this question. The above table shows that 50 per cent of Students are from Bachelor's and 50 per cent are from Master's Degree programs and all those students are from different departments so; all those students have their different opinion about these statements, which are given below.

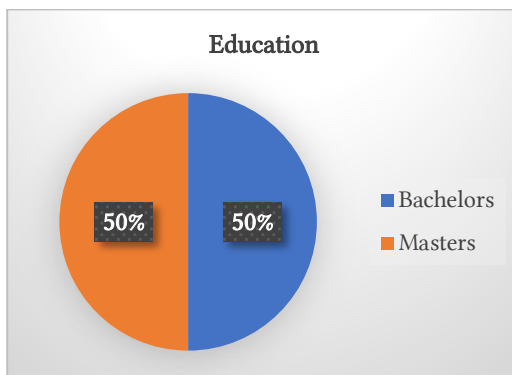


Figure 2

Statement 1

I think the Image of Muslims in Bollywood Movies is

Here is given the table of this question to explain the answer to this question in terms of frequency and per cent and then is given the graphs to elaborate more on the opinion of students about this statement.

Table 3.

Scale	F	%
Very Distorted	52	52
Distorted	30	30
Nor Distorted Neither	16	16
Accurate	2	2
Very Accurate	0	0
Total	100	100.0

From above table 5.3, it is clear that a majority of 52 per cent of respondents were of the opinion that the Image of Muslims in Bollywood Movies is indeed Very Distorted. Whereas at the same time also 30 per cent of the respondents were of the opinion that the image of Muslims was just distorted and 16 per cent of respondents were of no opinion. Whereas only an insignificant number of respondents, which happen to be at 2 per cent respondents that were of the opinion that the image of Muslims shown in Bollywood is accurate and none of the respondents went with Very Accurate. Hence Hypothesis, "H1: Muslims are falsely portrayed in Bollywood Movies" has been proven and accepted.

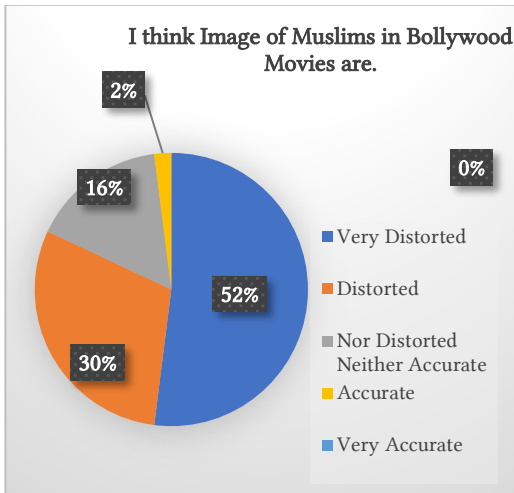


Figure 3

Statement 2

I Feel some Bollywood Movies are Creating Religious Segregation among Muslims and Hindus

Then comes the second statement; in this statement, the researcher tries to know the opinion of respondents regarding whether Bollywood movies are creating religious segregation among Muslims and Hindus.

Table 4.

Scale	Frequency	Percent
Strongly Disagree	10	10
Disagree	1	1
Neutral	14	14
Agree	47	47
Strongly Agree	28	28
Total	100	100.0

According to the above data, 47% of respondents agreed with the statement, "I feel some Bollywood movies are encouraging religious isolation among Muslims and Hindus," while only 28% of respondents strongly agreed with it. The remaining 14% of respondents were neutral. While 10% of the respondents strongly disagreed with the notion that some Indian films are fostering religious division between Muslims and Hindus, Additionally, 1% of respondents disagreed with this assertion.

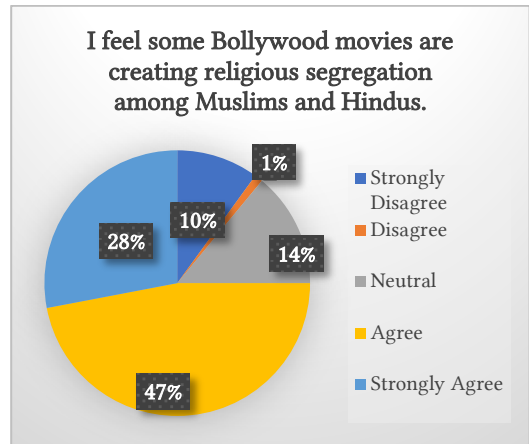


Figure 4

Statement 3

I think that Bollywood Movies are Presenting Muslims as

Then comes the third statement, in this statement also researcher tries to know the respondents' opinion regarding the presentation of Muslims in Bollywood movies.

Table 5.

Scale	Frequency	Percent
Terrorists	79	79
Anti-India	9	9
Neutral	9	9
Anti-Pakistan	2	2
Pro India	1	1
Total	100	100.0

The majority of the respondents of which were 79 per cent believed that Bollywood Movies presented Muslims as terrorists, whereas a few of them, around 9 per cent believed that Bollywood portrayed Muslims as Anti-India also another 9 per cent remained neutral about it. An insignificant number of respondents around 2 per cent believed Muslims were presented as Anti-Pakistan and 1 per cent were of the opinion that the portrayal of Muslims was Pro-India. Hence the hypothesis, "H3: Muslims are portrayed as terrorists in Bollywood movies" has been accepted.

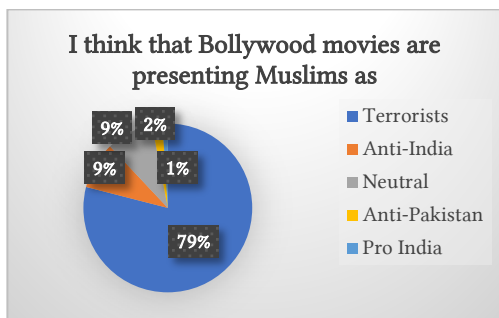


Figure 5

Statement 4

I think that Bollywood Movies are Presenting Muslim Omen as

Table 6.

Scale	Frequency	Percent
Very Oppressed	31	31
Oppressed	42	42
Nor Oppressed	17	17
Neither Liberated		
Liberated	8	8
Very Liberated	2	2
Total	100	100.0

It was observed that 42 per cent of the respondents were of the view that Bollywood movies indeed presented Muslim Women as Oppressed in Muslim Societies, whereas 31 per cent were of the opinion that Muslim Women are presented as very oppressed. While 17 Percent of the respondents remained neutral about their position on whether Muslim Women are presented as oppressed or not, an insignificant minority in which 8 per cent told that they were shown as liberated and 2 per cent as very liberated in Bollywood Movies.

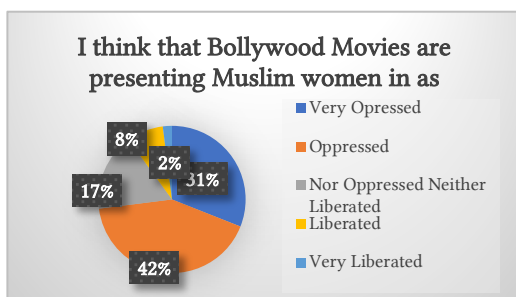


Figure 6

Statement 5

By Watching Bollywood Movies in which Muslims are Presented as Terrorists, I feel

Table 7.

Scale	Frequency	Percent
Very Offended	57	57
Offended	31	31
Neutral	7	7
Less Offended	4	4
Not at all Offended	1	1
Total	100	100.0

57 per cent of the entire sample believed that they felt very offended when Muslims were being portrayed as terrorists in Bollywood movies, and a significant minority which is of 31 per cent is of opinion that they felt offended by Bollywood presenting Muslims as terrorists. The insignificant minority of 7 per cent remained neutral, while 4 per cent did not get much offended and 1 per cent did not get offended at all. Hence the hypothesis, "H2: Bollywood Movies have a negative impact on Islamic sentiments" has been accepted and proved.

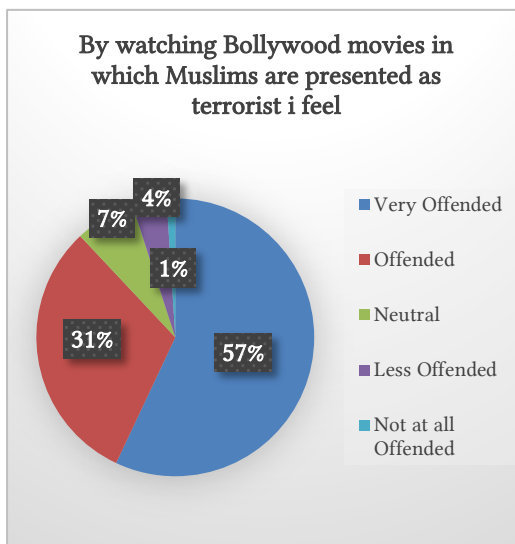


Figure 7

Statement 6

I think Kashmiri Muslims in Bollywood Movies are being Portrayed in a

Table 8.

Scale	Frequency	Percent
Very Negative Light	36	36
Negative Light	49	49
Neutral	13	13
Positive Light	1	1
Very Positive Light	1	1
Total	100	100.0

It was observed that 49 per cent of the respondents thought that Kashmiri Muslims are being portrayed in a negative light, while 36 per cent was of the opinion that they were portrayed in a very negative light. Whereas 13 per cent remained neutral, 1 per cent thought Kashmiris' portrayal in Bollywood movies was in a positive light and another 1 per cent thought that it was in a very positive light.

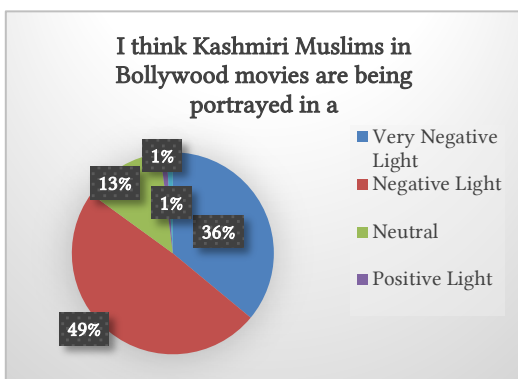


Figure 8

Statement 7

I Feel Historical Muslim Characters in Bollywood Movies are

Table 9.

Scale	Frequency	Percent
Falsely Portrayed	47	47
Somewhat False	41	41
Somewhat Accurate	12	12
Accurately Portrayed	0	0
Total	100	100.0

It was examined that 47 per cent of the respondents believed that historical Muslim characters in Bollywood are falsely portrayed, whereas 41 per cent of respondents are of the opinion that the portrayal was not completely but somewhat false. On the other hand, 12 per cent of respondents were of the opinion that the portrayal of historical Muslim Characters was somewhat accurate, and none of the respondents was of the opinion of accurate portrayal of historical Muslim characters.

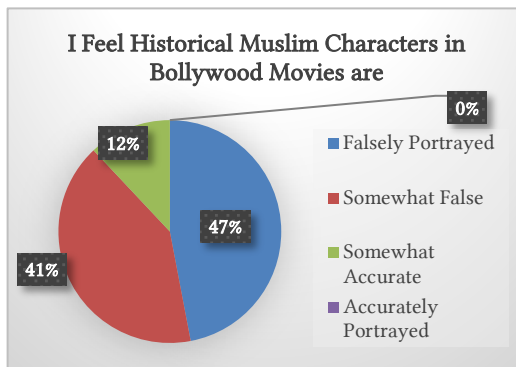


Figure 9

Statement 8

To What Extent do you feel that Muslims are presented as uncultured people in Bollywood Movies?

Table 10.

Scale	Frequency	Percent
Very Much	34	34
Much	29	29
Moderate	27	27
Less	7	7
Very Less	1	1
Total	100	100.0

It was observed that 34 per cent of the respondents thought to a very great extent that Muslims were presented as uncultured people; 29 per cent agreed to a much extent that Bollywood movies portrayed Muslims as uncultured people. While 27 per cent of respondents remained Moderate, 7 per cent felt to a less extent, the presentation of Muslims as uncultured and 1 per cent felt to a very less extent. Hence the

hypothesis, "H4: Muslims are portrayed as uncultured beings in Bollywood movies" has been proven and accepted.

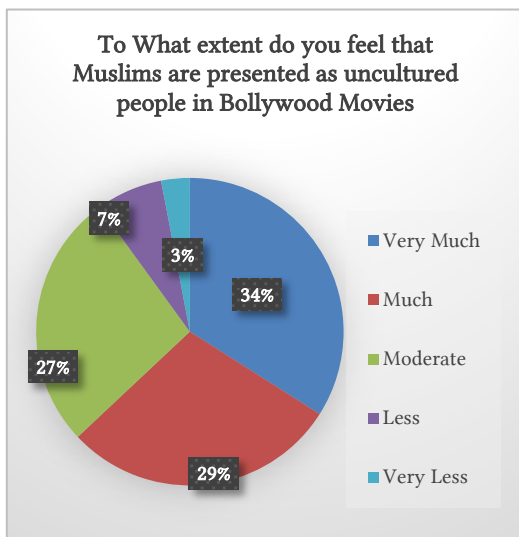


Figure 10

Statement 9

I think Kashmiri Muslims are represented in Bollywood Movies as

Table 11.

Scale	Frequency	Percent
Anti-India	31	31
Militants	18	18
Neutral	22	22
Anti-Pakistan	24	24
Pro-India	5	5
Total	100	100.0

The respondents remained divided and a diversity in opinion was observed, 31 respondents thought that Kashmiri Muslims were being represented and portrayed as Anti-India whereas, on the contrary, 24 per cent was of the opinion that Kashmiris' portrayal was Anti-Pakistan. While 22 per cent of the respondents remained neutral, 18 per cent were of the opinion that Bollywood Movies portrayed them as militants and few as much as five per cent thought the representation was Pro-India.

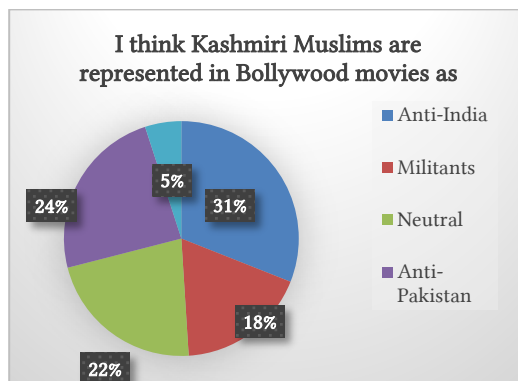


Figure 11

Statement 10

I think that Bollywood Movies Portray Pakistanis as

Table 12.

Scale	Frequency	Percent
Terrorist	64	64
Anti-India	21	21
Neutral	14	14
Friendly Neighbors	1	1
Peace Lovers	0	0
Total	100	100.0

It was examined that 64 per cent of the respondents believed that Pakistanis were portrayed as terrorists in Bollywood Movies, whereas 21 per cent was of the opinion that Pakistani portrayal was Anti-India. While 14 per cent remained neutral, only 1 per cent was of the opinion that Pakistanis were portrayed as friendly neighbours. None of the respondents was of the opinion that Pakistanis were portrayed as peace lovers.

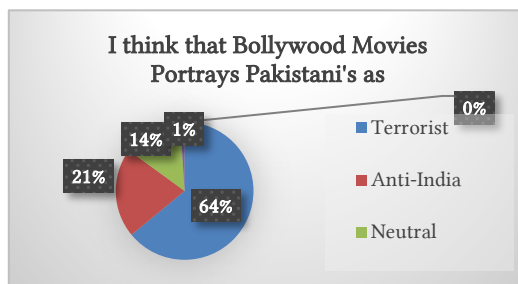


Figure 12

Statement 11

I Feel that Muslim Characters shown in Bollywood Movies have Some Kind of Connection with Pakistan

Table 13.

Scale	Frequency	Percent
Strongly Disagree	14	14
Disagree	21	21
Neutral	24	24
Agree	29	29
Strongly Agree	12	12
Total	100	100.0

Opinions remained divided and diversity was observed in which 29 per cent agreed that Muslim Characters shown in Bollywood had some kind of a connection with Pakistan and only 12 per cent strongly agreed with the statement. Whereas 24 per cent remained unbiased and neutral, 21 per cent disagreed with the statement and 14 per cent strongly disagreed with this.

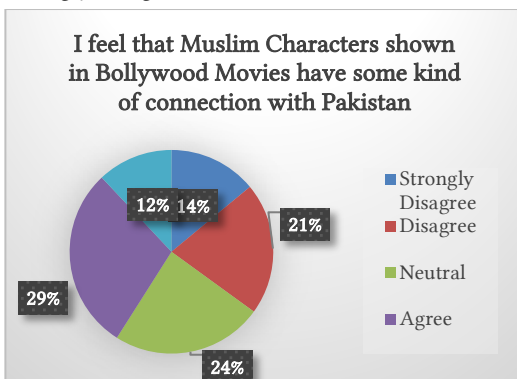


Figure 13

Statement 12

Bollywood Movies represent Surma, Scarf and Shalwar Kameez as Stereotypes for a Muslim Attire

Table 14.

Scale	Frequency	Percent
Strongly Disagree	6	6
Disagree	4	4
Neutral	15	15
Agree	34	34
Strongly Agree	41	41
Total	100	100.0

It was observed that 41 per cent of the entire sample strongly agreed that Bollywood movies represent surma, scarf and shalwar kameez as stereotypes for Muslim attire, whereas 34 per cent agreed with the statement and 15 per cent remained neutral. Few respondents around six per cent strongly disagreed and 4 per cent disagreed that Bollywood movies portrayed surma, Scarf and shalwar kameez as stereotypes for Muslim attire.

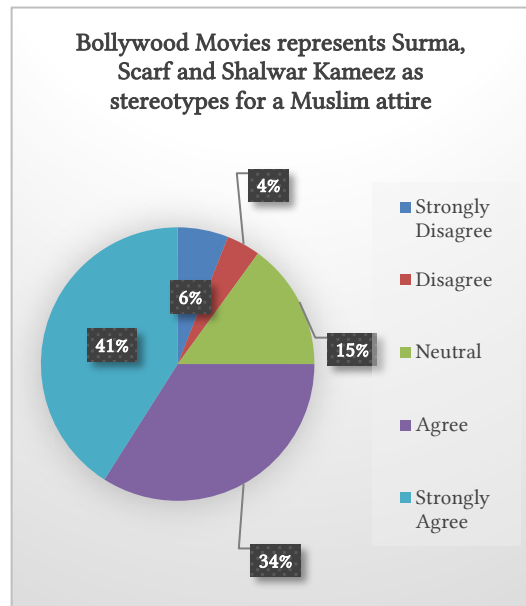


Figure 14

Statement 13

I think Bollywood Movies Uses of Specific elements Such as Shalwar Kameez, Surma or Scarf to Introduce a Bigoted Muslim Character.

Table 15.

Scale	Frequency	Percent
Strongly Disagree	6	6
Disagree	7	7
Neutral	12	12
Agree	47	47
Strongly Agree	28	28
Total	100	100.0

The Majority of respondents that is 47 per cent agreed with the statement at hand that Bollywood Movies represent surma, scarf and shalwar kameez to introduce bigoted Muslim characters. Whereas 28 per cent strongly agreed with the statement, a few respondents from which 12 per cent remained of no opinion and remained neutral as 7 per cent strongly disagreed with this notion and 6 per cent disagreed.

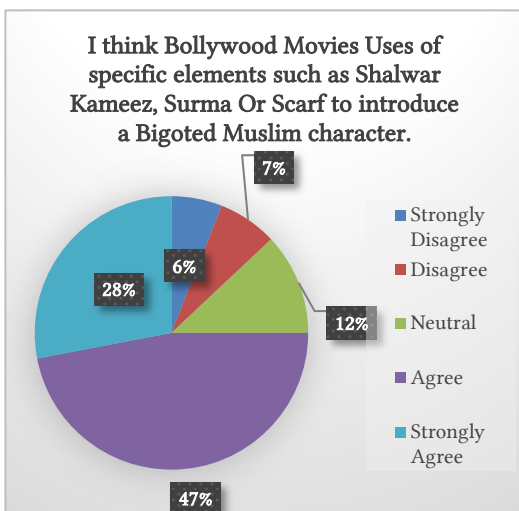


Figure 15

Statement 14

To what Extent do you Feel that Stereotypical Characteristics are used to Represent Muslims in Bollywood Movies?

Table 16.

Scale	Frequency	Percent
Very Much	44	44
Much	24	24
Moderate	26	26
Less	3	3
Very Less	3	3
Total	100	100.0

It was examined that 44 per cent of the respondents thought to a very greater extent that stereotypical characteristics are used to represent Muslims in Bollywood movies; 24 per cent agreed to a much extent that Bollywood movies portrayed Muslims as uncultured people. While 26 per cent of respondents remained Moderate, 7

per cent felt to a less extent that stereotypical characteristics are used to represent Muslims and 3 per cent felt it to a very less extent.

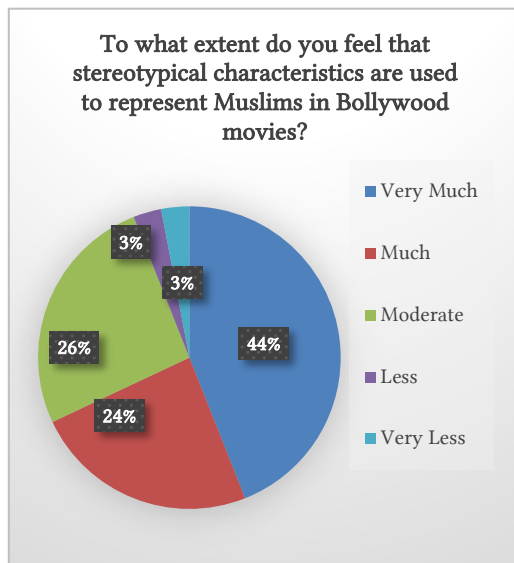


Figure 16

Discussion

In the current study, it was hypothesized that Muslims were being falsely portrayed in Bollywood Movies. The results showed that Bollywood movies indeed played a role in portraying Muslims falsely and the majority of the respondents did believe that Bollywood movies did shows a much-distorted image of Muslims. From table 5.3 and figure 5.3 we see that 52% of respondents thought that the image of Muslims in Bollywood Movies is very distorted and 30% believed that the image being portrayed by Bollywood movies was distorted. Therefore hypothesis, “H1: Muslims are falsely portrayed in Bollywood movies” has been proved by the research study. Literature shows that Bollywood presents a distorted and manipulated image of Muslims and this leads to negative image building. Bollywood is fogging and distorting the Muslim image (Khan & Bokhari, 2011)

The findings suggested that Bollywood Movies used stereotypical characteristics to represent Muslims in Bollywood movies. From table 5.16 it was clear that 44% of the highest majority of students believed that Bollywood movies used stereotypical characteristics to

represent Muslims. Literature showed that The Musalman portrayed by secular Bollywood has no place for ambience and has been substituted by the terrorists who wear Arab scarfs, wear shalwar kameez, hold the AK 47 and carry out terrorism (Deshpande, 2007).

The results suggested that 41 per cent of the entire sample strongly agreed that Bollywood movies represent surma, scarf and shalwar kameez as stereotypes for Muslim attire, whereas 34 per cent agreed with the statement and 15 per cent remained neutral. Few respondents around six per cent strongly disagreed and 4 per cent disagreed that Bollywood movies portrayed surma, Scarf and shalwar kameez as stereotypes for Muslim attire. Things such as cultural attire have now been completely associated with Muslims as religious attire.

This research presented a very diverse and divided opinion on statement 11, "I feel that Muslim characters shown in Bollywood movies have some kind of connection with Pakistan", in which the majority of respondents agreed that Muslims shown in Bollywood movies did indeed have some kind of connection with Pakistan. Whereas also a significant part of the minority remained neutral and disagreed, has discussed that 29% agreed but a significant minority of 24% remained neutral and 21% disagreed with the statement.

The results indicate that Bollywood movies portrayed Kashmiri Muslims in a negative light, as indicated from statement 6, "I think Kashmiri Muslims in Bollywood movies are being portrayed in a negative light." And in table 5.8, it was seen that a majority of 49% thought that they were being portrayed in a negative light. While 36% also strongly agreed that Kashmiri Muslims are being portrayed in a very negative light. Whereas 13% remained, neutral and 1 per cent believed that the portrayal was in a positive light.

Bollywood movies have shown numerous time Muslims as terrorists and have connections with terrorist outlets, the study also found and the results revealed the hypothesis to be true that Bollywood movies have presented Muslims as terrorists. Hence the Hypothesis, "H3: Muslims are portrayed as a terrorist in Bollywood movies"

has been proved in this research study. As observed by table 5.5 and figure 5.5 the majority of respondents of which 79% believed that Muslims are being presented as terrorists in Bollywood movies.

The results indicated and proved the hypothesis, "H4: Muslims are portrayed as Uncultured beings in the Bollywood movies" that Muslims are presented as uncultured people in Bollywood movies. From table 5.10 and figure 5.10, we see that the majority of students around 34% strongly agreed that Muslims are being presented as uncultured people in Bollywood Movies whereas 29% agreed with the statement.

Conclusion

From the result, it is concluded that Bollywood has played a negative role and offended the Islamic sentiments of Pakistani Youth and Muslims were being falsely portrayed. It is only because Bollywood is Secular but having a Hindu Majority has its influences and showing Pakistanis as Terrorists and Anti-Indian, it indirectly has an influence on Muslim Characters that are being portrayed in Bollywood movies. Bollywood through repeated and continuous portrayal is prompting stereotypes and false representations.

We have seen that Bollywood has falsely portrayed Historical Muslim Characters to prove not only loyalty to the Hindutva ideology but also to please the Hindu majority in a Secular India which is against what India stands for, Kashmiris being portrayed as militants to suppress the Kashmiri plight and to offend the sentiments of Muslims all over the world. Results have also argued that Bollywood movies have portrayed Muslim characters as uncivilized people which makes it a false representation and portrayal, which increases the negative image of Muslims all over the world and continues to have negative image building.

This gives a chance to other movie industries to step in, make a change, and abolish such practices of Muslims being the negative ones and bad people just because of their religion.

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