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REPRESENTATION OF ISLAM AND MUSLIMS ON SOCIAL MEDIA: A DISCOURSE ANALYSIS OF FACEBOOK

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ABSTRACT

This paper explores social media conversations about Islam and Muslims through discourse analysis. The study looks into Facebook about the representation of Islam and Muslims. A discourse analysis of Facebook reveals that people are changing their perceptions, attitudes and opinions through the Facebook. Netizens like, comment and share the material in accordance with their interests and ideology. The study has found that Islam is the only religion on social media which is being portrayed in a negative fashion. The hot discourses we have found are jihad, niqab, hijab, mosques, terrorism, which are the most common discourses on Facebook.

Keywords: Islam, Muslims, Social Media, Terrorism, jihad, Public Safety, representation of Islam, Facebook.

INTRODUCTION

Social media has been developed as a new form of media which helped its users to participate by uploading, sharing, tagging and liking the post and content. In other words, it can also be said as a self-media. Internet has changed the nature of communication. Despite other forms of media, there is not any concept such as gatekeeping on social media. Social media has become a hot topic of debate through its role and effectiveness in creating awareness and giving the sense of motivation among its users on various social, political, economic and religious issues. The available content on social media is also creating some new problems among the society because of its unauthentic and unreliable information. Various organizations, individuals, social media activists are using this hot source for spreading anti-Islam sentiments among the netizens.

Study of Islam on internet had developed rapidly with the emergence of communication technologies since 1990. So, the research on Muslims in media is not

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new or limited with print and electronic media but many scholars have focused on new media and cyberspace and conducted their researches on the construction of Muslims in digital media. Many scholars have conducted their researches in this field, such as Bunt (2002, 2003, 2009), Richardson and Poole (2006) and Anderson and Eickelman (2003) are the best examples in this context. Hardly few scholarly articles have been done to know that how this online media are being used to spread anti-Islamic discourses among the cyber audience. It becomes necessary for Social media scholars to evaluate the fact that at what extent the online forms are being used to foster anti-Islamic opinions in modern society. Göran Larsson study suggest that "no studies have focused on the importance of information and communication technologies in spreading Islamophobic opinions" (Larsson, 2007, p. 53). Journalists for the purpose of research-based stories as well as for gathering information and news, use various online sources, by this way internet plays direct and indirect role in how Islam is presented in media and public discourse.

Larsson (2007) has evaluated that the latest technology can be used for spreading and combating islamophobia. With the analysis of Wiki-Islam he has finalized that observed material that published on Wiki-Islam, can easily be perceived as expression of Islamophobia (Larsson, 2007, p. 53). Various activists of new media use these networks for sharing their activities to the online communities. Academicians and activists are gaining their benefits of political affiliation through academic freedom and curricular activism and use their academic freedom for spreading hate and prejudice against Muslims. The political affiliations make them active, they are also capitalized on particular form of islamophobia. Such groups have gained more attraction after 9/11 and also transforming their motivation to public not only through print media but also using internet for their purpose to show their reaction against Islam and Muslims. Like David Horowitz's enterprises in the form of JihadWatch.org, Discover the Networks, Front Page Magazine, as well as Campus Watch, and Islamist Watch are found very active on internet. With their detailed description it is summarized that they have succeed in changing the perception about Islam and Arab people (Salaita, 2008).

Studies about Islam and internet can be found in many dimensions like online Islam, Muslims' activities in cyberspace, construction of Islamic knowledge through internet, discussion on contemporary Islamic issues on internet through Muslim communities, cyber councilors, online interpretative authorities, online fatwas, use of internet by Muslim communities, discussion about hijab cyberspace by Muslims, or use of internet by jihadi groups, use of internet for spreading terrorism by Muslim organizations. But in very few studies the misrepresentation of Islam on internet have been investigated.

To spread the hate against Muslims through social media has become the major factor for destroying the peace and harmony among society. In the study about Islamophobia on Twitter Awan (2014) has argued that "online Islamophobia must be given the same level of attention as street level Islamophobia" (Awan, 2014, p. 133).

In this study researchers check the negativity about Islam and Muslims on Facebook, which is currently the biggest social media application. As per the statistics of Facebook Company, there are 2.07 billion monthly active users Facebook have till September 2017 (Facebook, 2017). Although many studies have been conducted on Facebook about marketing, social behaviors, political activeness etc. but there are a few scholars have focused on the negative material about Islam and Muslims on Facebook. Online Hate Prevention Institute (OPHI) claimed in its in-depth report titled "Islamophobia on the Internet: The growth of online hate targeting Muslims" that anti-Muslim hate on

Facebook exist on this most popular social network. The report highlighted various themes drawn as the messages of hate through analyzing the 50 anti-Muslim hate pages as well as 349 selected images from these pages. From selected themes it is highly observed that Muslims are considered as the threat to their culture, identity, economy, security and public safety. The report finally suggested that, "this hate speech is not only an attack on the Muslim community but an attack on society as a whole. We must work together to tackle this growing problem" (Oboler, 2014, p. 6). In this empirical case study, we have examined 500 Facebook posts from 50 Facebook pages during January 2017 till August 2017.

LITERATURE REVIEW

The West has many misconceptions and stereotypes about Muslims due to ignorance, prejudice and media, but in last few decades Islam grew fast in all European countries and this still continues. Christians disrespected the Holy Prophet (peace be upon him) they put the Prophet in bad light and use derogatory titles etc. The Holy Quran was showed as a copy of the Bible. The fabricated and exaggerated writings of western Christian on the crusades and Muslims inflamed the enmity. This practice is still going on with various action like uploading blasphemous movie or by publishing blasphemous cartoons in their press (Eric, 2004)

The incident of world trade center 2001 has changed the perception of westerners about Islam and Muslims. Media used widely negative portrayal of Muslims in their media reports and stories. Media reports after 9/11 presented the negative image of Islam to the world and various negative discourses have started in world media outlets. Muslims were presented as terrorists, and Islam as a threat to world peace. As Ahmed (2007) has evaluated that pre-9/11 Muslims and Islam were dominantly framed with religious conflict of Jerusalem, between Palestinians and Israelis, and soon after 9/11 Islam was employed in the context of violence and Muslims were shown around patriotism and tolerance. (Ahmed, 2007).

WESTERN MEDIA AND MUSLIMS

Islam and Muslims have become the hot topic in western media. Western media has depicted negative image of Muslims worldwide by showing their involvement in various incidents like skyscraper terrorism, suicide bombers, airplane hijacking as well as with offensive video clips. It is pertinent to mention here that negative construction about Islam and Muslims have been discussed by many scholars such as Edward Said's Orientalism (1978), Covering Islam (1982), Islamic Peril (Karim, 2003), Fueling our Fear (Nacos & Torres-Reyna, 2006) and Islamophobia (Gottschalk & Greenberg, 2007), as well as Stockton (1994), Jack Shaheen (1997, 2001, 2008) and Salait (2006) have conducted their studies about the image of Muslims in Western Media. All these scholars have investigated various angles about the construction of Islam and Muslims in the media. This statement is strengthening day by day that "Islam is perhaps the most misunderstood religion in the world today and indeed throughout history. It is not only misunderstood by non-Muslims, but it is also misunderstood by Muslims themselves". (Mohamad, 1997, p. 691). Few years in back, the same notion about western attitude towards Islam and Muslims had been revealed in "Orientalism" Edward Said that Islam was presented for a long time as a terror and threat or a form of subversion. In his

arguments, colonial discourse and dominant orientalist have been progressively constructing a negative frame of reference about Muslims (Said E. W., 1978).

The sole purpose of such media campaigns is to distort the image of Islam with imposition and aggression. Four specific tactics of the global media are practiced in this regard. First, distortion of Islamic practices worldwide. Second, showing the practices of individuals and radical Muslim groups with Islam. Third, describe the Islam as a social threat to western society. Fourth, justifying the aggression against Muslims are prominent. With these points, Islam is presented the negative force and leading to violence and oppression (Safi, 1996). The role of Western mainstream media in presenting the image of Islam is biased in newspapers especially when massacres stories are reported, and the same trends are also found in western cultural media. Hollywood-created popular culture is fixed about Muslim stereotypes, like in a scene of a famous film "True Lie" in which there is a stage when 80 terrorists were killed, and finally it is presented that all of them were Arabs. (Thussu, 1997). Not only news stories but famous magazines have also presented the Muslims in same fashion, Dajani & Michelmore (1999) have discussed the selected articles of "Time" about Islam and Muslims in 50 years and cleared that US media portrayed Islam as a religion of terror, backwardness and hatred. During the era of 50 years Islam was treated exclusively as a political issue, this study reveals that almost 30% articles discussed Islam either as an extremism or terrorism. Another factor that observed is historical and contemporary issues presented the fundamentalist Islam as a political force (Dajani & Michelmore , 1999, p. 60).

In "Islamic Peril: Media and Global Violence" Karim (2003) explores the limitations and weakness in western media about the coverage of conflicts related Muslims, some hot conflicts like the Caucasus, the Balkans and many others in Middle East are reported without their culture and historical understandings. In society the construction of Islam was mostly presented as a post-Soviet global threat in the news (Karim, 2003). In the same case Muslims are not recognized as the citizen on American Television especially in dramas, they are portrayed as dangerous immigrants with their specific religion that is alien and wicked. The religion that is depicted on TV dramas present the picture of violence and aggression. There are very little alternative practices that can give the substantive view against the stereotypically negative representation of Muslims (Hussain, 2009). In many TV programs, dramas and Hollywood films, Arabs and Muslims are portrayed as the unjust target of hate crime, if they show them as a "terrorist" then mostly the story is included a "positive" representation of a Muslim to offset the negative depiction.

In US commercial television, Muslims are commonly targeted in hate crimes, biased incidents as well as discrimination at workplaces. Regarding representation about Muslims in media Evelyn Alsultany (2013) has referred it as "simplified complex representations." through which the basic purpose in representational mode is to seek balance of a negative representation with a positive one. Directors, writers and TV producers use these strategies in a simple way and they allow viewers to feel for "the enemy." The positive image is distorted when media start their operation to justify mistreatment, discrimination and war against Muslims (Alsultany, 2013, p. 162). Heavy reliance on mass media have changed the perception of audience about symbolic threat from groups such as Muslims. White, Duck, & Newcombe (2012) have investigated that mass media have strong effect on the audience for changing their thoughts about Muslims, this study has evaluated those who were highly reliant on mass media feel threat from Muslims, and this factor played an additional role in making them less

tolerant. "Media-reliant people have more accessible exemplars of Muslims involved in interethnic conflict, which come to mind when they are called to make decisions about tolerance of Muslim cultural practice". (White, Duck, & Newcombe, 2012, p. 3076).

Islamophobic representation in daily press becomes the potential causes of Islamophobic prejudice. This transitional process has become the main discussion from media representation of Muslims to the dominant social representation. The analysis of Jaspal and Cinnirella (2010) shows aspect through textual manifestation of anti-Islam prejudice, the press may derive a sense of distinctiveness and self-esteem, but on the other hand, it also fuels psychological and social manifestation of Islamophobic prejudice among the audience. So the feeling of insecurity, fear and hostility prevails on the minds of the readers. Meanwhile, some alternative methods should explore to modify the negative representation of Muslims in media, and the strategy of coping the attitude by Islamophobic prejudice must be discouraged because the consequence of this social representation of Muslims would increase the perception of interpersonal and intergroup threats as well as anti-Muslim prejudice too (Jaspal & Cinnirella, 2010, p. 307).

Many terms which have strong linked with Islam and Muslims can be realized such as fundamentalism, global terrorism, fanatic Islamism, Islamic jihadism, authoritarianism and fascism. The depiction of Muslims with labelling these terms is generating irrational fear of Muslims around the world. With the paradigm of new orientalism, the terms of anti-democracy and anti-modernity are associated with Islam, western scholars have followed this paradigm based on the work of Lewis (2003) as he described in "What Went Wrong? The Clash between Islam and Modernity in the Middle East" that Islam has become the center of fear, it is against democracy and modernity.

Muslims are very rigid, fundamentalist and strongly attach with their religious thought which lead them to extremism, and radicalization. They have anti-seculars views about the world and don't have sympathetic nature with other religions and cultures. Plenty of research work, scholarly books and theories address these topics such as "Radical Islam Rising: Muslim Extremism in the West" (Wiktorowicz, 2005), "Muslim Mafia: Inside the Secret Underworld that's Conspiring to Islamize America" (Gaubatz & Sperry, 2009), "Global Jihadism" (Brachman, 2009), "Islamic Fundamentalism" (Davidson, 1998), "The Theory and Practice of Islamic Terrorism" (Perry & Negrin, 2008), "The War for Muslim Minds: Islam and the West" (Kepel, 2004), "Islamic Imperialism" (Karsh, 2006), "Islamic Radicalism and Global Jihad" (Springer, Regens, & Edger, 2009), and "The Crisis of Islam: Holy War and Unholy Terror" (Lewis, 2004).

Many terms like fundamentalism, global terrorism, fascism, fanatic Islamism, jihadism and Islamic authoritarianism which are used to portray the Muslims in western media for the construction of so called Islamophobia (El-Aswad, 2013). Terrorism is one of the major stereotypes which is widely used through mass media for Muslims. Mass media and popular culture has generated stereotypes about Arabs and Muslims as terrorists. They have also constructed Muslims as evil through movies, cartoons, news, and stories (Merskin, 2004). The deep effect of the stereotypes is common like the Muslims are untrustworthy and violent, including other ethnic groups, Muslims are denigrated strongly on warmth dimensions. Mostly events show that elite messages through media coverage and the framing the war on terror in specific ways predict the power of negative stereotypes about Muslims and reinforce the elements of these stereotypes. "It will thus be difficult for many Americans to think of Muslims as anything but enemies" (Sides & Gross, 2013, p. 597). Stereotypical portrayal of the tradition of veiling about

Muslim women as backwards, traditional, religious, submissive and ignorant has become common and Muslims in America have become the part of that group who receive mostly negative media coverage and prejudice against them shows a common attitude of Americans.

The extreme stereotype provides the view that all Muslims are terrorists due to the distorted coverage of media and misinterpreting the Islam and Muslims. Certain characters can be highlighted as the architects of anti-Islamic ideology and islamophobia. These things in western media are offensive and the unacceptable affront to the democratic principles as well as to the human values (El-Aswad, 2013). The same case with the biased coverage of western media the concept of "others" has been developed and become common, with the focus of the presentation of ethnic minorities and their image in British media. Amir Saeed (2007) has drawn the conclusion that media construct ethnic minorities as "other" and British Muslims are highlighted in the media as they have still opted backward culture of Islam (Amir, 2007).

RESEARCH METHOD

In this research all anti-Islam pages were selected in English language not from a single country but from various countries. The selected pages are mostly administrated from USA, UK, Canada, Australia, Germany and Denmark. Heavy content against Islam are also being uploaded in other European languages and also with the language of specific country. Few posts have been shared from the pages of other languages.

For investigating the available material and evaluating the hot discourses on Facebook, 50 Facebook pages have been selected as a sample while using purposive sampling technique. A criteria was developed to select this sample among the long list of Facebook pages, those pages were heavily liked, very active, most liked and followers. A number of organizations, centers and individuals who are very active in their office line working, activities, response towards Islam and Muslims, they have gained a particular identity with their work and association. Their online presence especially on Facebook have also been observed and critically analyzed.

Purposive sampling method was adopted for selection of study material from 50 selected Facebook pages. From every page, 10 most liked, Shared and commented posts have been selected, within the time frame of 1st January 2017 to 30th August 2017. So total 500 posts (the most popular posts from all these pages) in 8 months were selected for analysis. Discourse Analysis method was used for analyzing the data, with the nature this research and for getting desired results.

CATEGORIES AND CODING

For the interpretation of the data, researchers have divided the analyzed material into various categories so that a clear understanding can be given about the material. Researchers have developed these categories to explain and interpret the available data while putting it into certain categories. These categories have been developed in accordance with the nature of the findings. Such type of categories have already been used by other researchers (Oboler, 2014, p. 34) (Iqbal, 2010, p. 99). All the categories (Perceived Threats) have been distinguished with alphabetical letters like A, B, C, D, etc. in accordance with their content either in written or pictorial form.

- (A) Muslims Are the Threat to the Peace and Normality
- (B) Muslims Are the Threat to the Public Safety and Security
- (C) Muslims are the threat to the life style & Civilization

(D) Muslims are the threat to the ideology and other Religions

(E) Muslims Are the Threat to the Dominant Forces and others

RESULTS AND FINDINGS

Muslims Are the Threat to the Peace and Normality

A very large content 94 posts have been found on this theme. It has divided into two sub categories, "Subjugation of Jihad" and "Propagation of brutality and violence". With the theme of subjugation of jihad, Muslims were not portrayed as the lover of humanity as around 40 posts highlighted that Muslims have invaded jihadi forces on the various parts of the world and spoiling the peace and stability. A new concept of "radical Islam" has emerged everywhere. In many posts Muslim women are shown as the supporter of terrorism and promoter of jihadi activities. Muslims women, wearing Burqa become a risk for security challenges. A Sudanese woman was shown in a post who was holding a card on which these words were written that "sharia will dominate the world". In few posts the demand to impose a ban on halal food so that such amount cannot be used for jihadi purpose. Various terms are being used for Muslims like in selected posts this term "sharia-adherent jihadists". In a most liked picture, five pillars of Islam have been mentioned as fascism, terrorism, feudalism, anti-Semitism and extremism.

Around 54 posts were selected with the theme of "Propagation of brutality and violence" in which Muslims have been presented barbaric, vicious, brutal, heartless, cruel and inhuman. They have no sympathy for human being and they have become like murdering machines. Among all these posts Muslims are shown with slaughtering humans like animal, cutting throats, playing with the head of a killed man, shooting the girls and the incidents of rapes with small girls. All these pictures show Muslims as the biggest threat and enemy of human beings like beasts who live in jungles and have no feeling for humanity. With observing all posts and materials, no one can make his opinion about them a peaceful creature. It is also written on a post with the picture of burnt people that "through bombs and murder, Muslims are spreading Islam and sharia law in short all the criminals are Muslims".

Muslims Are the Threat to the Public Safety and Security

In this category we found 106 posts indicates that Muslims are dangerous and equate with extremism, lawlessness and terrorism. With the incidents of kidnapping of the children, hijacking the air ports or plans, attacks on buildings and killings of the innocent peoples, the sense of insecurity has become a huge threat. Various discourses have been highlighted in these posts about women, burqa and terrorists' activities. Sympathetic tone has been used for kidnapped girls.

Various metaphor has been used in this category for example burqa is associated with "helmet", and "bullies" are used for burqa-clad women. Various words are selected for Muslims like, bomber trainers, young thugs, snipers, hijackers. These three terms are widely used in so many posts, Islamic radicals, and Islamic terrorist, Islamic militants. Muslims are against the education of young girls, they do not want to educate the women, and mostly attack on girls' schools or kidnap them. More than four selective posts are related to the issue of kidnapping by Muslim terrorist organizations. Even the themes of the few posts were about women protection in Muslims' societies they are very insecure in the custody of rigid Muslims.

Muslims are the threat to the life style & Civilization

All the selected 113 posts in which 63 posts were related about the life style of western people is quite different from Muslims way of life. There is a huge difference between western and Islamic way of living. These discourses are prominent such as force marriages, marry with little girls, liberty of a Muslim women, laughing the women at public places, shaking hand with males, keeping away from men and also in covered form and the status of women in Muslim society. Symbolic language has also been used as well as many other symbolic pictures are also found in negative fashion about Muslim life style. Humorous tone has been found about the imposition of sharia on women. Major share related this theme has based on epistemic approach. In few posts some Jargons are very important like, "where there is sharia, there is misery" mostly attitudinal approaches are linked with halal slaughtering. Few words like "barbaric", "inhuman" has been used repeatedly. Islam has presented as a "cult". In many posts it is demanded to ban halal slaughters because the way through which Muslims slaughter an animal is quite barbaric. Separate food items with the name of halal food is also a big issue. In a post the family system has been portrayed that in Muslims countries family system is quite different as compared to west.

Among other 50 posts, the traditions, customs, and life style of Muslims is being found very different from western civilization. In this category 30 posts were fully related such topics; the death of young pregnant women for apostasy, Islamic punishment, especially to cut off the hands of the thieves, building mosques in big cities, halal slaughtering, keep sharia out of America and Britain, women killed for being raped, mosques are spreading jihad, stop all mosques in UK, Islam should not be at workplace, women sentenced to death for leaving Islam. Western community deny Islamic culture because Islamic civilization is quite different from western civilization. Many stereotypes has been created like: Islam do not fit in western culture. Various titles are given like increasing the Muslims were depicted with growing gangs, holly day as blood everywhere and sharia law as a death culture, Islamic states as the brutal punishment and Islamic doctrine as intolerance and violence.

Muslims are the threat to the ideology & Other Religions

Almost 95 posts were found on this theme. Among these posts, 50 posts were directly related the threat to ideology. All types of malicious activities of terrorists are considered as a practical shape of Islamic teachings. Islamic thoughts are placed as the opposite of western thoughts. Posts content portray Islam as a "political cult", and jihad has been mentioned as "stealth jihad" the tone has been used very harsh and abusive towards Holy Quran. Critical tone of mockery has been a common towards ideology. Such verbs "shoot" and "behead" are mostly found in Muslims related stories. A post shows that two people were trying to cut the throat of an innocent man and in the caption, it was highlighted that like good Muslims they are following the order of Al-Quran. So, the thoughts which are drawn from Al-Quran cannot be a moderate and humble for others. Mostly Islamic institutions are not welcomed and often remain under severe criticism, such schools, colleges and other institutes where Islamic teachings are promoted for Muslims with the right of freedom of religion are not accepted in European environment. In one of the selected posts it is mentioned that Islam is a not a religion or ideology, but it's a political cult, that tend to undermine the freedom of a man which he has.

With this theme of threat to the other religions 45 posts delivered that Islam is the responsible of clash of religions. It is a biggest threat to the other religions because

Muslims are not tolerant with them and kill their followers with the concept of “kafirs” (Non-Believers). Their holy war is still continuing especially against Christians and Jews. In this category the selective items have predicted the negative reaction of Islam and Muslims with other religions especially with Jews and Christians. The followers of other religions are not safe among Muslim communities. Islam is the only religion that has strong association with war especially with every religion that exist. Muslims killed the kafirs (Non-Believers) with their religious duty. Many stereotypes are common in these posts: Islam is not tolerant with other religions, Muslims force Christians to accept Islam. Incidents are highlighted with big headlines about attack on churches or killing of Christian community.

Muslims Are the Threat to the Dominant Forces & Others

Overall 92 posts were about this category. In 42 posts posit that Islam has been found the threat to dominant forces. The dominance of Islam means the west will convert into third world countries same as today the Muslim countries are. This has become a persistent threat to the western people that Islam has become a biggest progressive religion in the world, the process of demographics (Muslim immigrants) is on full swings. This threat was found in more than twelve selective posts, in many videos and posts with the title of “Islam taking over” are the main theme of this category. Some other messages are also meaningful especially with the future predictions that if the Muslims dominate in the west, what will be the future of the European societies?

The negative image of Islamic Caliphate was given if Islamic system comes, everyone should expect mass crucifixion. In few posts the pictures of hanged people by ISIS are shown that if this system comes then be ready for this environment. In a post it was written that the goal of Islam is to dominate the world so “what planet do you live on”?

Around 52 items were selected with the nature of available content about dehumanization and prejudice against Muslims as well as the threat to the others. In this last category Muslims have been shown that everyone should hate them. According to the themes of all these posts: Islam is not a race, not a culture, not a religion, not a nationality, not a peaceful ideology just a satanic cult. Women living in Europe are superior to Muslim women, because they are free and enjoying their rights and freedom. Tone of such posts is very negative, in few posts a dog wearing burqa, guiding a woman, a man putting the Islamic symbols into waste box, this earth should be an Islam free zone. Metaphors have been used like Muslim women is mentioned as a cat, Islam is presented with the words of “satanic cult” the nature of Muslims elaborated with the words of “fucking animals”.

HOT DISCOURSES AND NATURE OF THE CONTENT

The most common discourses on Facebook related to Islam and Muslims are following: Halal meat, sharia law, Quran as an evil book, intolerance with other religions. Terrorists, suicide bombers, stoning, hijacking, kidnapping, Muslims brutality and violence, subjugation of jihad. Hijab and niqab, threats of safety and security from radicals, force marriages, Islamic punishment, apostasy, marriage with little girls, imposition of sharia law, building mosques. Slaughtering animals, jihad campus and training, religion of peace, human rights and women, freedom of expression, adultery, cultural invasion, attacks on churches, Quran a tool of war, hate with Jews and Christians. Anti-Israel ideology accept Islam forcefully, gun culture, protection of

prostitutes, life style of Muslims, position of women, punishment of lashes, Muslim holy days, death for leaving Islam, Islamic state, animal protection, halal funds, concept of kafir (Non-Believer), political Islam, shooting and beheading, holy war against Europe. Mass execution, Islamic caliphate, stealth jihad, radicalization, culture of fear and intimidation, Muslim emigration, Islam as growing religion, hate speech and Quran, polygamy, Muslim institutions, Islamic ideology, Islam as an anti-democracy, biological differences and Muslim women clothing.

Epistemic stance is most prevalent stance in these pages. All news about terrorism, global jihad, various types of threats, and most other discourses are reflection of mainstream media discourses. The crux of all such stories are same as they are discussed in broadcast or other form of media. Attitude in these posts is quite negative. Muslims are being looked down upon at many places. They are considered inferior to the western territory. There are very few places where the sympathetic attitude has been used especially for kidnapped school girls and Nigerian women. Attitude towards jihad, hijab and halal food is extreme negative. Muslims have been realized as inhumane and barbaric and dangerous creature. Tone of these pages is very critical and negative. The usage of specific adjectives, negative terms and heavy words for describing the negative impression is most prevalent. Very harsh and disgusting tone has been observed for burqa, jihadi activities, as well as about holly Quran. At various places humorous tone have also been used especially about the dressing and outlook of Muslim women. Tone about holy Quran and mosques is very harsh and highly abusive. At a number of places Muslims have been presented as intolerant with other religions. There is not any single place where positive tone has been used for Muslims or Islamic teachings. Indignant tones have been used at every instance so that people would think that Islam is really a religion of unjust and wrong.

Tone of mockery towards Muslims have been a very common instance. Metaphors have also been used in various Facebook pages. Mostly Islam, Quran, burqa, mosques, sharia law have discussed metaphorically. Quran has been called as an evil book, a tool of war and a hate speech. Islam has been given the name of cult, virus, rabies, cancer, problem, bigot etc. same as Muslim women while wearing burqa are called; "bullies" and "a potato sack". Burqa was discussed same as the mask or helmet. In more than five posts burqa was shown in a very disgusting manner for example in a post a dog is guiding a woman while wearing a burqa. Sharia law are called as barbaric law. Muslims are given the name of murder machines. Mosques are called training place of sharia force or little sharia police station.

In short with concluding remarks it has been notified that epistemic stances have been used most pervasively, so every discourse which is found in social media as the glimpse of mainstream media discourses. European people have fully endorsed the policies and action taken against Muslims like banning the burqa. There has been a very serious concern about immigration and deportation. People completely in the favor of imposing ban on the immigration of Muslims and demand of their deportation.

ACTIVE ELEMENTS ON FACEBOOK

Pictures and shared links are mostly common on all these anti-Islamic pages, few website and blogs are the hot discourse which generate the material to fuel the fire against Islam and Muslims and all other sources use this material to spread hate and prejudice against Islam and Muslims. With deep analysis of these pages it has been realized that there are some posts that are same on the majority of these pages. Because

any data which could depict the Muslims in a negative fashion has the worth for all these pages. Not only the English defense league, but many other pages have linked among each other especially in United States. All Islamophobic actors have their strong association with one another. these web sources are heavily contributing in this anti-Islam campaign on social media like; Jewish Internet Defense Force, Jihad Watch, Militant Islam Monitor, Politically Incorrect, Atlas Shrugs, Bare Naked Islam, Bay People, Creeping Sharia, Infidel Blogger Alliance, Islam exposed, shoebat.com, front page magazine, Britain first and creeping sharia.

These sources are heavily generating and uploading material on these social networking sites not only daily basis but also after every hour. In this list there are few sources which are very active especially on Facebook like, act for America, bare naked Islam, anti-Islam alliance, and sharia free, Islam exposed. On the other hand, there are many individuals actors like Brigitte Gabriel, Robert Spencer, Frank Gaffney, John Marsh, Mark A. Gabriel, Peter T. King, Pamela Geller, P. David Gaubatz Terry Jones (Pastor) etc. who are running NGOs and organizations, have their own accounts on Facebook and social media, they construct the messages then share it on their individual and collective walls and accounts and support that ideology which can be found on every page.

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