

**CONSTRUCTION OF THE IMAGE OF PAKISTAN IN
HOLLYWOOD AND BOLLYWOOD MOVIES:
A COMPARATIVE ANALYSIS**

By
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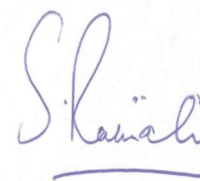
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DEDICATED TO

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ABSTRACT

THESIS TITLE: CONSTRUCTION OF THE IMAGE OF PAKISTAN IN HOLLYWOOD **AND BOLLYWOOD MOVIES: A COMPARATIVE ANALYSIS**

The current study underscores the construction of the image of Pakistan in Hollywood and Bollywood movies. The research is based on the cinematic representations of Pakistan in movie industries, recognizing their potential to both reinforce and subvert prevailing narratives about Pakistan and its people. Moreover, this study has traced the patterns in which Pakistan and Pakistani people have been framed. The study unpacks the complex dynamics of representation of Pakistan in the cinema industry. This research highlights the hidden agenda presented by big production houses. The current research employs qualitative content analysis to find-out the relevant themes. To analyze the image of Pakistan in Hollywood and Bollywood industry framing theory has been deliberated as theoretical framework of the study. Movies from Hollywood and Bollywood industry are the population of the study. Movies that are taken as samples in the research are selected on the basis of IMDB ratings and Rotten Tomatoes. Four movies are taken as samples, two movies from each film industry. Movies that are selected as samples from Hollywood are *A Mighty Heart* (2007), the movie *A Mighty Heart* is based on a true event. The other movie is *The Reluctant Fundamentalist* (2012). Movies from Bollywood include *Veer Zara* (2004) and the other film is *Bajrangi Bhaijaan* (2017). To, have maximum characteristics that are relevant to the research questions purposive sampling technique is used in the current research. According to the findings, themes of Islamophobia, cultural image are different among Hollywood and Bollywood industry except framing of terrorism. Results and findings include comparative frames that have enabled the researcher to conclude the comparison of framing between both film industries. The current research implies to know the frames in which the image of Pakistan is represented.

Keywords: Construction, image, Hollywood, Bollywood, Pakistan, comparative frames.

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CHAPTER#01

1: Introduction

The present research aims in inspecting the construction of the image of Pakistan in Hollywood and Bollywood movies. of Pakistan in Hollywood and Bollywood movies. In the current research the researcher has used 'representation' as an interchangeable word having relevant meaning as construction of the image. Motion pictures are collectively also called as a 'movie'. (*Portrayal of Pakistan in Bollywood: A Content Analysis Of*, n.d.-a) The invention of motion pictures has, in general, brought about a change in the way that people see the world around them. (Santas,2001; Sial et al.,2019). Movie producers consciously or unconsciously control, redirect, reconstruct the ideologies and thought process. Movies can change the psychology of the audience. (Happer,2013) Movies contribute as a country's soft power by disseminating its values, ideologies and worldviews to interact with international audience. They can shape global image and perceptions of a nation influencing opinions on politics, society and people. The film industry, both consciously and unknowingly, is responsible for producing impacts that can potentially have an impact on the economy of the nation. In this research, the notion that Pakistan is portrayed across different regions of the world through the power of lens in various film industries would be the primary focus of the research. In addition to altering the picture, the building of images via the use of films also results in the creation of an image that is frequently erroneous. A major impact on the manner in which individuals construct their cultural identities is exerted by the manner in which the norms, customs, and history of a particular culture or group are portrayed in films. This is one of the most essential tasks that cinema plays, and it is through the development of cultural identities that image construction is accomplished. In the representation of Pakistani culture, exoticization and postmodernist ideas have frequently been utilized, with the purpose of emphasizing cultural

differences and retelling previous concepts. The incident of 9/11 has drastically changed the camera angles to capture the Muslim countries specially Pakistan in another negative way. It led to constructing the defamed image of Pakistan around the globe. The incident has been propagated to produce an idea which is strongly against Pakistan and Muslims. Through the lens of camera, they are succeeded to portray the image of Pakistan, negatively. Americans are made to perceive Pakistan as the peace killers and have labeled them as 'others'. The concept of others or othering is given by Spivak (1985). The concept of othering relates to like an idea of master and slave. According to Lister '*Othering helps to define the self and to affirm identity*'. This concept has given rise to a thought that Pakistanis are others different to us. It gives construction to the dichotomy between the identities.(Bilal, Zaman, Pervaiz, et al., 2021) In order to find films that are suited to promoting a country's travel industry and to build a positive and healthy image, multiple countries have imposed criteria that must be followed in order to get access to cinematic enterprises located in other nations. The measure often incorporates a wide variety of factors, including the minimum production cost, the nationality of the director, and the global promotion strategy. One of the evaluation factors that is included in the majority of the proposals is the term "cultural test." According to Morgan and Pritchard (1998) 'placing a location in a movie is the ultimate in tourism product placement.'(Yang & Bergh, 2016) If the place is angled in a way, negatively it will definitely affect the tourism and the image across the globe.

1.1.1: Movies Shaping National Image and Culture

Movies have the power to either teach or challenge deep-rooted cultural norms and preconception, so influencing the views of the general public. Beyond only providing people with enjoyment, the film industry has the power to affect people. The photographs have the capacity to assume the

culturally accepted preconceptions. Cinema has become one of the most significant social developments throughout the 20th century. So, movies play a significant role in shaping cultural perceptions both on national and international level. Films can highlight the issues and image. Films have the power to sell the culture or bring the new cultures into its people or on global level. Films have role in shaping the culture and image of the country which also deepen the international influence of country.(Wang & Wang, 2021)

According to Ray Hom ‘Movies which made its birth in late 1980’s creates a major influence in the way most of the humanity view the world. People usually go to movies to escape the real world but when they leave the theater, they leave a permanent impression of image of people and situation they lack the expertise and knowledge’.(Qasir Abbas & Tuz Zohra, 2013)

According to (Gopal, S. 2011) It is widely observed and believed that Pakistani characters are more mysterious and faraway from the west as there is a huge gap between west and ancient era and Pakistanis are more rigid and firm to the new cultures. They are truly depicted as tradition embedded community according to international media platforms like Bollywood movies. (Naficy ,2001). It’s widely recognized that films serve as a clear point to attract or distract tourists in any area. For example, many people from other countries are afraid to visit Pakistan since Hollywood and Bollywood have established the image of Pakistan as a dangerous location.

1.1.2: Cinema as a Soft Power

Cinema serves as a medium for cultural and production exchange. (Coleman, 2005) narrates that the cinema as a soft power. According to him the power of cinema cannot be denied which is totally supporting the new regime and propaganda of any country. Through cinema it is now becoming a soft power, easy, compact and easily approachable to other countries. Media is having

enough power to reconstruct the old ideologies and thoughts. Messages can be sent to the audience according to the geographical location and value of the audience. Cinema has helped many countries to rise on the international level by representing their country in different movies. Various cultures are emerged or redefined across the globe. Many countries have emerged the importance of their existence by expanding into the film industry like Korea and Nigeria (Endong,2018). Movies serve as a powerful tool for shaping perceptions of a country influencing global discourse and fostering cultural exchange and attributes. Due to massive exchange filmmakers are getting chance to produce films on vast topics, this also enables the fosters creative partnership across the borders. Through cinema it becomes possible to highlight any issue which also impacts the market expansion of the film production houses. With the advancement in the movie industry this also facilitated the cultural homogenization across the globe or borders. Overall cinema and globalization had facilitated cultural exchange. Globalization and cinema are intertwined with shaping the content, influence the others in complex way. Globalization had facilitated the cultural exchange through content of movies in more diverse and effective way. Films are cultural products that helps to diffuse the cultural trans-nationally across the globe without getting pointed out in a specific way, like in the past Hong Kong was far away from advanced film culture but now learned and adopted the more means of communication and production by idealizing Hollywood. Nowadays Hong Kong has although advanced a lot but still having no threat to their norms and cultural values. So, it can be concluded for now that movie is a mass cultural product, produced for masses across the globe, designed in such a way to please the undifferentiated audience.(Miller & Maxwell, 2006)

1.1.3: Impact on Underprivileged Communities

As movie influence the image building across the world so it is responsible for shaping individual's image. Along with this there is another possibility that they may harm those from poorer socioeconomic backgrounds. Movies can affect by presenting moral quandaries, changing viewer's perception and modifying images, movies have the power to impact society. (Saniya&Yousaf,2023). Through the presentation of ethical conundrums, the alteration of viewers' perceptions, and the modification of visuals, films have the ability to influence society. For an example analyzing the cultural depiction of Pakistan in Hollywood films is a complex and fascinating subject that goes beyond the realm of cinema. (Moazzam, 2023a)

The film industry can provide economic gains and opportunities through employment. Through entertainment platforms many issues can be resolved and gain attention. For an example recent on-going war situation between Israel and Palestine, if documented and broadcasted by cinema or television this will create an impact to ease the situation for victim. The victim will feel seen and heard. Through communication, movies and broadcasting, it helps the communities to get educated about issues such as inequality, poverty and social justice via communication technologies. Cinema has revolutionized the thoughts by reaching massive audience while also enable to communicate difficult subjects in an appropriate manner.(J et al., 2023)

1.2: Statement of Problem

Statement of problem in this research is construction of the image of Pakistan in Hollywood and Bollywood movies, a comparative analysis. This research is fixated about how Hollywood and Bollywood industry are defaming, portraying Pakistan in their movies. Framing and agendas are promoted in the movies. This research surrounds on the findings that how specific agendas are

framed to damage the image of Pakistan in movie industries. Construction of the image of Pakistan and defaming has been a topic of significant concern as it impacts on international perceptions and the cultural narratives surrounding the country. This topic highlights the Pakistani characters and themes in these major film industries have often been biased. These film industries have been stereotypical, reductive or misleading towards Pakistani culture, society and politics around the whole world. As from the past Hollywood has shown narrow depiction that not only damages the image of Pakistan but also damages the rich cultural heritage and diverse social realities of Pakistan. Similarly, Bollywood, while geographically closer and culturally more alike to Pakistan has also struggled with its representation. This problem lies in these oversimplified and stereotypical portrayals, which do not accurately reflect the diverse realities of Pakistan and Pakistani people. This narrow portrayal not only defame and cause identity crisis, but also affects the cross-culture among the countries. Addressing this subject contains judgmentally examining the patterns of representation in these film industries and encouraging for more accurate and respectful portrayals that reflect the factual complexity of Pakistan's sociocultural landscape. This research objects to highlight the portrayal of Pakistan and comparative frames so that it generates cognizance and production houses familiarize some policies which not ever comprises undesirable portrayal of Pakistan and its people.

1.3: Research Objectives

- 1:** To analyze the construction of image Pakistan in Hollywood and Bollywood movies.
- 2:** To compare the frames in which Pakistan's image is constructed in Hollywood and Bollywood movies.

1.4: Research Questions

- 1: How Pakistan's image is constructed in Hollywood and Bollywood movies?
2. What are the comparative frames used in Hollywood and Bollywood movies regarding the image of Pakistan?

1.5: Significance of the Study

This research is aimed to know that how agendas are set against the image portrayal of Pakistan. This study is suitable for better understanding of how agenda setting theory is applicable to set agenda against any country. Moreover, the current study draws a comparative analysis of the construction of Pakistan in Hollywood and Bollywood movies. As both industries are the trend and agenda setters for film industry so this holds an obvious reason to frame and establish a political propaganda to harm the image of Pakistan across the globe. This study enabled the researcher to extract the themes by analyzing the data from the movies. Themes are a pointer to create a clear comparison, construction of the image of Pakistan in each movie industry. This research will help-out the production houses to understand the effect of framing that is also a cause to damage the image of Pakistan across the globe. Through the research, the researcher has created awareness among the production houses that how agendas are promoted against the image of Pakistan.

CHAPTER#02

LITERATURE REVIEW

2.1: Introduction

This literature review seeks to explore how Pakistan has been represented in Hollywood and Bollywood industries. Earlier studies have shown that the portrayal of Pakistan in movie industries has often been shaped by geopolitical interests and stereotypes, reflecting broader standpoints and narratives. Previous studies display that movies create an effect on hegemony or cross-cultures of any country. Moreover, by examining scholarly articles and pre-existing studies it is reviewed that films change the narratives and perspective of people regarding any country because movies acts as image builder of any country or on individual level. Literature related to analysis of Hollywood and Bollywood movies and how movies play a part in construction of image of any individual, belief or country is the pivot point of this literature review.

2.2: Misrepresentation and Propaganda

Propaganda and framing had been a part of movie industry since the war era; aftermath of terror attacks it got the directions towards Islam and Pakistan. Overall, the representation of Pakistan in Hollywood and Bollywood films is a rich tapestry of competing narratives reflecting the ideologies, not only the political landscape but also the global dynamics of Pakistan. Representation creates perception and reconstructs of the thoughts, cognitive thinking. As these cinematic representations is the topic of this study, cinema has continued to evolve in changing of the trends bringing opportunities and challenges in shaping more inclusive understanding of

Pakistan and its people across the globe. We are able to examine the frames associated with various types of agendas. Hollywood and Bollywood rivalry cinema, Pakistan emphasized frames more may have certain agendas about particular issues, as depicted in film such as *Uri*. When discussing Hollywood, they typically remove any diplomatic connotations from the phrases and portray Pakistan as the most backward country with an extreme mindset nation. So, it can be said that framing plays a crucial role in meaning creation in a variety of ways. Now the cinema is playing more critical role and more complex. Rivalry between Pak- Indo is not a new subject and holds no secret. The history of both countries is more revolved around the conflicts are wars, which is till date continued and spreading up hatred in the youth of both countries. Movies can have a profound impact on how Pakistan is previewed both at home and abroad, influencing cultural understanding political discourse and social norms. As because Hollywood and Bollywood these industries have access to the audience and can portray the thoughts based on political agendas. This has the ability to redirect the agendas, assumptions, issues and ideologies.

2.3: Movies as a Source of Image Building

Through movies we are able to examine the frames associated with various types of agendas. It can be said that framing plays a crucial role in meaning creation in a variety of ways. like many movies are produced to highlight the Kashmir, Indo-Pak war, *LOC Kargil (2003)* which is based on true story of Kargil war. International cinema often portrays Pakistan through various lenses, influenced by the perspectives of filmmakers, cultural context and prevailing global narratives. Many international depicts Pakistan within the context of political instability, terrorism and conflict. Movies like *American Assassins (2017)* *Raazi (2018)* and *Fighter (2024)* are included. This portrayal often focuses on the geographical tension in the region particularly along the Pak-

Indo and Pakistan-Afghanistan border and the impact of extremism on society. People must think on their own interpretive style and framework which enables to use the language effectively. Movies, are directly or unknowingly involved in the perception building of the image around the globe or may be sell as a commodity. Another era of postmodern historiography and historical writings has begun other than the political agendas, in which the history of films and cinema is an important area. The major premise of framing theory is that an issue can be viewed from different perspective and multiple considerations can be arise to solve them. As an issue gets highlighted so that a clear concept can be develop regarding the thinking so giving rise to reorientation. (Chong & Druckman, 2007)

Movies provide powerful mediums for cultivating true images or many times false. Every idea or portrayal are not true which is far away from facts and figures. Through representation it effects both individuals and border cultural aspects. So, a fact that visual representations can create an impact on the image more associated to the false image to meet the political demand and rivalry nature. Many scenarios are filmed in such a way that it angles and frames the scenarios to make the audience in or against the favor of any state or public. Movies provides or construct the narrative about any conflict. It determines how we generate the idea in our mind, perception, behaviors and values. Through story-telling, like a script of any movie having the visuals and audios, construct the narratives that influence or complete thought and sometimes even reactions. Cultivation doesn't depend that what do viewers believe. The producers think out of the box to create an impact and present the movies in desired manner. The production houses can portray the image of any country in such a way that viewers may not be able to distinguish the factual and frictional presentation. The label of factual may be framed in such a way that it get dissolved and fabricated that it seems like totally realistic. (Bryant & Beth Oliver, n.d.)

In movies, Hollywood or whether it is Bollywood, Pakistan and Muslims are pictured as peace killers and opportunists.

2.3.1: Shaping the Narrative

Communication plays the most significant role in shaping the narrative. Communication plays a key role in the creation of social construction of reality. We obtain experience of the world and information about a large number of topics such as events, individuals and places through media. However, there is a significant influence of media and reality itself. Hence, media doesn't only effect how people observe reality itself by influencing the behavior of people and institutions. (Stocchetti & Kukkonen, 2011), Portrayal of Pakistani characters have depicted them as villains or adversaries, especially in movies like having themes of war and terror. Looking in the cold war era, called as *Revolutionary era*, cold war times when war were fought at the battle fields. By the rise of Nazi Party, Hitler was aware of the agenda thing like propaganda knowing the strategy. Hitler guiding his team members kept the audience engaged with the power of images and audio. At that time the Hitler used the propaganda of communication to convey war messages to the against party.

Films itself represents the history, historical trends and cultures, forming the internal and external identities Globalization has advanced this representation of any country in the movie by selling the movies and its content like the product which is supported by the elite class. Globalization impacts and affects the image of any country portrayed buy movies. (W. Maisuwong,2012)

Communication is based on language, helps the communicator to transmit information and transforms it in the way to meet the demand of audience. However, it is essential to recognize that the representation of Pakistan in movies is diverse and multifaceted and no single film can fully

capture the complexity of the country and its people. Movies often depict cultural aspects, traditions and customs of Pakistan. Depending on the portrayal they can either reinforce stereotypes or provide the understanding of the country's diverse culture. For example, film *Uri* has represented Pakistan as a terror supporter and Hollywood movie *A Mighty Heart* has depicted Pakistan as an unsafe country for visitors. Pakistani films like *BOL* and *Khuda ke liye* has addressed an important issue in the Pakistani culture. So, is it not the scenario that movies only depict frames and emphasis the frames negatively but it can highlight the social dilemmas of the society. Internationally movies serve as a window into Pakistani culture for audience around the world. Film like '*The Reluctant Fundamentalist* explores the themes of identity, religion and politics offerings. Perspectives that may challenge or confirms the existing perception about Pakistan. Films with political themes or historical narratives can influence the perception about Pakistan's political landscape for instance movie the *Seige, Zero Dark Thirty* depict Pakistan's role in global war on terror shaping unintentional views and offers controversy.

2.4: The Power of Agenda- Setting and Cultural Hegemony

Culture through movies emerges and blends itself into the new cultures. West using their most modern agendas enable the opportunity to make their western ideas more popular in the East. West has diffused its language, food habits, rituals and norms and values into East especially in Asia. According to Brown (1994) culture is a deep and fiber foundation of any country. Along with culture, language being its part holds a special place to make a foundation of any country strong and smooth. Tang (1999) suggests that language and cultures are inextricably linked together which cannot be neglected. Cultural hegemony strategies are discussed on the political desk to make Pakistani nation a slave to their beliefs and are portrayed as an in-genuine nation to the

mankind. Hegemony through films is playing a significant role as soft power to distort the image of Pakistan around the globe. The careless and informing fake scenarios can make the mind of people more negative and can affect their cognitive thinking. Movies are an excellent window into understanding western culture. They reflect social norms, values and often offers insights to the collective scene of a culture. Here is a brief exploration of western culture through the lens of movies. Many western films celebrate the individuals and their ability to overcome challenges through personal strength and determination. Characters like themes of freedom and liberty of pervasive in western cinema, reflecting cultural importance placed on individual's rights and autonomy. Many perspectives and ideologies are incorporated into the mind of people so that they may think and damage the individuality of Pakistani people. (Moazzam, 2023b) Cultures through movies are dispersed in other societies through cultures like people are adopting new ideologies, identities, routines, rituals and perspectives of Western countries, entirely becoming possible due to cultural hegemony and globalization of the rise of Western countries. According to Antonio Gramsci, Cultural hegemony is possible by the ruling class. By linking with it the ruling class, elite people of the society can make the production houses command to make their ideologies more common.

2.4.1: Role of Hollywood in Agenda-Setting and Hegemony

As Hollywood is playing a part in cultural hegemony, the submissive cinema, movie houses are incorporating the thoughts that Pakistani nation is the supporter of terrorism and militant groups. In the movie like *A Mighty Heart* they portrayed Karachi as an unsafe country having no cultural values and no support to feminism. As the main character of the movie was not supported by Pakistani people. Obviously, the dominant cultures will prevail more into other societies ruling the

oppressed cultures. By the World War II this idea of propaganda and cultural imperialism has prevailed into the minds of elite class.(Rollins, 1983) This is obvious that agenda that is directed by the political parties are obeyed and followed by the production houses, so through movies they can incorporate, and cultivate the any frictional realities in to the mind of audience. It more or less interprets, reinterpret the ideologies and thoughts changing the psychology of the people. The phrases "Cultural Exoticization" and "Orientalism" are employed to delineate the representation of non-Western societies as being exotic, enigmatic, and often too simplified when viewed through a Western lens. Cultural richness is an identity and class of Hollywood industry. By connecting to this statement films brings new frames or may pave the ways for the new ideologies, performing ideological functions. Films like *Brave Heart* and *The Shawshank Redemption*, showcase characters fighting for their freedom against oppressive systems. Through movies western media and film houses is making efforts to represent themselves as the true freedom supporter. Western movies often depict a consumerist culture where success is equated with material wealth and possession. Movies like, *The Wolf of the Wall Street* and *American Psycho* offer critiques of aspect of western society. Western American movies promotes trades, and trading opportunities for the foreign settlers. These clever depiction of them has angled the perception of people from East that America, west is providing more opportunities and people are offering their labor and skills to the West. Movies shows a sight of order and law, showing to other nations that how they are the supporters of peace, equality and justice. This is only a depiction, Like the current on- going situation with Israel and Palestine, biggest supporter of Israel, USA is showing the supremacy and support with the genocide war. They are portraying, framing Pakistan as a backbone of militant groups which is not a reality. This can be seen that no main stream media on international level has participated and even a single documentary is not produced by Hollywood in favor of Palestine.

Native American tribes get cultural support by the cultural emergence, now their culture and language are not a new thing to any country. Native American tribes have vast rich cultures which is spread, transferred to other countries. In movies, Hollywood always showed themselves the most peaceful and advanced but they are the most racist. Many people from Asia even now from Pakistan are moving to foreign as a foreign settler to get new opportunities. As they showed in their films, showing advanced nations as themselves. The production houses of Hollywood are the biggest supporter of US government showing hatred towards humanity not verbally but also by propaganda towards certain communities especially for Muslims and for Pakistan. Heroism is initiated by Hollywood giving a stance of supremacy, as shown in the movies that there's a strong linkage between super power and the weak which is depicted through movies. Hollywood movies has created a different categories and class of the characters. Movies like *A Mighty Heart* and *The Reluctant Fundamentalist* has portrayed the Muslim community specially Pakistan as a terrorism supporter. As Hollywood is the dominant film industry with multiple audiences inside and outside America, as this cinema is not a new one. By the end of 1930's due to implications resulted as World War II, the Hollywood era of the 1930 which is also known as the Golden Age was filled with great benefits for the film studios of Hollywood. As we highlight the most modern cinema, Hollywood cinema the most modern cinema and its value cannot be disregarded (Malty & Vasey, 2002).

2.4.2: Framing in Hollywood Movies

History has shown the conflict, wars and military confrontation between Pakistan, India and the Western countries especially USA. The cold war and post-cold war era hold an important place in the history. The term Hollywood is used to associate the film industry of United State of America.

Majority of the film productions belongs to California from USA. From the beginning of 20th century, it was in the highlight and limelight but *Birth of the Nation* was a hit. It totally turned the face of Hollywood cinema in cold world war the movies such as *Red Dawn*, *The Tale of two Cities*, *The Bitter Harvest*, *Captain America*, *Civil war*, *Meet John Doe* and *Toy story 3* were produced to frame the ideologies that were with communism to promote further rise in the thoughts of nation. (*Portrayal of Pakistan in Bollywood: A Content Analysis Of*, n.d.-b). Hollywood is like an opinion builder and like a peer to other media houses and politically connected countries. After all the leading production houses are associated with the movie houses. Hollywood has crossed the all records of Award -winning movies across the globe. Hollywood film industry holds the largest fellowship on all platforms of media. Its magnetism can't be denied which is recognized across the globe. Its limelight has attracted most of the countries to produce the topic and follow the agenda and framing for other weak and less power countries. *Gone* broke all the records with 3.3 billion dollars. Likewise, *Avatar*, has rocked the box office by earning 2.8 million for Hollywood movie industry. Mainly cold war era was a highlighting period for the usage and proper awareness to the propaganda. After cold war and gaining more power and hegemony across the globe USA emerged as a sole power not only for the west but also for the Eastern countries. This was a turn aftermath of 9/11 attack by Al Qaeda, a terrorist group this was marked as an incident that happened because of Muslim and glued an idea that Pakistan is the biggest supporter of the militants and the terrorist. Consequently, this turned the table against Muslims and Pakistan. As Hollywood took an advantage of it and promoted racism and hatred towards specific communities and labelled them as the peace killers. (Fatima, 2016)

2.5: Hollywood Movies and Propaganda

Sifting through years three thousand years it can be seen that the communication forms are changed and now in the hands of vested interest. They are opinion leaders for a lot of gains, mostly political gains so they have opted authentic information. Moving-picture producers are puppet for the elite class selling the ideas, ideologies or harming the image of country by promoting their propaganda. (Wood,1994). Emphasizing on the importance of motion pictures or images cannot be denied but, we emphasize the production of images rather than the message and the true meaning of production. As relevant information is more important as this is at the heart of the issue. Images carries a meaning and a mental image of something that is not real more frictional. According to Gamson, the images are form of life for the spectator but is lacking the reliability and validity. Messages carried as a propaganda against any country carries a huge impact. Content is produced without reality checking and harms the culture, global position and image of any country. We have consumed this responsibility and assumed that the variety of information carries the messages. These messages are responsible for the formation of culture, ideologies and belief.(Gamson et al., 1992) Nelmes(2012), explains the historical context from the century to origin to the analysis of movies. Studio eras and movie analysis and all from the origin of 19th century is discussed in his book, *"Introduction to Film Studies"*. He wrote about the film genre and explains the frames and grounds in which movies were made. He also wrote about the documentaries and its essential components in its full depth. This book also explained the representation of stereotypes and racism which is affecting the credibility of movies and information to the historical perspectives. These stereotypes and racism can easily notice in the movies produced by Bollywood movies. Nelmes describes about the ethnicity, race, color, caste in the film belonging to the certain historical

backgrounds. This book took a depth view of British cinema portraying minorities, African Americans, the Soviet cinema of 1920 and also the Indian cinema.(Sial et al., n.d.-a)

Stahl (2010) pointed out the war events portrayed through movies and describes about the first war events in the form of entertainment on television, video games and films. He talked about “militainment”. Background of the motion pictures was also given by him, Thomas Edison showcased *Barrow scene (1894)*, which was the first fight scene on film. The aftermath of WWII increased the directions towards new propaganda. He talked about war films like *Saving Private Ryan (1998)* and *Black Hawk Down (2001)* that was a milestone to the war movies.(Sial et al., n.d.-a) Movies like *World Trade Centre (2006)* and *United (2003)* has proved a pave way towards changing mode of Hollywood cinema. Moreover, after the incident of 9/11 it turned out against the image of Pakistan and Islam. The history of Islamophobia is related to the incident of terror attacks and with the rise and dominance of sole power, America. Many movies like *Charlotte Gray* and *Black Hawk Down* created a strategy of framing.

2.6: Hollywood, as a Dominant Film Industry

As Hollywood is the opinion leader in movie world so taking an advantage of it, propaganda is more frequent which can be judged by watching certain movies. Hollywood is holding the most significant place in the market. Its representation is always dark and against the Eastern countries. Muslims are always shown as monolithic and fundamentalist, likewise movie, *The Reluctant Fundamentalist*. Pakistanis and Muslims are associated with the word *Jihaad* which is portrayed as a monolithic concept of Islam. Having no knowledge with this concept this is how it is related with faking concepts and less cultural familiarity. Racism and taking the rights of individuality is an identity of USA towards Muslims and Pakistan but contrary to it certain movies are against this

actual reality of them. According to (Entmann,2001) individual's thought, awareness, judgment and reconstruction of the idea and affairs are greatly affected by how people receive information and to which extent it is authentic.(Gul, 2013) A considerable amount of psychological research has been conducted to know the effect of information on individual's mind and the thought process, cognitive thinking. (Dietram A. Scheufele, 2009). Moore (2010) explained that political propaganda is a part of movie industry indeed supporting the political elite class. As elite class are the peers and opinion leaders of the society ruling also on the production houses of countries. Zia (2004) explored in the research that yes sadly this is a fact that human rights are violated that is defaming anyone's identity. It is more damaging to the fact that national boundaries are affected by this political agenda promoting the stereotype. (Kiran et al., 2021)

(Miller,2007) concluded in his research that Hollywood produce a good -time stories but obsession among the audience about Hollywood industry is increasing around the globe. (Bilal, Zaman, Azhar, et al., 2021)

With the inception of social media now movies can be watched on another platforms which are easily accessible. Easier approach to thoughts changing ideologies of audience can be challenged and changes. Now the cinema is playing more critical role and more complex. As because Hollywood and Bollywood these industries have access to the audience and can portray the thoughts based on political agendas. This has the ability to redirect the agendas, assumptions, issues and ideologies. The approach of thinking and modify the image of any country, thinking is more convenient (Bahaji,2007).

2.7: Construction of the Image of Pakistan in Hollywood Movies

Especially, above after all the incident of 9/11 the USA has always been disseminating fake frictional realities against Pakistan and has resulted into Islamophobia like term. This is another level of inhumanity that certain campaign has been launched to damage the image of Islam and Pakistan on international and national level. This will ultimately suck the peace around the world and make the situations worst for innocent people who are holding none of the concern with terrorism. This is a debate that so called the biggest supporter of peace and human rights is not rising a voice against the cruelty acts by India or Israel. If one really wants to know the real face of Hollywood than without any discrimination so pick-up some movies and go through the production and screenplays this will definitely shows the whole agenda.

Hollywood industry is playing a key role to damage the image of Pakistan. Hollywood movies proved to be more handful to fulfill the scheme to portray Pakistan as a coward and terrorist nation. Movies like *Eleni*, *A Mighty Heart* and *The Reluctant Fundamentalist* are the examples of agenda setting and framing by Hollywood cinema. Before the terrorist attacks of September 11, 2001 Pakistan was supposed and framed on a political level, as a supporter of Al, Qayeda and other militants. In Hollywood Pakistan and Muslims were portrayed as unkind to mankind. Political demands rise which were against the world's peace. This strengthened the words and framing against the image of Pakistan & Muslims. That scenario creates a sense of racism and stereotypes against specific class and nationality. (Shohat & Stam, 2014) The movies produced by the cinema houses were not only stucked to the national image but it also created fake information and cultural images belonging to Pakistan and Muslims. Basically, India and West were collectively working on the agenda against Pakistan so they portrayed through films like honor killing, faking accents, fake rituals were shown in the movies. Like they have associated Pakhtoons with terrorism. They

faked the cultural of extremism and human rights. (Sayyid, 1997). The accents were fake and the ideologies are always exaggerated belongings of Pakistan. (Gupta&Nayar,2012). The lack of authenticity indicates that the industries are not properly aware with Pakistani cultural, norms and values. The lack of authenticity and investigation has created the misunderstood concept against Pakistan in movie industry. The inaccuracy has made it difficult to understand the real image and narratives. (Shachar, 2006). The portrayal of Pakistan in Hollywood movies is a complex and controversial topic. While some movies indeed represented a distorted image of Pakistan. The images and information are fake and has threatened the individualism of Pakistan around the globe. In many cases, filmmakers use Pakistan as a draw backdrop of the story without necessarily understanding or accurately depicting the country's cultural, social and political realities. After the world war era this propaganda propagated, even US propagate the media and platforms to frame the communism as the unkind act towards mankind. Movies like *The Lost City*, *Strike*, *Repentance* and *Eleni* was totally based on the against Germany which was aimed to the mind of public against communism. This was aimed to protect the supremacy of US. Aftermath of the war era US ruled in media, in movie industry on the basis of political ground.

Taking an idea of cultural hegemony, introduced by Antonio Gramsci, the elite power and the politically stable countries takes the lead by incorporating and taking on these hands to their culture, movies and production houses are the cultural products. Paving the way towards the cultural domination cultural hegemony is another propaganda against Pakistan and Muslim countries. Introducing heroism and idea of supremacy are the belongings of western media, from this leaving their Islamic values and beliefs behind the youth and children are running after idealizing and heroism. Audience is subjected to belief the western media and their cultural as way to success and lead. Hegemony through movies has aimed so that Pakistani youth forgets to aim

at nationalism and individualism. National esteem and advancements are not a concern to Pakistani nation is showed in movies. Pakistan in the mainstream movie industry is criticized more. New narratives are established by the Hollywood industry which are shown to the world which not only affects the innocent nation and the esteem but it also directly linked to the economy of Pakistan. As in movies they (Pakistanis) are shown as a poor nation which is not familiar to the advancement of technology this is obvious that other nations will not be interested to give the chance to Pakistani people. This directly reduces the chance of Pakistan's progress in the world. Hollywood through movies has spread American ideologies, lifestyle, values hence promoting consumerism, individualism and American exceptionalism. Hollywood has historically been criticized for lack of diversity in representation especially in-case of sexuality, racism, gender and socio-economic status. Pre-dominantly showcasing backgrounds of the stories related with specific race and class. It is concluded that the rise of international and independent cinema this has increased the chances of propaganda, and agenda setting against any nation. Some movies that represent Pakistan in negative frames are:

2.8: Hollywood Movies Impacting the Image of Pakistan

2.8.1: I'll Meet You There (2020)

The story of the movie revolves around a Pakistani immigrant named Dua. Main character is a Muslim American girl found herself torn between the conservative traditions of Pakistan and modern America. Her father, Majeed is a Sufi shown as conservative and more connected to the traditions of Pakistan which grapples the clash in mind of character Dua to choose Pakistani traditions or to be with American society. Here, Pakistani culture is portrayed as an old fashion having a huge difference of era and society norms. This film is based on the idea of traditional

backwardness and conservative nature of Pakistani people and culture.

2.8.2: Zero Dark Thirty (2012)

This movie is revolved around the hunting of Osama Bin Laden after the attack of Sep 11, 2001. Here, Pakistan is portrayed as a harbor of Osama Bin Laden or having knowledge, involvement with the terrorist groups. Additionally, movie portrays the presence of anti- American sentiment within certain segments of Pakistani society.

This movie highlights the challenges faced by the CIA operatives as they navigate the political and social landscape of Pakistan.

In both the films by Hollywood industry, Pakistan is portrayed from not a good aspect. In the movie *I'll Meet You There* is shown cultural supremacy of American and Pakistani youth is shown as the torn youth grappling between the traditions and culture of Pakistan and conservative extremist Islamic values. Religion of Muslims along with the cultural identity is portrayed here negatively. In the film *Zero Dark Thirty*, Pakistan is depicted as a terrorism supporter or in some way involved in the attack of Sept 11, 2001. The researcher has mentioned already the patterns in which Pakistan has been portrayed by Hollywood industry. Pakistan is culturally oppressed by Hollywood cultural dissemination through movies. They had already emerged their cultures of wearing, eating habits and many more.

2.9: From Screen to Society

Cinema is not only responsible for changing the mind of native masses but also the minds of masses globally. Films not only bring forward new trends in the society but also change the dynamic of any society. It also brings up new cognitive thoughts to creating myths and

transforming the society. It has been a source of disseminate pleasure and leisure. Jowett and Donnell (2012) described the use of propaganda model in many ways. He explained that propaganda is not a new thing. People were having an idea that movies only provide the basic need of entertainment but he cleared this notion he concluded an idea that movies, motion pictures are more than an idea of entertainment it carries the magic of molding the thoughts and ideologies. Motion pictures are from war time has played a magnificent role at that time it was not very noticeable.(Sial et al., n.d.-b)

Propaganda is supported by the elites or the opinion leaders of any country. Movies are selling as a product to hold a place across the globe. Ganti (2013), describes in detail about Bollywood cinema. According to her, from the nineteenth century, Indian cinema industry is related to its historical roots. She explained how Indian cinema has grown and developed. She explained the production process and movies distribution along the India. She wrote about the fact that narratives are the part of Indian cinema but its more than a single narrative bring new narratives into the mind of audience. She wrote about narratives like right or wrong, good or evil, law versus justice and duty versus desire. She talked about that Bollywood had bring new trends and genres into the society. This book also describes the noteworthy of movies and the filmmakers of the Bollywood film industry.(Sial et al., n.d.-a)

A movie is all about visual graphics having content with dialogues and meaningful words. Movies create a dialogue building not even between individuals but also on the borders between the respective countries. Representation of the country especially on the silver screen holds an utter value and then it creates an image around the globe.

Indian cinema industry has been displaying Muslims and Pakistani as terrorist. This industry portrayed Pakistan as a supporter of militants and responsible for the supply of arms to the terrorist

groups. Certain movies Pakistan has been portrayed as a supporter of *Lashkar-e- Tayyaba* or other militant groups. India portrays Pakistan as a fierce advisory of militants and providers of arms and are portrayed as peace killers. Aftermath of the incident of 9/11 the word terrorist was glued to Pakistan. Taking an advantage, the Indian films has depicted Pakistan as an evil country. Bollywood industry took privilege of accusing Muslims as terrorists. As Bollywood industry influence the representation of Pakistan in the world by the lens of camera. The image of Pakistan and Islam is not good as it should be. If any-one wants to see the real face of Bollywood industry one has to be indiscriminately pickup few flicks of decade and note the changing pattern of propaganda and agenda. The image of Pakistan in these movies are passed on country to other borders.

2.10: Bollywood Movies and the Propaganda

Due to a very clear history of conflicts the production houses of India had took an advantage to make their intentions more obvious harming the image of Pakistan across the globe. Pakistani cultures and Muslim beliefs are more depicted by a proper propaganda which highlights the Muslim rituals like in *Bajrangi Bhaijaan*. The researcher has find-out the clear evidence to finalize the thought and conclude that India intents to show the world in negative shadow. Films like *LOC Kargil* (2003), *Border* (1997), and *Lakshya* (2004) reflected Pakistan as an enemy of peace and India. *LOC Kargil* was a film full of agenda against Pakistan, as it was a war base movie. It was full of hatred and biasness. The Pakistani nations were mentioned *others* or sometimes labelled as rats like in film *Gadar*. Movie *Ek Prem ki Katha* (2001) was another war related movies based on the war of independence between rivalry countries. This study examines the strategy to which Bollywood uses to cinema industry to bring down the image of Pakistan globally. Although, Indian

movies were banned and were not a favorite part of Pakistani youth in *1980s and 90* in Pakistan, but nowadays we can watch them in cinema and which has been lifted as promoting friendly relations between Pakistan and India. Under the influence of Indian foreign policy of *1950 and 1970* that to capture the Pakistani Indian youth through the communication medium like radio tension and cinema. Motion pictures are collectively called as a movie. Decade of 1980S is marked as an era which bring the transformation to the Muslim characters shown in movies by Bollywood. By the representation of Muslim and Pakistan is made in a way it was made ambiguous one could easily spot the person dressed as a frivolous Arab and holding a brief case and cigars. Initially movies were only against Muslims but then it targeted the Muslims of Pakistan and other Arab countries. Due to the Mumbai attacks and other attacks that were suicidal other nations blamed Pakistan. Pakistanis are blamed, doubted, humiliated and demanded all around the world. Other than this incident of Mumbai attacks many other collects of local natin people on the country has escalated the conflicts between two nations. (Atif & Shafiq, 2019)

It is based on the thought that Pakistani authorities are an extremist, holding hatred towards mankind like shown in movies like *Bajarangi Bhai Jan* and *Veer Zara*. But in the movies like *Bajrangi Bhaijaan* and *Veer Zaraa* Pakistani people are shown as not very rigid and strict towards Hindu community and there is a place to cultural and religious acceptance by Pakistani people. in Pakistan. In many movies it is depicted that Pakistan has no cultural acceptance and well bring is given to the person of any other country. In almost every country there is a connection between Pakistan India with criminal activity association and Pakistanis are shown as a supporter of terrorism contrary to the fact that 200 million Muslims are living in India as well. Bollywood cinema is well known in the Asia as this the fact across the globe so the messages send by the Bollywood movies are wide audience. It has been observed that Bollywood holds a very strong

position in the cinema industry in defining specific connections. The incident of 9/11 turned the table against Muslims and play the key role in highlighting the issues against Pakistan. This bucked-up the nation which are already against Pakistan, Islam and the Arab world. Watching movies is an entertainment routine in this day and age. Most of the people gets emotional attachment and identification, able to relate themselves with the scenarios. We can see and adopt the images and perceive the targeted messages without having a single thought on it. Consequently, movies can influence public opinion on social issues and changes how we perceive ourselves and sometimes even how we feel about ourselves and others. According to (Manchel,1990) the mindset, thoughts and ideology of filmmakers about the incidents, events and beliefs can be interpreted. The messages and the images portrayed in the movies shape the daily lives of the people at it may hit the political level or future aims.

2.11: Role of Bollywood in Agenda-Setting and Hegemony

Political relations between both countries ties up the way which have a linear effect on the economic and cultural strength of rivalry countries. Culturally rich country having a culturally rich historical hierarchy is a definite finding. Cultural tapestry stories are a part of Indian culture which is shown as delicacies in their historical movies. Indian cinema has very cleverly fabricated the stories of their history just to defame and portray Islam and Pakistan in negative frames. Cultural values impact the nation and has an identity. It imparts value to country all over the globe to fully comprehend the stability and instability of the world order. Despite of cultural resemblance both the countries and not resolving the issues as they are rise from the day of independence. Despite of the increase in globalization and liberation it has increased the demand to tie a good knot of friendship between Pak-Indo. As the Modi government is making the scenarios more thought to

the burning relations between Pakistan and India. New hierarchical structuring is possibly made true by utilizing movies, by the means of propaganda. As movies are considered authentic material which builds social realities and make the culture of the production inject and infuse into the minds of people living in the countries of targeted audience. Movies like *Mughal -e- Azam*, *Shershah*, *Anarkali* has portrayed Pakistan and even the Mughal Emperors of that time as the lazy, cruel and ingenuine Emperors. They deliberately molded the realities just to make people realize that Indian nation holds genuine citizens and more cultural values than Muslims and Pakistani. In their historical films they had shown their cultural richness and historical buildings and rituals. Movies like *Jodhaa Akbar* and *Baji Rao Mastaani*, the actresses were supposed to wear heavy traditional dresses, intricate and exquisite jewelry that were wore by Princess of Mughal dynasty. Through their cultural movies Bollywood has succeeded to spread their culture even in Pakistan. People in Pakistan, especially youth is more interested in wearing Indian cultural dresses rather than cultural dresses. As Bollywood movies are rich with melo drama, and star-studded stories, so it has become very easy to spread their agenda against any country because people of Asia and especially in Pakistan are more familiar and are attracted their movies. In 1913, *Raja Harichandra* was the first movie which portrayed a political agenda. So, it is obvious that due to cultural acceptance India, Bollywood has taken over the movie industry across the borders so it there're more chances to the success of agenda against Pakistan. 'Programmed' word is used to is create very fine line of interpreting and perception through representation.

2.12: Bollywood Movies Depicting the Image of Pakistan

Bollywood often portrays the negative image of Pakistan and Muslims in many movies like in certain movies, *Rang De Basanti*, 2006 this film has used the dichotomy and adverse dialogues for

Pakistan. In the movie a character named Aslam is portrayed as Muslim and ingenuine, Aslam is persecuted by Panday who is an extremist Hindu who have an ideology that India is a country meant for Hindu community. Panday utters the dialogue “*Aakhir tum apne Pakistan wapis ku nahe challe jate*” ? (*Why don't you go to your own, Pakistan*). This clearly shows the war of words and representation between the both countries through cinema.

Butalia (1984), commercial Indian cinema is always been powerful for communicating its messages in Indian society. Indian cinema has played a magnificent role in spreading their culture and knowing their identity across the borders too. Appadurai & Breckenridge (1996), suggested that cinema is the most influential in creating heading the thoughts towards mythology like heroism, leisure and social structure. Films brings the historical, and cultural acceptance and empathetic reconstruction of historical events and values. Fluck (2003) stated that combination of sound, and image brings the audience to a level of “*immediate experience*”.(Din & Manzoor, 2023)

Mostly, Bollywood movies are shown as typical love stories with melodious songs and the dancing culture, as they are good to absorb the cultures within because they are culturally rich country, but this is not only the part. But the realities seem like the content of movies are produced in a way which is merge with the new idea or cultural emergence. Bollywood movies, historical perspectives or identities of some nations are pointed out. Like many movies from past like *Ummrao Jan*, *Mere Mehboob*, *Mughal e Azam* and *Anarkali* (to name the few). These movies have showed the past of Muslims as resplendent. These movies portrayed the nature of Muslim rulers as cruel one, actually the intent of production was not pure too, it was to portray the Muslim rulers of Pakistan as unprofessional. Bollywood movies has depicted Pakistan from the historical perspective as like they are unprofessional.(Ali et al., 2012)

The contemporary status of race in mainstream American culture is intimately bound to the process of representation within and throughout the mass media.

Aftermath of Mumbai Attacks, this turned the table against Muslims, Pakistan. Many studies have been conducted which focuses on the extreme nature of Muslims and banned Pakistan and tagged the nation as extremist and *Jihaadi*. After attack September 11,2008 and November 26,2008 Mumbai Attacks, it affected the image of Pakistan and the portrayal can be seen more firmly in the Bollywood movies.

Nadra Khatun (2020) conducted research named as Post – colonial and neo nationalism. In the research, the researcher concluded the Muslims are depicted creating a scenario in a way that the Muslims are damaging the nationalism of India by their political parties. There is another study conducted by (Rachel Dwyer,2017) which focused on the religion differences between the two. The researcher examined the topic of religion in the movies by Bollywood, how this forms a general perspective regarding Muslims. The concluded idea gives a looked that Bollywood movies explain the Muslim and Pakistani and their religion. The movies showed everyday rituals and the beliefs by Muslim community.(Molaei & Hussain Babaei, 2020)

The Indian media has always settled a war, media war which is contemporary. Teasing Pakistan with clueless wrong dialogues and images. Indian cinema or media leads the content which is always highlighting “Pakistanis are Terrorist”. News stories are hanging cluelessly without any firm identity confirmation regarding Islam or Pakistan. Stories of news are leading with a denial statement but the Indian media shows all the things openly.(Bajwa et al., 2018)

2.12.1: Bollywood, Bridging the Borders

As Bollywood is the biggest movie industry in Asia so they impact on Pakistani youth which may result in the formation of cultural hegemony. Hegemony of cultures across the borders has revolutionized the Indian cinema and society, cultures are emerged across the borders positively as well. Bollywood has shown Pakistani characters according to their taste and necessities. The image of Pakistan has been portrayed in positive films like “*Heena (1991)*, *Aa Ab Laut Challen (1999)*, *Veer Zaara* -to name a few). These movies have impacted the friendly relations across the border countries. (*Portrayal of Pakistan in Bollywood: A Content Analysis Of*, n.d.-b)

Movies can showcase Pakistan’s vibrant culture including its music, cuisine and traditional festivals. Many movies have mentioned the beauty of Pakistan, beautiful people and its breathtaking landscape. Movie like *Veer Zara* and *Bajrangi Bhaijaan* has portrayed that nation of Pakistan are warmth and generous, regardless of their background. Many movies have shown that Pakistan have historical heritage like Indus valley civilization and Badshahi Mosque. *Films Heena, Main Hoon Na, Veer Zara* and *Bajrangi Bhaijaan* (to name a few) has tremendously engage the audience with the audience across the border. These movies have constructed the image of the people of both countries. In the mentioned films, the production has succeeded to articulate the semblance and resemblance between the nation of Pakistan and India. (Crossing over the Border: Cinematic Imaginations, n.d.)

Impact of movies cannot be neglected as it also ties the foreign policy among the countries so playing a significant role for image construction creating a sort of hegemonic wave of power. Films are the most revolutionary, sophisticated medium to bring the audience at the uniform level of thinking. By connecting to this statement films bring the new frames or may pave the ways for the new ideologies, performing ideological functions.

2.13: Bollywood Movies Architecting the Image of Pakistan on Penetrating Issues

2.13.1: Lamhaa-(2010)

This movie was released in 2010, its story is based on Kashmir issue. The story highlights the complex issue of Kashmir between both countries. This movie also provides some historical perspective and brings attention to the issue. This story surrounds on a false fiction that Lashkar e Tayyaba is supported by ISI. According to the movie, ISI plans to interfere the upcoming elections as so to disturb the political conditions. They targeted ISI that they disturbed the whole political situation so that revolts like the ones in 1989 so that Kashmir issue could be started again. To stop this, an intelligence officer named Vikram is given the task to get hold to this and defeat ISI. While the end result is like that the plan is accomplished by the Indian forces but it was not completely wrapped up as ISI was demanding along some Kashmiri political party to get the issues resolved by the support of Lashkar e Tayyaba. It was showed in the film that some Kashmiri parties and people were like supporting the concept of *Jihaad* so this story turned out against the identity of Pakistan. (Naz & Raza, 2015)

Overall, Bollywood portrayal on Kashmir issue reflects the diverse perspective and complexities around the region ranging from patriotic fervor to calls for empathy understanding and resolution. These films play a significant role in shaping public discourse and propagation about Kashmir within India. Certain films delve into the intricate geopolitical dynamics of the Kashmir and call them their territory. They not only Kashmir as their own land but depict the citizens of Kashmir from Pakistan the hostage. A few Bollywood movies address the human rights abuses and humiliation, civil rights, that depict which is done by Pakistan. Any terror war around the India or

globe Pakistan is blamed and humiliated for the cause. Some filmmakers use their work to advocate the dialogue and peaceful resolution of the Kashmir conflict, using both India and Pakistan to engage in meaningful negotiations and address the sorrow of Kashmiri people.

2.13.2: LOC Kargil (2003)

This movie based on the war of Kargil fought between Pakistan and India. The story of movie surrounds the plot that Pakistani army intruded India disturbing the whole peace of the nation and it was supported by political agenda. The movie is known for ensemble the cast and realistic portrayal of battle sequences. The movie received appreciation from the Indian community, it conveyed the message of hatred against Pakistan army as they are said as intruders and rats for intruding the Indian borders. This again rise a debate regarding historical battle grounds as Pakistani troops were demonstrated as weak and coward one with poor strategy. This how certain movies are plotted truly on the wave of destructing the image of Pakistan on the domestic and international level.

2.13.3: My Name is Khan (2010)

The story revolves around an Indian Muslim man who is an acute patient of mental disorder. Rizwan was name given as a character to Shahrukh Khan who was suffering from autism which impacts his daily routine life. As having name Rizwan, he was tortured, mistakenly accused and arrested in post 9/11 incident LOS Angeles of being a terrorist. The film conveys that message of acceptance and tolerance to other religions and community. Movie surrounds the journey of Khan as he tries to meet US President to convey a message, *“My Name is Khan and I’m not a Terrorist”*. This movie addresses some social issues including racism profiling, religious intolerance and the

impact of terrorism on innocent lives. The name Khan highlights the destructive image represented by different countries, anti-Pakistani who are innocent but are humiliated and mocked as terrorist or supporter of terrorist militant groups.

2.14 THEORETICAL FRAMEWORK

This chapter covers the theoretical aspect of the current study and has enabled the researcher for the better understanding of how agendas are designed against any country and how countries, especially Pakistan is framed through the lens of camera. Further, discussions like how frames are designed and work to change the perception of public and viewers about certain topic, individual or country. This chapter includes the agenda- setting and framing in movies and making perceptions of the public. Framing can alter individual viewpoints on an issue, whereas priming can influence the criteria they use to assess politicians or programs. This chapter includes the better understanding of the concept of framing implies something that is presented to an audience within a particular structure. These amplified frames exert influence on decisions made by individuals. It enables the audience to process the information. The chapter, “theoretical framework” reveals how the presentation of information can shape our perceptions and impact general attitudes. By examining framing structures, we advance understanding into the mechanisms behind influence and the role of framework in determining social understanding.

Agenda-Setting Theory

Agenda -setting also known as the function of the mass media was first introduced by Maxwell McCombs and Donald Shaw in 1972. (*Agenda Setting Theory _ Mass Communication Theory*, n.d.)

The agenda-setting influence is not limited to the initial level but also to the political or public

level. After setting the agenda the message is communicated by communication ways and then public is supposed to watch the message to better understand the perspectives of the context, in case of agenda through the news. From Lippmann's phrase; 'The pictures in our head' (*Agenda Setting Theory _ Mass Communication Theory*, n.d.), the agenda of issues or other objects presented by the news media influence what the pictures in our head are about. Images held by the movies or the medium holds the impact. They contribute to make the communication of the messages more effective by visual frame. Agenda setting is a concept in media studies and political science that refers to the process by which certain issues or topics are prioritized and given prominence in public discourse, influencing what people think about and discuss.

Production houses play a crucial role in setting the agenda by choosing which stories to highlight and how to present them. This can shape public perception and focus attention on specific issues while downplaying others. When, media emphasizes certain topics, those issues become more salient to the public. People are more likely to think these issues are important and to discuss them, which can increase public pressure on policymakers. Politicians and policymakers are influenced by the media agenda and public opinion. Issues that receive significant media coverage are more likely to be addressed in legislative or policy debates. There's a feedback loop where media coverage influences public opinion, which in turn can affect media coverage and political priorities. For example, widespread public concern about climate change can lead to more media coverage, which then pressures politicians to act. Agenda setting is closely related to framing (how issues are presented) and priming (how media coverage affects perceptions of issues).

The concept of Agenda setting and framing are coherently related. Both focuses on the idea that the both theories falls into the interest to make the audience not only think about the issue but also what to think about the issues, basically making the mind of targeted audience. The basis of both

the agenda setting and framing based on an idea that there is a war of words between facts and fiction. Realities are shaped in such a way that people see or believe the side of fiction which is more or less true.

Theory of Framing

George Bateson first introduced the concept of framing as spatial and temporal bounding of a set of interactive messages. (*Framing Wikipedia*, n.d.) Gregory Bateson introduced the notion of framing theory in 1972.

Framing is a way in which a piece of information is constructed and defined by the source and then communicated to the targeted audience. (*Framing Theory_ Mass Communication Theory*, n.d.)

The major premise of framing theory is that an issue can be viewed from different perspective and multiple considerations can be arise to solve them. As an issue gets highlighted so that a clear concept can be develop regarding the thinking so giving rise to reorientation. (Chong & Druckman, 2007)

Framing can shape the way people think about an issue, while priming can influence the criteria people use to evaluate politicians or policies. They suggested that the media sets the agenda, basically the public agenda that public are supposed what to think about the issue. The concept of framing is associated to something that is presented to audience under a specific frame. These emphasized frames create an influence that effects the choice of people. This enables the audience to process the information. Frames are abstractions that works that how frames create an impact to abstractions that work to organize or structure the meaning of the message. (*Framing Theory_ Mass Communication Theory*, n.d.)

These frames function as a sort of meta-communication, as stated by Hallahan (2008). Framing theory explains that the media can create a frictional frame for any news or context. Framing can result into narrow contextualization. As frames can be visual in case of movies so it creates a narrow and deep affect to the audience because movies are a part of culture and are watched on medium. Here we can relate it with *medium is the message* so its impact will be on broader scale. Framing can be constructed as a form of second level as it is a second level of agenda setting. It grows on an idea it not only tells the audience what to think about (agenda-setting theory) but also to what angle the public should think. (second level agenda setting, framing theory). (*Framing Theory _ Mass Communication Theory*, n.d.)

Ervin Goffman (1974) a proponent of symbolic interactionism. He used the framework practically of dramaturgy to portray as actors. The actions are shaped by the type of interactions they make with people. Under the influence of frames, he sorted out that people interpret the thoughts and ideologies by what is going around them and through the primary framework. “Psychology and frames are related together. Nature of the frames not only affects the intensity of change in ideological sense but differs in psychological level. Frames differs from other messages not just in their overt form but also differs in the nature. They are more or less effective to every person differently”(Shoemaker & Reese, 1996). Frames works on thinking process by generating more or less responses on individual regarding social phenomenon. The way at event is framed by the media can be interpreted in various ways specifically frames can be episodic, hematic or visual frames. Framing affects more to sophisticated as they are having some background knowledge or have passed through the same context to multiple times.(Carter, 2013)

Framing and Social Construction of Reality

Movies provide powerful mediums for cultivating true images. Psychological frames are described as a geographical and brief boundary for a collection of conversations and signals, according to Bateson (1972, p. 197).

The use of framing is ideological in social construction, as this theory is emerged in 1990s and in which ideologies are framed and can change the mind of targeted audience to make the aim of producers possible. This is not a new case the researcher has find out this is an old strategy but got discovered later.

Framing creates dichotomy, appealing to emotions can create a sense of responsibility. It may play a role to highlight an issue and also make awareness to the solution. Framing involves appeals to emotions, values that resonate with the audience. By framing an issue gets tapped into people's value and can give rise to an ideology. Frames are distilled and coherent representation of the issues across national or international level. A frame defines what an issue is about or may angle the routine or fictional doings on a bigger level, to the level that it gets the limelight according to the requirements. Every frame conveys something about the filmmaker's intentions and how the intended effect was achieved.

These elements include the frame's size and shape, how it defines on- and off-screen space, how framing affects the height, angle, and distance of the image's vantage point, and how it can shift the relation between the audiences and change the ideas. Framing theory explores how media and

other communicators shape the way we perceive and interpret information by focusing on specific aspects of a story while omitting others. It essentially deals with the "frame" through which information is presented, influencing public perception and understanding. In, this context, the "frame" refers to the lens through which Pakistani characters, culture, or issues are depicted in Indian films. This approach might highlight shared values, cultural connections, and mutual respect, aiming to foster understanding and reduce stereotypes. Framing act as a way to reorient the loss directions towards some certain issues Framing can give special importance to the issue or content presented in movie that it gets noticed by the higher authorities. Film like Fighter (2024) is banned in Pakistan because it is targeting the image or may hurt the sentiments of others. Emphasis frames have attracted attention at the authority level. It got importance on several disciplines including, political science, sociology, psychology, journalism and communication, with each contributing theoretical insight and empirical demonstration.(Nelson, 2019)Researcher have proposed variety of psychological models of how frames can affect the cognitive thoughts and can lead to cultivation of new ideology.

Through the new frames the new ideologies can become the part of any nation's belief if the same things or content is shown or portrayed again and again. The special part is that frames of any film content can activate the greater part of the cognition and attributes. This activation affects the perceived importance, relevance and capability of activated consideration. Framing attains the power to manifest the communicated messages may often lead to political response if it hits on international level. Conclusion of framing phenomenon illustrates the power is shaping our understanding of information and events. Through framing individuals or entities can influence attitudes, beliefs and behaviors by presenting information in a particular light. This conclusion

underscores the importance of critical thinking and media literacy in navigating the complex landscape of information dissemination.

By recognizing and analyzing agendas and biases at play, thereby fostering more informed decisions and promoting more understanding of the world around us. Ultimately framing allows us to engage with information more responsibly, contributing to a more informed and resilient society. So, we can conclude that importance of framing and its implications cannot be taken less, yes it depends upon the usage and the linkage to its root level.

2.15: Conclusion

This chapter shelters the representation of Pakistan in both industries reflect the broader complexities and tensions in the relationship between the East and West as well as within South Asia itself. Image of Pakistan has been damaged globally which has endangered the future of Pakistan on international level. The previous studies have ignored to primarily focus the comparison between portrayal of Pakistan by Hollywood and Bollywood movies. According to the former studies have unheeded to analyze the comparative frames of portrayal of Pakistan in Hollywood and Bollywood movies. Most of the studies from past relatively lacks the comparative analysis, they mainly focused on the comparative analysis of Bollywood and Lolly-wood. The literature of the current study shows that there are difference of themes and framing by Hollywood and Bollywood industry while portraying Pakistan. Findings of the current studies concluded that one frame is same by both industries while in the past researches the researchers primarily focused on the themes of terrorism and Islamophobia. It is evident from the preceding studies that Hollywood and Bollywood show the same themes. Moreover, most of the studies pointed-out that movie industry from both sides shows no flexibility when it comes to the portrayal of Pakistan.

Contrary to former researches this current study emphasized that Bollywood somehow shows some suppleness and comparative frames shows a slight change. So, if the researcher has concluded that there is a difference of frames while analyzing the image of Pakistan and the researcher has successfully addressed the different frames in Hollywood and Bollywood movies. The literature of the current studies also points out that collaborations are required between filmmakers of Pakistan, Hollywood & Bollywood to raise the voices of certain issues between the different aspects of societies and the issues. Moving forward there is a need for more authentic and diverse portrayals that captured the multi faced realities of Pakistan, beyond specific stereotypes.

CHAPTER#03

METHODOLOGY

3.1: Introduction

This chapter includes the research approach, sampling techniques, details about samples and the selection criteria of the selected samples which are selected from the universe of the study. Data collection procedure and data analysis are the crucial discussions of this chapter. The current research comprises of Qualitative content analysis of Hollywood and Bollywood movies. The researcher opted four movies each from respective film industry to access the themes which points about the image of Pakistan. This chapter creates a better understanding Qualitative content analysis is used for a data that is in bulk and raw form. Qualitative content analysis is a research method used to interpret and analyze the content of textual, visual, or audio data. Unlike quantitative content analysis, which focuses on counting and measuring specific elements within the data, qualitative content analysis is more concerned with understanding the underlying themes, meanings, and patterns. The current research is descriptive research. The object of qualitative content analysis can be all sort of recorded communication, transcripts, interviews, protocols of observations, video tapes, discourses and documents. It includes analysis of movies including content, audio, visuals as well. This method involves inductive reasoning. In qualitative content analysis, raw data is derived into respective themes and then themes are interpreted. Qualitative content analysis is used for textual, visual or oral data obtained in a raw form by the researcher. Categories are established so that they can be analyzed. Qualitative content analysis is a method used to analyze the qualitative data. This qualitative method is used to find out the meanings of

text in qualitative data. Specific themes are generated which helped out the researcher to compare the frames that shows the representation of Pakistan by both production industries.

3.2: Population/ Universe of the Study

The population of the research are the films of Hollywood and Bollywood Industry in which Pakistan is represented.

3.3: Purposive Sampling

Non- random sampling technique has been implied by the researcher. Samples from the population are selected by purposive sampling technique. This sampling technique has enabled the researcher to gain a better understanding of frames and specific interpretation within specific context.

3.4: Sample and Sample Size

Sample size of this research is, four movies from each film industry. The researcher has selected two films each from Hollywood and Bollywood industry. These movies are selected on the criteria of IBDM ratings as they are the blockbusters on silver screen.

Movies that are selected as samples from Hollywood are *A Mighty Heart (2007)* with 6.6/10 IMDB ratings and 79% of rotten tomatoes. The movie *A Mighty Heart* is based on a true event. The other movie is *The Reluctant Fundamentalist (2012)* with 6.8/10 IMDB ratings and 57% rotten tomatoes. Movies from Bollywood includes *Veer Zara (2004)* with IMDB ratings of 7.8/10 and 93% rotten tomatoes. The other film is *Bajrangi Bhaijaan (2017)* having 8.1/10 IMDB ratings and 88% of rotten tomatoes.

Selected Samples of Hollywood Movies

3.4.1: A Mighty Heart (2007)

This movie focuses on Daniel Pearl's kidnapping and murder in Karachi, Pakistan in 2002. This film surrounds the journey of Marine Pearl, wife of Daniel Pearl and her journey to find him after he goes missing. Marine tireless efforts along with the help of various individuals and authorities to locate her husband. As the investigation progresses, tension rise and there is another angled showed as terrorism and case of kidnapping in Pakistan. Unprofessionalism by Pakistani media and authorities are shown in the movie.

3.4.2: The Reluctant Fundamentalist (2012)

The movie is directed by Mira Nair and based on the novel by Mohsin Hameed. This movie based on the background differences of Pakistani and the American society. The story follows with a Muslim boy Changez as a successful Pakistani immigrant working as a financial analyst in New York city. His life got transformed after the incident of 9/11, his life takes a dramatic turn. Changez encounters doubt due to Pakistani background. He experienced considerate transformation due to the drawback of global tensions.

Selected Samples of Bollywood Movies

3.4.3: Veer Zara (2004)

A storyline begins with Veer meeting a Pakistani girl Zara during her visit to India. She visited India, her homeland to scatter the ashes of her governess. Veer saves Zara from the political dangerous situation which make them fall in love with each other. They spend time together and found deep emotional connections. After returning to Pakistan, due to rigid Pakistani traditions

she is forced to marry her fiancé, Raza Sherazi. Veer decides to go Pakistan to meet Zara but before meeting her he is imprisoned on false charges in the jail of Pakistan. A Pakistani young lawyer Sammiya Siddiqi takes up Veer's case and got determined to reunite him with Zara.

3.4.4: Bajrangi Bhaijaan(2015)

The story follows when Bajrangi encounters a mute six years old girl named Shahida in his hometown, India. Shahida, from Pakistan is separated from her parents there in India during a pilgrimage to India from Pakistan. Both Munni (Shahida) and Bajrangi faced challenges due to political differences specially the difficult situation on Wagah border. Bajrangi embarks a journey from India to Pakistan through Wagah border, to get Munni back to his homeland Pakistan, Kashmir.

3.5: Conceptual and Operational Definition

3.5.1: Depiction of Pakistan in Hollywood

3.5.1.1: Conceptual Definition

In Hollywood, Pakistan is frequently depicted through the lens of geopolitical conflict particularly in the post 9/11 era. Films often portray Pakistan as a backdrop for espionage, terrorism and military operations aligning with broader Western narratives of the war on Terror.

3.5.1.2: Operational Definition

A content analysis of the Hollywood films reveals recurring themes such as extremism, espionage and gender inequality. Moreover, films of Hollywood also pointed out Pakistan as a coward nation.

3.5.2: Depiction of Pakistan in Bollywood

3.5.2.1: Conceptual Definition

Bollywood's depiction of Pakistan is often intertwined with themes of nationalism, conflict between the political parties and tension across the border. It also highlights diplomacy with some stance. While on the other hand it also shows the narratives of cross border friendship among the nation showing as a hostile neighbor and reconciliation.

3.5.2.2: Operational Definition

Film such as and Veer Zara explores Pakistan through the lens of espionage military and political conflicts reflecting the strained relations between the two countries. Conversely, Bajrangi Bhaijaan represents a narrative of cross border friendship, cultural similarity, and hostile nature of the nation, highlighting the potential for peace and understanding. However, the portrayal of Pakistan in Bollywood has been criticized for reinforcing negative stereotypes with characters often depicted as hostile and antagonistic.

3.6: Data Collection

The researcher watched the selected movies available on different resources taken as samples. Movies are watched by subtitles to avoid errors during dialogue writing and recording. Researcher has watched the movies selected by each cinema which truly meets the standard of selection. During watching movie which are taken as a sample, the researcher noted language, scenes, appearance of characters on the screen and their expressions. The researcher focused on the content language, repetition of dialogues and culture shown in the movies as well. As this study stands on

the foundation of content analysis so it covers the small and each area of movies and characters playing the roles in it.

3.7: Data Analysis Procedure

Research data analysis involves reduction of the data gathered by the researcher to a summarized data and interpret it to derive insights. As methodology of this study is qualitative content analysis involving thematic analysis.

3.7.1 BRAUN & CLARKE'S (2006) THEMATIC ANALYSIS MODEL:

Braun and Clarke's model refer to its widely used framework for thematic analysis, a method for identifying, analyzing, and reporting patterns (themes) within qualitative data. This research has utilized this model as it effectively applied to explore recurring representations, underlying ideologies, and thematic structures conveyed through visual media.

Braun & Clarke's Model Involves Following Steps:

Familiarization With the Data:

It includes watching and rewatching movies, noting initial ideas. To get a deep understanding of the content. It includes striking moments or patterns, recurring themes, character behaviors, significant dialogue, or visual symbolism.

Generating Initial Codes:

The researcher has systematically code interesting features across the data. Initial coding in qualitative content analysis of movies involves breaking down the film content (visual, audio, narrative, dialogue) into meaningful units that can be systematically analyzed. The purpose is to organize data into meaningful groups. It involves coding segments of data with labels that summarize the content.

Searching For Themes:

Codes are collected as potential themes and gather all relevant data for each theme. Codes are grouped under thematic umbrella.

Reviewing Themes:

It involves reviewing, splitting, combining, or discarding themes.

Defining Themes:

This includes conducting a detailed analysis of each theme and determine the essence of what each theme is about.

Final Writing-Up:

It involves selecting vivid, compelling extracts and relating analysis back to the research question and literature.

CHAPTER#04

FINDINGS

4.1: Findings from Hollywood Movies

4.1.1: Dialogue Extraction from Hollywood Movies

Extracted dialogues of Hollywood movie “A Mighty Heart”

Table 1.1

Dialogues	Interpretation of Dialogues
1. Dialogue by Mariane played a role as a journalist of the ‘The Street Wall Journal’, “The millions of refugee still living in Peshawar, the birth place of the Taliban”. Another dialogue by her, “As the hunt for Bin Laden continued in the mountains of Tora Bora many fighters slipped back across the border into Pakistan, looking for the safe place to regroup.” “Many people in Pakistan saw America as the enemy and the Taliban as their Muslim brothers”.	• Supporters of terrorism Pakistan is portrayed as the anti- US and a main provider of safe place to the militant groups, Taliban. Here, Pakistan is depicted as the nuclear weapon provider and is secretly involved in disturbing the global peace around the world.

While the talk between CIA agents “Fazal-e-Maula has some sympathy to role Taliban in Afghanistan”. “They are talking Urdu talk to them”, “It’s just not a group of extremist Pakistanis”	
2: While confronting the suspected person and investing him by CID from Pakistan “If the Americans find-out, you’ll be in big trouble and we won’t be able to help you”. Here a dialogue by Mariane, “They are just liars, they are just psychos and liars”. While talk with investigation officer “They (Pakistanis) think everyone is a spy. If you are an Indian in Pakistan you must be an Indian spy.” A dialogue between Mariane and her friend who is also an American journalist, “The ISI came to my parents and asked where did this girl come from? From India?” “Some intelligence (ISI) went over to my boyfriend’s house; said I was some kind of an Indian spy and that they’d make a big scandal for his family.”	• Pakistanis as a coward nation. They depicted Pakistanis as a nation with coward nation who are failed and are afraid to stand against America. They also depicted Pakistan as an unjust country for accusing false allegations towards every nation Like Indians and Americans.

3: “A vast, sprawling, chaotic city where there are so many people nobody knows how to count them”.	• Country with filthy locations. During the whole movie this Hollywood produced movie has captured Karachi city as a dirty one which is showing backwardness in every field of life.
4: Mariane, “Jamaat-ul-Fuqara, (portrayed as a Pakistani group) community of the impoverished”. “Their aim is to purify Islam through violence”. “They are suspected to have connections to terrorists, who bombed world trade center in ‘93’.” Here it is a scene with a dialogue in which it is portrayed that a journalist from “The News International” of Pakistan is involved in the kidnapping scenario, “I met Arif at Harkut-ul-Mujahedeen, he is just a Jihadi”. “He works for Takbeer, a Jihadi newspaper very anti- US”.	• Pakistan and Islamophobia • Unprofessionalism Here Pakistan is portrayed as a huge supporter of Islam under the wall of terrorism. Pakistan is portrayed as a supporter of militants calling them as jihadi. People are only seen as literate they are not a true professional and they love Islam on the name of Jihad.

Extracted Dialogue of Hollywood movie “The Reluctant Fundamentalist”

Table 1.2

Dialogues	Interpretation of Dialogues
1: “I’m not a fucking terrorist”, a dialogue by Changez during an investigation. “Have you ever been a member of a terrorist organization”? “I did attend a meeting in the Jamia Madrasa, a Madrasa is a place of learning, bobby, and I’m a teacher”. During an investigation by American Police officer, “How do you feel about the U.S.A”? “They believe (Muslims) God told them to blow US up it’s in their book, it’s in their book”. “Muslims (specifically talking about Pakistanis) can sympathize passively a Mujahid act”, a dialogue by some of his mates. “Yes! I’m a Pakistani, yes! I’m a Muslim, yes! I’m an opponent of your country’s assault on mine”, a dialogue by Changez.	• Aftermath of 9/11 attack • Pakistan and Islamophobia • Racial and Fundamentalism

A dialogue between Changez and his girlfriend while leaving America as he faced many allegations and discrimination. “Are you going back to Pakistan? Yeah! No job, no visa, I’ve to leave the country within two weeks”. A group of an organization working discussing Pakistan as “They speak of democracy then support king and dictators”. “Anyone wants a soda? No, I’m good “Saddam” I’m really scared, it was mysterious, thank you!” a dialogue by his colleagues while having a party.	
2: “In America, I get an equal chance to win and whether or not you hire me or not”, in an interview by an American to Changez (Changez in the interview). In the same interview in an American company, “Where do you see yourself in 25 years? In 25 years, uh! I’m going to be dictator of an Islamic Republic with nuclear”.	• A dedicated Pakistani towards America.

A dialogue by Changez, playing a leading role, “Pakistan’s new militant academia? Am I a part of the new militant academia”? Another dialogue by him while talking to his girlfriend, “Pakistan was born into violence 50 years ago”.	
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Emerged Themes of Selected Movies

- Pakistan promoting Terrorism
- Islamophobia
- Pakistan as a backward country
- Identity crisis

Analysis of the Emerged Themes

1: Pakistan as an upholder of Terrorism

2: Pakistan and Islamophobia

3: Pakistan as an awful country

4: Pakistan as a victim of Racism

Analysis of the Emerged Sub-Themes

1: Pakistan as an Upholder of Terrorism

After the attack of 9/11 by the militant group Pakistan have been framed specially by Hollywood production houses as a terrorism supporter. This portrayed image not only created the disgusting image of Pakistan but also false the harmony around the globe. American film industry has always portrayed Pakistan as a space and shelter provider to militant groups so that they may regroup again to terror other nations according to way Pakistan wants.



fig#01



fig #02

Hollywood has created the image of Pakistan as a member of Al-Qaeda, Taliban and other militant groups. In some movies they called terrorist as their (Pakistanis) Muslim brother. In the movie, A Mighty Heart which surrounds around the two journalist Mariane and Danny, in the whole story they portrayed the dialogues which includes the words like Pakistanis, a true supporter of Al-Qaeda. Another scene portrays Peshawar as a shelter to Afghani brothers, as because Peshawar is close to the border with Afghanistan. This stance can be cleared by this dialogue of Angelina Julie, “The millions of refugees still living in Peshawar, the birth place of the Taliban”. “Fazal-e- Maula has some sympathy to role Taliban in Afghanistan. “They are talking Urdu talk to them”, “It’s just

not a group of extremist Pakistanis”, these dialogues have clearly helped out the researcher to conclude that this movie, named as “A Mighty Heart” is produced to direct the image of Pakistan in different negative angle and frames. The other taken movie as a sample by the researcher is “The Reluctant Fundamentalist”.



fig # 03



fig # 04

This movie is showing the after math of the attack that in return related and shown as a part of Pakistan’s identity. The researcher has analyzed that every content related to terror and war gets its links to Pakistan. A name of terrorism is given to the image of Pakistan.

Pakistan has faced global issues, identity crises because of this image problem created by Hollywood industry, role of Hollywood cannot be neglected in building the negative image of Pakistan. In this movie it is shown that as Pakistanis are identified as a nation of “Terrorism supporting” country so after the attack of 9/11 a national of Pakistan has faced a lot of discrimination in American just because he is a Pakistani. “Have you ever been a member of a terrorist organization”? “Pakistan’s new militant academia? Am I a part of the new militant academia”? these dialogues clarifies that how image portrayal can affect the life of any individual.

2: Pakistan and Islamophobia

Pakistan has always been targeted as it is a Muslim country, called as Islamic Republic state. Somewhere Pakistanis are related to Afghans because of Islamic appearance, same attire and same religion. Pakistan is also portrayed as a shelter provider to militants or called as Jihadis in movies, as Pak- Afghan border is in close location. These reasons are not the solid evidences to label any nation as a terrorism supporter but this discrimination and defaming can be seen in Hollywood movies. In the movie, “A Mighty Heart”, this dialogue can clear the picture, “Their aim is to purify Islam through violence”. People with turban or wearing specific attires wore by Muslims are targeted.



fig#01



fig#02

“They are suspected to have connections to terrorists, who bombed world trade center in ‘93’.” Here Pakistan is portrayed as a huge supporter of Islam under the wall of terrorism. Pakistan is portrayed as a supporter of militants calling them as jihadi.



fig#03



fig#04

Here, symbols which are attached to Muslims and Pakistanis can be observed like women wearing Islamic attires and males with the Islamic attires as well. Jihad is related to killing, assassinations innocents on the name of Islam, this is portrayed always in Hollywood movies. People are portrayed as speaking Urdu, Arabic or Pashto and they label them as “Jihadi”. Maulans, Islamic scholars are portrayed as they preach about killing and taking lives on the name of Islam. This framing of Pakistan and relating Islam with it has created a wave of Islamophobia which is turning people against the image of Pakistan and Islam. In the movie, “The Reluctant Fundamentalist”, the producer has framed that as Pakistan’s image is known as related to terrorism across the world so they are facing discrimination and problems. Americans are shown as a discrimination nation treating Pakistanis as a terrorist, they can be restricted and deported from anywhere. People and media are showing and having a perspective of Islam confined to the term “Jihadi”. “They believe (Muslims) God told them to blow US up it’s in their book, it’s in their book”.

“Muslims (specifically talking about Pakistanis) can sympathize passively a Mujahid act”, a dialogue by some of his mates. These dialogues can clear the idea that how Pakistan has been portrayed and why Pakistanis are facing image defamation around the world. In these dialogues

the word God is shown in a way as it is related to the concept of killing, assassination on the name of Islam or it has anything to do with Pakistan of Muslims anywhere in the world.

3: Pakistan, as an Awful Country

After the terrorist attack of 9/11 Pakistan and Muslim has been related to it, different agendas are working on media platforms to rise the wave more intensely against Pakistan and Islam.

This affected the image of Pakistan and they go through so many discriminations and neglected on the international platforms. In Hollywood movies they have shown that Pakistani intelligence

fig #01



fig#02



agencies are not working proficiently and accuse others on bias bases. These movies not only targeted the professionalism of Pakistani workers inside or outside Pakistan but also created the image that they are not loyal to their own country.

These movies portrayed Pakistan as a backward country lacking basic facilities and backward social systems. Moreover, judicial system of Pakistan is also portrayed as unjust and unfair. This is portrayed in movie “*The Reluctant Fundamentalist*” in which the character Changez has left Pakistan to get better options in America for job, this is depicted in the movie by the dialogue, “In America, I get an equal chance to win and whether or not you hire me or not”, In this dialogue a

Pakistani is shown as not happy with the development and job sector in his country and for the hope he visited America, a developed country.

In a movie, “*A Mighty Heart*”, journalists are portrayed as in-professionals and are involved in kidnapping and Jihadi groups.



fig#03



fig#04

Scenes are created in a way that is shows the ugly side of Pakistan and its cities. People of Pakistan are shown as coward nation and not happy as being Pakistani. Changez as Pakistani is not shown as a satisfied citizen so he moved America to get more opportunities. Changez is portrayed as a patriotic Pakistani but got disturbed as having a background with Pakistani nationality.

4: Pakistan as a Victim of Racism

Pakistan being a Muslim country has always been a victim of discrimination. In the movie *The Reluctant Fundamentalist* the character changez have to face identity crisis as he is shown as a part of America. This has twisted the fact that despite being innocent he got bad treatment by his colleagues.



fig#01



fig#02

Historically, the U.S. and Pakistan have had a multifaceted relationship that has included cooperation as well as tension. Issues like counterterrorism, trade, and regional stability often play significant roles in shaping this relationship.



fig#03

Discrimination, if it's perceived, might stem from differences in policy priorities, misunderstandings, or geopolitical strategies. Pakistani characters are reduced to stereotypes. For example, they might be depicted as terrorists or extremists, particularly in post-9/11 Hollywood. This narrow portrayal can perpetuate harmful biases and fail to capture the complexity and diversity of Pakistani people and culture. There has traditionally been a lack of nuanced representation of Pakistani characters in American cinema. When Pakistanis are depicted, they are often minor or one-dimensional characters that do not reflect the full range of experiences and identities within the community. Films sometimes utilize negative tropes, such as portraying Pakistani individuals as "others" or enemies. This can contribute to a broader societal view of Pakistanis as outsiders or threats, rather than as individuals with their own unique stories and contribute. There have been some efforts to improve representation and provide more balanced portrayals. Films and TV shows with more inclusive and accurate narratives are starting to emerge, reflecting a broader understanding of diverse cultures and challenging outdated stereotypes. The way Pakistanis are portrayed in films can influence public perception and contribute to broader societal attitudes. Positive representation in media can help combat stereotypes and promote understanding, while negative or limited portrayals can reinforce prejudice. In Hollywood movies they have shown that Pakistani intelligence agencies are not working proficiently and accuse others on bias bases. These movies not only targeted the professionalism of Pakistani workers inside or outside Pakistan but also created the image that they are not loyal to their own country. Hollywood has created the image of Pakistan as a member of Al-Qaeda, Taliban and other militant groups. In some movies they called terrorist as their (Pakistanis) Muslim brother. These movies portrayed Pakistan as a backward country lacking basic facilities and backward social systems. Moreover,

judicial system of Pakistan is also portrayed as unjust and unfair. So, the researcher can conclude that Hollywood has defamed the image of Pakistan.

4.1.2: Visual Representation of Pakistan in Hollywood Movie

- **Pakistan as an Upholder of Terrorism**

The visual which is shown here represents the theme that Pakistan is represented as a part of terrorism and peace- killing country all around the globe. Through this scene two themes can easily depict Pakistan as a part of terrorism up-holder and Pakistan and Islamophobia.



fig#01



fig#02

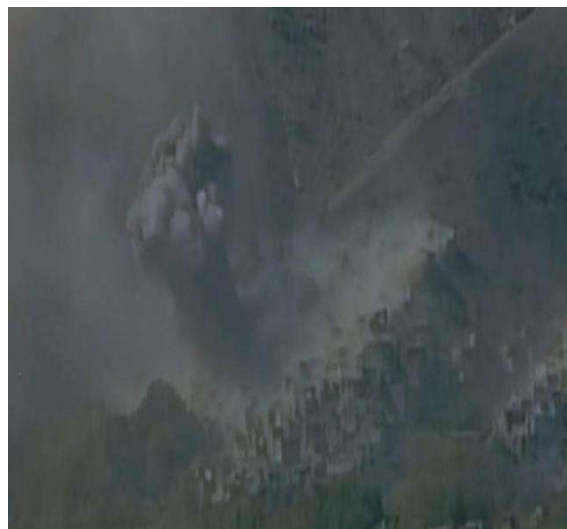
Women are shown wearing covered attire and men are shown as wearing Pakistani and Muslim attire. People in this scene are portrayed as Pashtoon brothers living in Peshawar. This scene has depicted Pakistan as a country with old society in which women are feared and are not independent. Dialogue in this scene “many fighters slipped back across the border into Pakistan” has shown that

as Pakistan is sharing a border with Afghanistan so it supports and gives shelter to the militant groups.

Figure no 2 has also depicted the relation between Pakistan and Afghan terrorism groups. Here Peshawar is portrayed as a safe place that provides an opportunity to the militant groups to regroup for further terrorism attacks.



fig#03



fig#04

This scene is from movie A Mighty Heart. This scene has framed relations between Pakistan and America. Pakistan is represented as an against country to America. Protest is shown in this scene which is against America, here America is portrayed as a supporter of peace and Pakistan is represented as against them which against peace and prosperity of the whole world.

In figure no 4 which is from the scene of a movie, here the location is traced as a part of Peshawar, Pakistan.

- **Pakistan and Islamophobia**

This scene has portrayed Pakistan and Islamophobia theme portrayed by Hollywood movies.

This scene has depicted the involvement of Pakistani, a citizen of Lahore. Asad Mujahideen,

name given to this militant group in movies has portrayed that terrorists are always Muslims and has a special relation with Pakistan. Through names and attires Hollywood has depicted Pakistan's involvement in assassinations on the name of Islam.

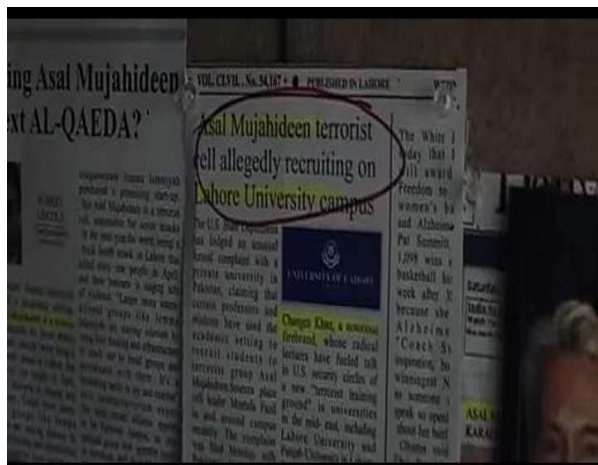


fig #01

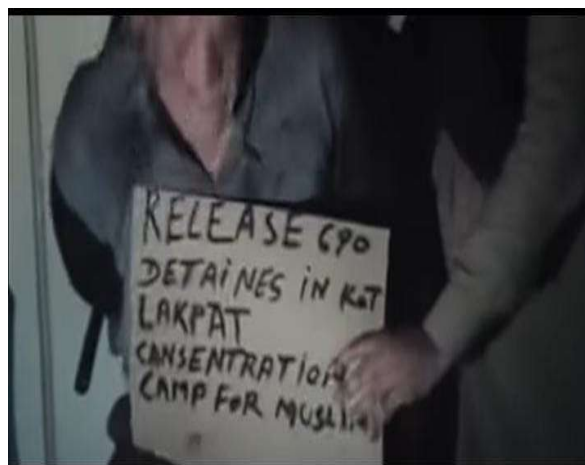


fig #02

Figure no 1 is taken from movie The Reluctant Fundamentalist. In the scene it is framed that an American is kidnapped by a militant group and they are demanding to release a terrorist that has been caught by Americans. This scene of the movies has cleared the relationship between Pakistan and terrorism on the name of Islam.

- **Pakistan as an Awful Country**



fig #01



fig #02

The above scene has represented involvement of a Pakistani and involvement of a journalist who belongs to a main stream print media. Pakistani people are shown as un-professional and non-serious people with their occupations. Everybody is depicted as a true supporter of hatred and extremism.

The scenes which are shown in figures no 1 and 3 have depicted that armed forces and higher authorities of Pakistan are giving soft hands to the criminals and there is always a situation of chaos in Pakistan regarding peace.



fig #03

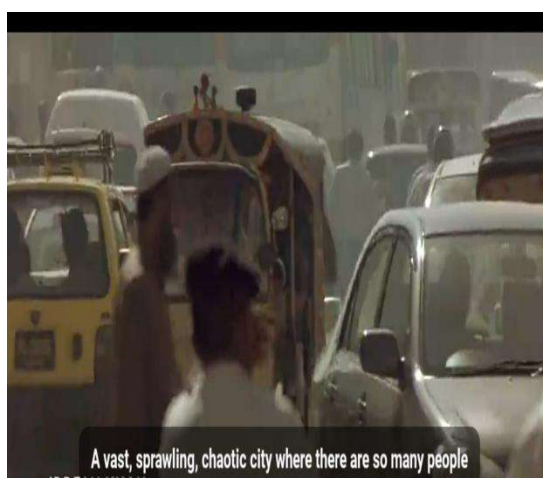


fig #04

These scenes from both movies have portrayed the involvement of Pakistani higher authorities in terrorism and they are depicted as an awful nation.

These scenes have collectively portrayed Pakistan as an unsafe and filthy country which is not suitable of foreigners and there is no place for professionalism. Karachi and Lahore which are the core cities of Pakistan are depicted as backward cities with no advancement when it comes to society and living style of people. Pollution and backward living style are portrayed d as a part of Pakistan. Figure 9 and 10 are representing Pakistani cities as an in-suitable place for youth, providing no facility for career developments.

- **Pakistan as a Victim of Racism**

In Hollywood movie, *The Reluctant Fundamentalist*, a prominent theme is racism that is faced by Pakistanis as they are known as a terrorist nation. Changez, a protagonist is shown as a Pakistani who left Pakistan to get better career opportunities. This story line has two faces that as Pakistan is not providing career opportunities to the youngsters and it has become a reality that they (Pakistanis) are considered as an extremist nation. Identity crises has been faced by many Pakistanis as they are a part of Pakistan. Through this another angle has shown as the producer of this movie is an Indian so she portrayed that Pakistanis has to face racism and discrimination by America, this is more prominent after 9/11 attack. Changez is shown as a victim of racism and identity crisis by his American colleagues. Names like dictators and Saddam were given to Changez, which has shown that America has taken Pakistanis as a ruthless nation. This theme of racism pointed out by the researcher is justified by these images.



fig#01



fig#02

Figure no 3 has depicted as being a Pakistani family living in America they have to face brutal treatment by American police. Changez is shown as a victim of hatred by his colleagues.

These relevant figures taken from movies has enabled the researcher to highlight the resulted emerged themes.



fig#03

Through scenes, dialogues, appearances of characters it becomes easy for the researcher to conclude the theme which highlights the image of Pakistan.

4.1.3: Construction of the Image of Pakistan Through Appearance and Symbolism in Hollywood Movies

Words like Saddam, brothers of terrorist party are framed on Pakistanis. Pakistanis are shown as coward nation holding grudge towards west. Covered attires, hijab, turbans, terrorist wearing prayer caps with bear on faces are symbolized as a part of Pakistan. Terrorist are shown speaking Pushto with wearing salwar kameez. Here, one symbolization is very cleared in which when Changez was living in America and was accused as terrorist, he was given appearance shoot with beard while when he left America, he is appeared without beard. Camera lighting in the shoots is dim, and dark which shows no hope and positivism by Pakistan. Cities are shown with dull colors

and dim lightning which is portraying Pakistan as an unsafe and filthy country. Weapons, madras, hijabs, Pushto, bear, Islamic buildings and words like Muslims and Pakistanis are glued to the idea of terrorism and backward nation.

Thorough description and dialogue extraction has enabled the researcher to bring out the factual based operationalization of the defined themes. It can be summarized that dialogues and appearances of the characters gives support to the relevant themes. It is concluded that Hollywood movies has portrayed Pakistan as an up-grader of terrorism. Theme of Islamophobia is a very prominent theme in Hollywood movies. One theme that is additional here is the theme of racism. As the producer of the movie *The Reluctant Fundamentalist* Is an Indian so it become possible to show Pakistan as a victim of racism and fundamentalism. Another thing that relates with this theme is the relation of the identity as a supporter or being known as a supporter of extremism. With other negativity it is also portrayed that Pakistan is unsafe and backward country with backward society. Pakistan is depicted as a country with lack of opportunities for youngsters. Pakistani authorities are considered as biased that accuse Americans and are somehow involved in different assassinations.

4.2: Findings from Bollywood Movies

4.2.1: Dialogue Extraction from Bollywood Movies

Table 1.1

Extracted dialogues of Bollywood movie “Veer Zaraa”

Extracted Dialogues	Interpretation of Dialogues
1: “Aur Pakistan mein Veer Singh ka naamo neshaan baqi nahe tha”. A dialogue by Shahrukh	Un-just authorities

Khan as Veer, shown as Indian. “Aub sirf meri eik pehchaan reh gai hai qaidi number 786”. “Woh aap se keh raha hai ke mujhe sirf mere naam ki izzat wapis de di jae” a dialogue by his lawyer. “Agar dono parties court ke baher he samjhota ker leti hain to behtar hoga warnah case ki tareekh parson ki teh hai”. Dialogue by a senior Pakistani lawyer as shown in movie.	Here Pakistani judicial system is shown as an unjust system, it shown as that they hold a grudge to Indians. Pakistani judicial system is shown as a forum with no value of evidences and fairness. Pakistani system is depicted as an unfair system that runs under the orders of Pakistani Government and rule of agendas and policies.
2: A dialogue between her uncle belonging to a Pakistani political party and her mother, “ye sirf Raza aur Zaraa ka Nikkah nahe, eske peche bohat he gehrae aur mazboot samjhoota hai jiski buniyaad per aapke shohar aur ounke baad mere bete Raza ka mustaqbil khara hai.” “ Election toh haath se jae ga he umer bhar ki badnami hogi who alag , es qadar bazzati ka dagh bardasht nahe ker saken ge” “Aj mera nikkah hone wala hai Abba jee”. “ Mujhe maaf ker dena beti jaan mei nahe janta yeh meri majboori hai yah kamzoori” . Dialogue between Zaara and her father forcing her to marry Raza, son of a politician.	• Biased political system Political system of Pakistan is targeted as a corrupt system. People belonging to a political background may often tie marriages for financial and political gain. In this movie it is portrayed that marriages are forced and not appreciated especially if it is between Pakistani (a Muslim) and an Indian (Hindu).

Dialogue by Zaara, framed as Pakistani Muslim girl from Lahore wearing Punjabi cultural clothes, carrying ashes of old lady. “Meri zindagi bhi aap he ki tarhan achi bivi aur eik achi maa ban ker guzar jae gi.”. This is the dialogue between her mother and her. “Ye Imam Zamin hai, yeh tumhari hifazat kere ga.”	• Ethnic diversity Punjabi cultural shalwar kameez, green fields, Punjabi language is shown as a true culture of Lahore. Again, woman is shown with strong beliefs and have religion differences acceptance.
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Table 1.2

Extracted dialogues of Bollywood movie Bajrangi Bhaijaan

Extractions of Dialogues	Interpretation of Dialogues
1. A dialogue between Pakistani man and Bajrangi bhaijaan on border “Pehle goli maar daen ge baad mein pouchen ge yahan se hai yah wahan se.” Another dialogue between Pakistani police mans, “Hindustani jasoos ko pakra hai.” “Arey tu jaanti nahe ha who Pakistani ouska keya haal keren ge.”, a dialogue by an Indian about Pakistani army.	• Un-just and ruthless authorities Pakistan is portrayed as a country in which government and armed forces which works under the orders of Pakistani law and government as shown as the main culprits. They are portrayed as they trap and punish Indians under the false cases and accuse them.

2. “Yeh jagah sab ke leye khuli ha esleye hum masjid mein taala nahe laagte”, a dialogue by Maulana in Masjid to Bajrangi Bhaijaan. Another dialogue by him, “Mein Allah se dua keroonga ke aapko ous bachi ke waldein mill jaen”. “Rahgeeron ki madad kerna farz ha humara aapka bohat shukriyah.” “Khuda ke ghar mein Ajnabi nahe hote.” A dialogue from a scene where Munni’s mother was requesting Pakistani police man to find her daughter. “Janab aap mujhe jane daen mein khud dhoond loongi .Dosre mulk gai ha sarhadh paar aap logon se kuch nahe hoga.”	• Culture and religion acceptance Pakistan is represented as a country of peace-loving nation. Pakistani nation is represented as a nation of welcoming nature and there is no concept of Islamophobia shown in the Bollywood movie
3. “Magar afsoos yeh Khuda ka bnda b do mulkoon ki nafrat ke bech pis ker reh gaya.” “Aur bus aub es nafrat ko khatam ker do.”	• Pakistanis as peace loving nation

“Aur aub yeh kaam humen kerna ha mulk k hazaron karoron logoon ko jo apne bachoon ko nafrat nahe pyaar se palna chahte hain.” Dialogues by a Pakistan journalist about creating peace on border or Pakistan and India.	
4. “Itni gori hai to barhaman he hogi “Doodh jesi safaid hai humen lagga Brahman hogi”. “Munni ne dupatta liya aur kuch parh rehi thi.”, dialogues about Munni by Bajrangi bhaijaan.	• Beautiful people with beautiful culture

Emerged Themes of Selected Movies

- Ruthless authorities and armed forces
- Generous and non- extremist Pakistanis
- Culturally rich
- Beautiful Pakistan with beautiful people

Sub- Themes

- 1:** Biased authorities and Judicial System
- 2:** Infirm society with courageous women
- 3:** Noble and Peace- loving Nation
- 4:** Ethnic Diversity

Analysis of the Emerged Themes

1: Biased Authorities and Judicial System

As a result of qualitative content analysis, the researcher find-out the theme which is resulted by generating codes of dialogues. It is analyzed that Bollywood movies has portrayed Pakistani national authorities as biased one. The movies produced especially by major production houses like Yashraj films has portrayed that judicial system of Pakistan has been always unjust towards any matter when it comes to deal with Indians. As in many movies it is portrayed that Indians are sentenced to death or accused in false or made-up cases by the Pakistani government or armed forces. For example, it is evident in many movies even like Uri or even if we talk about the movie like Border (1997) portrayal is the same. In the study as the researcher has taken the sample Veer Zaraa(2004), in this movie whole movies is plotted on an idea that Veer is falsely sentenced by Pakistani court order and even taken his name away, like he has given the name as “Qaydi 786” by the authorities.



fig#01



fig #02

In the movie a dialogue shows a glimpse of portrayal “Agar dono parties court ke bahar he samjhota ker leti hain to behtar hoga warnah case ki tareekh parson ki teh hai”. This dialogue

carries an immense meaning that judicial system of Pakistan is not even taking away the justice but also playing with human right which is “freedom”.

On the other the analysis has shown the same theme in movie Bajrangi Bhaijaan, the movie has shown that while journey from India’s occupied Kashmir to Pakistan, Bajrangi Bhaijaan has faced a lot of struggle and non-supportive behavior by Pakistani police and law system. This has portrayed that they even tortured him as he was an Indian.



fig #03



fig #04

During the whole analysis the researcher has concluded that Indian movies has always targeted the judicial system as the make fake cases and make false inclusion statement about every Indian whenever they get a chance.

Like in the movie Veer Zaraa it is portrayed that due to the mean behavior by court system they took his 22 years of life.

Same is in movie is the depicted that the police and armed forces were threatening Salman Khan as Bajrangi Bhaijaan to accept that he is an agent by Indian agency and has invaded Pakistan by unfair means.

The whole dialogues which fall under this particular theme has drawn a sketch that Pakistani armed forces and Pakistani laws are violent and somehow related to extremism.

2: Infirm Society with Courageous Woman

The role played by Rani Mukherjee as Sammiyah, a Pakistani female lawyer has shown that she is strong and brave. Movie Veer Zara has shown the idea that Pakistan women are facing challenges in the society but still they manage to take stand even against the authorities of their country.



fig #01



fig #02

Role played by Munni's mother shows that she is a true woman who took risk of her life to find movie and decided to go to India to find her daughter. Starting scene has shown that how as they are wearing covering Kashmiri dresses but being a true patriotic, they are watching match whole heartedly and showing love to Pakistan.

Pakistani women as a true lover of freedom are clearly supported by the dialogue like "Azaadi har insaan ka bunyaadi haq hai aur yeh haq dilana mera farz". Another dialogue "mere Abu puri zindagi es mulk mein aurton ke behtar mukaam ke leye larte rehe". These dialogue and the words selection has shown that Pakistani women are struggling for their rights as they know the value of freedom and identity which is not given to them and even, they aren't supported by their colleagues, males.



fig#03



fig#04

This clearly depicts the image of Pakistani society as a male dominant society. This has also given an idea that females of Pakistan are brave and they want to take stand for their rights which depicts that Pakistani nation is not a firm supporter of women rights in which Pakistani females faces a lot of struggles to stand firm especially if they are doing any professional job. The movie Veer Zaraa in which Zaraa is forced to marry Raza who was the son of a politician this has pointed out an issue called as shotgun marriages or forced marriage tied on the basis of political gains as Zaraa's father was a politician. In the scene it is shown that Zaraa has not agreed to marry Raza and refused to marry him, by this it is shown that is really considered as a sin in Pakistani society as it is related to honor and dignity of a family in the society.

3: Noble and Peace- Loving Nation

These sample movies had shown a theme in which Pakistani people are depicted as welcoming and as a good host nation. These movies have shown that Pakistani people are close to Indian culture in terms of food, language, and many other society norms and they are welcoming for most of the cultural differences and beliefs. It is depicted that nation of Pakistan are not haters of

Indians or any other nation but it is the authorities, government and political system oppressing the sentiments of Pakistani nation



Fig#01



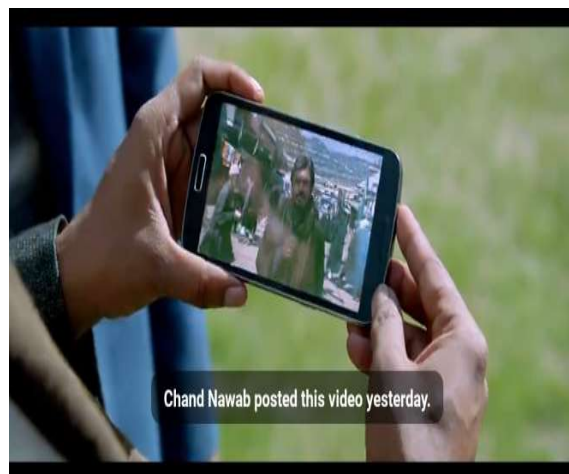
fig #02

By the movie Veer Zaara it depicted the same theme as the character named as Shabo was helping Veer to meet his love, Zaraa. As it is also cleared by the scene in which Zara's mother is shown as treating a Hindu Indian with love and praying for him. This scene and the dialogue here have clearly depicted that Pakistani are not apart from India when it comes to love by nation.

Dialogue like, "Aur bus aub es nafrat ko khatam ker do" has shown that Pakistani nation are a lover of freedom and strong brotherhood belief as they are not in the favor of transferring negative thoughts about Indian brothers. These movies have given an idea that we can't generalize a thought about whole nation that they aren't the supporters of freedom and peace. The nation of Pakistan is forced by authorities which are biased and targets Indian as because they believe them as their rivalry.



fig#03



fig#04

A scene is picturized in which Zaraa is shown as holding ashes of that old lady who was Hindu and also an Indian this shows a clear picture, that Pakistani nation is welcoming to people with different religious beliefs. Many scenes have shown that Pakistani nation are the lovers of freedom and Pakistan. Scenes like kissing Pakistani flag and supporting her Pakistani team by Munni in movie Bajrangi Bhaijaan has shown the true color of patriotism. Another scene which shows that Pakistani nation as a patriot is the dialogue by a senior Pakistani lawyer “Aur jo shakhs mulk ke khilaaf kaam karta hai ouske leye 22 saal to keya 22 bar moat ki saza bhi kam hai”. This dialogue clears the idea towards this specific portrayed angle by the movie production.

4: Ethnic Diversity

Whether we analyze Veer Zara or Bajrangi Bhaijaan these movies portray a very positive image when it comes to diverse cultures of Pakistan. Pashton culture, Kashmiri culture, Punjabi culture are supported and promoted by these movies and they are shown as integral part of Pakistani diverse culture.



fig#01



fig#02

Even these movies have shown the religious beliefs of Pakistani nation from Dargah to Masjid, from wearing covered attire to typical Punjabi shalwar kameez. Punjabi culture is promoted as shown as a key connecting point between both nations which shows that the nations are separated by the borders but hearts are welcoming due to cultural similarities. They tried to portray the old culture of Lahore with Punjabi dialogue delivery by Indian actors. They also showed the beliefs of Pakistani people that how their beliefs have now become the part of their society.



fig#03



fig#04

After analyzing the generated codes and generated themes, the researcher has concluded that Indian movies has targeted Pakistani law and authorities as a biased system. They depicted the law or judicial system as they are the supporters of extremism and racist one. The films have portrayed that Pakistani judicial system has nothing to do with evidences they always attack defensively if they get a chance against any Indian or disliked national. Secondly, these movies from Bollywood have shown that Pakistani nation is a welcoming nation but their sentiments are oppressed by the higher authorities. Nation of Pakistan wants peace and their women are directed under the male dominant society with this they portrayed that Pakistani nation are heart welcoming to people with cultural difference and religion, they respect every religion, nationality and culture. In these movies, Bollywood has also portrayed Pakistan as a beautiful country with beautiful cultures and people, the movies have depicted that peace is disturbed only by the political reasons and grudges that are held between the political parties of both countries. So, it can be concluded that they have shown a clear angle in which Pakistani government and authority challenges the respect and peace of any nation around the world.

4.2.2: Visual Representation of Pakistan in Bollywood Movies

These visuals are taken from movies *Veer Zaraa* and *Bajrangi Bhaijaan*. Visuals are a part of operationalization of themes. These visuals have justified the theme that Pakistani authorities and judicial system are un-just and are biased when it comes to Indians and oppositions. Pakistani judicial system is depicted as a system which works not on the base of evidence but on the base of rivalry actions that are taken against Indians.

- **Biased Authorities and Judicial System**

Pakistan authorities are shown as extremist who are not in the favor of human rights. Indians are becoming the victim of false accusations under the false statement of being an Indian spy. Here, character Bajrangi Bhaijaan is being accused an Indian spy. In movie Veer Zara. Veer being an Indian has spent his 22 years in Pakistani jail under the false accusation as he is shown as an Indian.

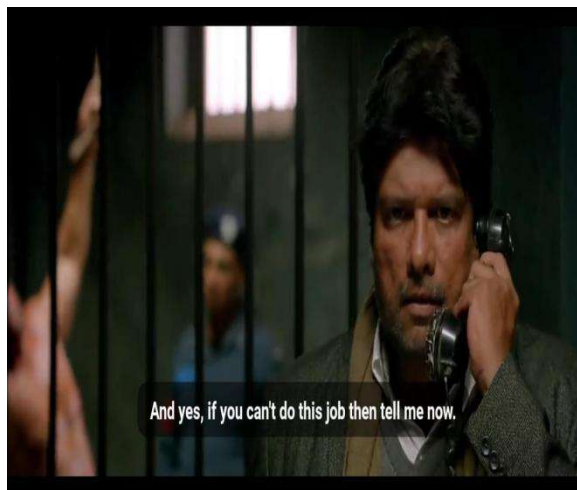


fig#01

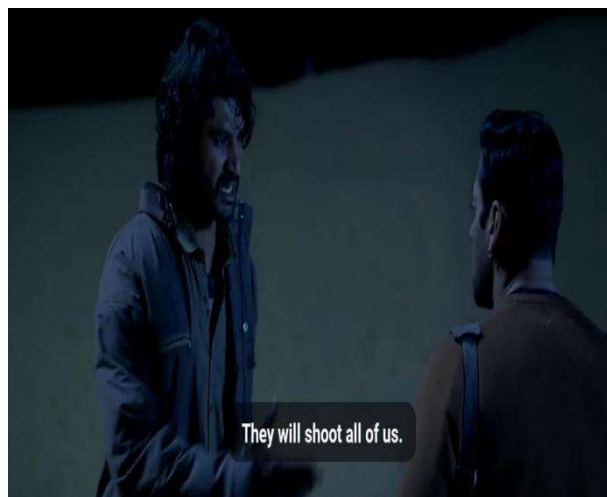


fig#02

These scenes in both movies of Bollywood have depicted Pakistani authorities as biased authorities. In figure no 2 here Sammiya as Pakistani lawyer is advised by her senior lawyer not to defend Veer Partap as he is an Indian and they have to follow the orders given by the authorities. In figure 3 it is shown that the investigator is forced by his commissioner to declare Bajrangi Bhaijaan as an Indian spy. All the figures mentioned here have depicted Pakistan as a biased country especially when it comes to rivalry India. In both movies Indians are shown as a victim of false accusation by Pakistani judicial system.



fig#03



fig#04

• Infirm Society with Courageous Woman

Pakistani society is shown as an infirm society. Male dominance and forced marriages are depicted as a main part of this backward society.



fig#01



fig#02

Forced marriages are a part of Pakistani society, politicians are shown as un-just that force their daughters to fight for them and to help them to gain political goals. Figure no 8 has shown that Zaara is forced by her father to marry his friend's son for political gain as the elections were

near. These figures have shown that Pakistani society is a male-dominant society in which females have to face discrimination and hurdles during their career and practical life.

Pakistan is portrayed as a nation with strong women and they are shown as a true supporter of freedom. Pakistani judicial system is shown as a ruthless system which has taken the basic identity, name of Indian and has given the name as “qaidi 786”. Sammiya Siddique is shown as a true and honest lawyer who stood for the case and freedom of Veer. On the other-hand mother of Munni is shown as a strong lady.



fig#03



fig#04

In this scene it can be seen that Sammiya is forced by his male colleagues to leave this case and she was demotivated by her male colleagues.

- **Noble and Peace-Loving Nation**

Thes scenes mentioned below have portrayed Pakistani nation as a peace-loving nation. Pakistani nation is shown as a welcoming nation. Pakistani nation is showed as a nation having acceptance

and respect towards non- Muslim community. Many scenes and dialogues have portrayed that Pakistan is a country that have welcoming culture. Pakistani is shown as a country with religious tolerance and acceptance. Pakistani people are depicted as a nation with soft hearted nation. People of Pakistan are portrayed as a nation that are not in the favor of traditional rivalry between Pakistan and India.



fig#01



fig#02

In figure 1 it is shown, Pakistan is a country having no religious extremism. In these scene Zara being a Pakistani girl has a positive thought towards minority. Zara being a Pakistani girl is shown as girl with a good up-bringing and positive attitudes towards Hindus and Indians. Gurdwara shown in the scene shows that Pakistan is a safe country for other minority religions. Pakistani nation is portrayed as a patriotic nation. Religious peers and opinion leaders are shown as soft heart people



fig#03

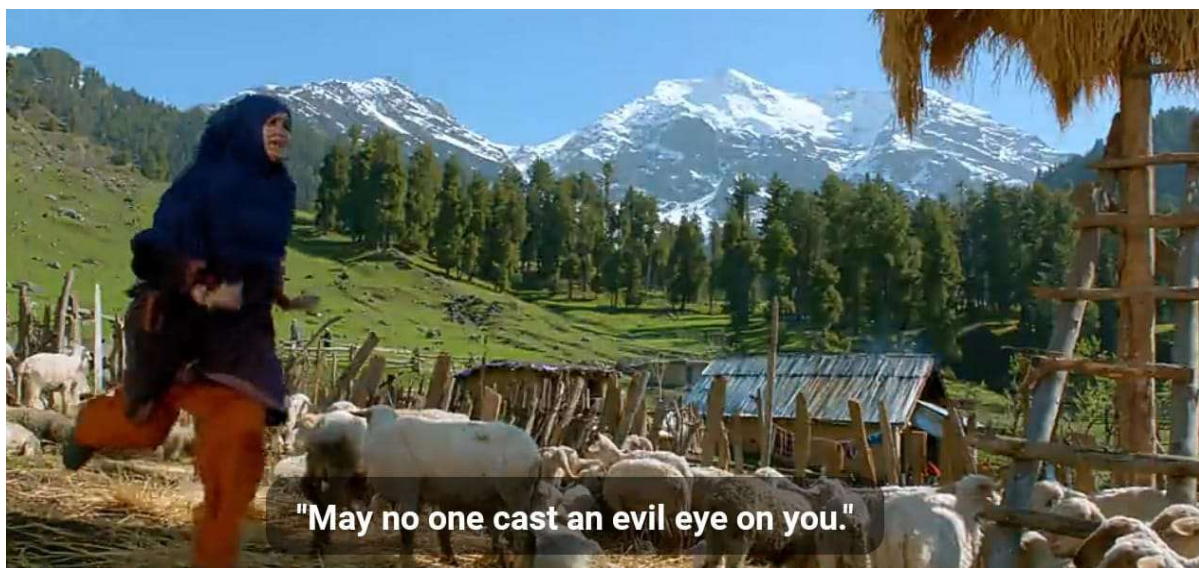


fig#04

Pakistani is shown as a country with religious tolerance and acceptance. Pakistani people are depicted as a nation with soft heart.

- **Ethnic Diversity**

Pakistan is portrayed as a country with beautiful people.



fig#01

Pakistani culture is shown as a versatile country for acceptance to different cultures and norms. It is portrayed that there is a cultural resemblance between Punjabi culture of Pakistan and Lahore. Through movies it is depicted that Pakistani nation is welcoming towards Indian culture.



fig#02



fig#03

Figure no 1, 2 and 3 have shown that Pakistan is a country with versatile culture and ethnicity. Pakistani attires are shown with modesty and with vibrant colors. People with fair complexion and beautiful attires are portrayed as Pakistani people. People are shown with covered head attires. Pakistan is depicted as beautiful country with positive mind-set nation.

4.2.3: Construction of the Image of Pakistan Through Appearances and Symbolism in Bollywood Movies

Pakistanis are portrayed with modest attires and simplicity. Simplicity and modesty are depicted as a symbol of Pakistani nation especially females. Pakistani females are shown as modest and women with true values. Beauty as a symbol is given to Pakistani females. Cultural richness and religion acceptance is depicted by the scenes like Zara holding ashes and Salman Khan as Bajrangi Bhaijan is welcomed in masjid by Maulana Sahab. There is no glimpse of Islamophobia is seen in

these two movies of Bollywood. Moreover, whenever they have shown Islam or any Islamic ritual they depicted positivism with it. Bright and natural lights used in movie production while framing the main characters has shown the ray of positivism and hope to bring the relation between both countries to normal conditions.

4.3: Comparative Frames in Hollywood and Bollywood Movies

Framing in Hollywood movies:	Framing in Bollywood movies:
1. Pakistan represented as a supporter of terrorism. Not safe for foreigners.	1. Pakistani Government, judicial system, forces are represented as culprits. No safety for foreigners.
2. Pakistan and Islam are linked with Taliban.	2. No obvious portrayal of Islamophobia
3. Pakistan is represented as a filthy undeveloped country. No cultural resemblance and acceptance. Pakistan is represented as a poor country.	3. Pakistan is portrayed as a beautiful country. Cultural resemblance is represented between Pakistan and India.
4. Pakistan is portrayed as a country with backward society.	4. Pakistani society is portrayed as a backward society.

4.4: Frames in Hollywood Movies

In Hollywood movies, firstly, one frame is very common which is obvious, that is Pakistan is represented as a supporter of terrorism and militant groups. In any movie they (Pakistanis) are shown as a shelter provider for the militant groups or in another Pakistan is shown as they are involved in certain killings, bombing, assassinations or kidnapping. This portrayal is more evident in the films of Hollywood after the attack of 9/11. Pakistan has faced identity crisis and an image is distorted by main stream media. Agendas are specifically designed to distort the image of Pakistan nationally and globally. Pakistani nation is criticized mainly due to the political tensions and tensions along the borders of disputed territories. Moreover, as the image of Pakistan is negative specially in the perception of Americans, they usually show racism and discriminations with Pakistani national. In movie, “The Reluctant Fundamentalist” it is obvious that Changez being a Pakistani has faced discrimination and even deputed, detained by the American investigation officers as because he is just a Pakistani. This framing can be seen in the movie “A Mighty Heart”, this is portrayed directly Peshawar being a safe place to Taliban and Pakistanis and Pakistan as an enemy to Americans. Pakistan is shown as an unsafe country to the foreigners as they are involved in kidnapping of the foreigners. This sort of portrayals affects the image of Pakistan which will result in the delay of tourism in Pakistan.

Secondly, as Pakistan is a Muslim country this fact relates it with a relation to Afghanistan. This thing is taken as a negative perspective by Americans and they target the image of Pakistan as the assassins that kills innocent people on the name of religion, Islam. Another thing which is highlighted in the movies is the location of Pakistan and Afghanistan, sharing of the border. These two factors, having the same religion and second sharing of the border are the negative points in the eye of American movie production houses, which is not a firm foundation to defame and accuse

any nation with the involvement in terrorism attack. America is using its main stream media and big production houses to meet the demand of specific agenda in the thoughts of people around the world. Words like *Jihadi*, *Takbeer* used in the movies are depicting Islamophobia and Pakistan is given an unfair treatment around the globe just because Taliban and Pakistan belong to the same religion. People with Muslim attires are shown as terrorist in the movies. Like in the movie “A Mighty Heart” Peshawar is called as the birth place of Taliban and the people of Peshawar are shown with the same attire as like of Taliban, they had shown these two identities within the same frame of terrorism. This defamation is not only damaging the image of Pakistan but also the concept of Islam is getting damaged.

Thirdly, Pakistani judicial system and higher authorities are considered as the an unjust with no value of evidences. In both movies taken as sample it is shown that judicial system of Pakistan and higher authorities are criticized. Even journalists are represented as non- professionals. Mainly they portrayed Pakistani system and law as a law which doesn't provide basic security and insurance of justice. It is evident is the movie *The Mighty Heart*, they represented Pakistani intelligence agency as an unprofessional and the cowards. Mostly they represented Pakistani law system as biased and unfair who treat every nation or foreigner badly and accuse them with false allegations of being spy. Mainly in the movies they criticized the political system and tension along the borders not the people living in Pakistan.

Fourthly, Pakistan is shown as a country with filthy and backward nation. They represented Pakistan as a country with no opportunities for youngsters and because of this it is turning the patriotic nation to run away and serving other nations. When they serve other nations like America, they face discrimination and injustice which is an aftermath of the terrorist attacks. They also represented Pakistan as poor nation with crowded cities with no proper place to live and a chance

to flourish. They represented in movies that people of Pakistan are facing poor living because of this factor they are dragged towards terrorism and adopt unfair means of earning to achieve better standard of living.

People of Pakistan is shown as a patriotic nation but as they are ruled by the authorities and somehow, they are shown as a part of negative activities. Being a part of Pakistan, they face discrimination and unfair treatment. Pakistani people are represented as a nation who are oppressed by the government and higher authorities as a result innocents are bullied in other countries.

4.5: Frames in Bollywood Movies

Firstly, Pakistan is portrayed as a country with unfair judicial system. Authorities of Pakistan and Pakistani government is portrayed as a reason of tension across the borders of Pakistan and India. Authorities are demonstrated as the main culprit to rise the tension between Pakistan and India. Bollywood movies has shown its country a safer place to live while Pakistan is represented as a country who creates trouble for the foreigners especially for Indians, they (Pakistani) treat Indians with discrimination. Authorities and judicial system of Pakistan makes false accuses against Indians and violate human rights. Pakistan is shown as a country for holding grudge for Indians and they are portrayed as they perceive Indians as against their homeland, Pakistan. Main tension between both countries is mainly because of political gains and political parties. Movies of Bollywood represented political system of Pakistan as a system with no laws, they may even take one's identity and violate human rights. Many dialogues in the movie have shown that Pakistani nation is being oppressed by their government and agencies as they have demonstrated Indian as an enemy of Pakistan.

Secondly, Pakistan is represented as a country with backward mindset society. People of Pakistan are shown as a people with having a mindset of backward ages. Forced marriages are still a part of Pakistani society. Society of Pakistan is seen as an un-educated society with having mindset where people think that forced marriage is not a sin and is appreciable. Daughters are forced to wear covered clothes with Muslim attires wearing hijabs even at a very young age. People in Pakistan are shown as backward society having old age thoughts and perspectives. Pakistani society is shown as a male dominant society, even educated males also creates hurdles in the professional lives of their female colleagues. Pakistani society is shown as a society in where females are not allowed to practice their believes and cannot stand for their rights. Political parties force their daughters to marry for financial gains and winning in political circle.

Thirdly, Pakistani people are portrayed as patriot to their country and a peace lover. They are not portrayed as a supporter against any nation especially for Indians. Greed is not a part of Pakistani people, unless until they are forced by their government and higher authorities. Intelligence agencies, political parties and Government are portrayed as a cause of tension along the borders of both countries. People of Pakistan are shown as welcoming and are hardworking. They are shown as a nation that adopts and welcomes any culture. Pakistani people are represented as a nation with moral values that allows everyone to practice their religion and doesn't force anyone to adopt their religion or culture. Women of Pakistan are shown as women with true values that shows honesty and ultimate love with their country. Value of freedom is a part of Pakistani women. In movie like *Veer Zaraa*, Summiyah Siddique has played a role as Pakistani lawyer is portrayed as a fighter for freedom and truth for an Indian, Veer. In movie *Bajrangi Bhaijaan*, people are shown as a welcoming nation. Pakistani nation is not shown as a nation of terror supporting country. Pakistan is shown as a country with hard working women and a noble nation. All the tensions that are

created between Pakistan and Indian are because of political parties not because of nations of both countries.

Fourthly, Pakistan is represented as a beautiful country with beautiful people. The country is shown as country with versatile culture and people that are able to welcome to adopt different cultures. Punjab cultures is shown as creating a cultural harmony among both countries. People of Punjab from Pakistan and India are shown culturally alike. This cultural resemblance creates an atmosphere of love if there will be no political tensions between both countries because of political parties. Pakistan is shown as a culturally rich country with beautiful culture like India. Food and dressing of Pakistani people are shown in the movie. It is portrayed in the movies of Bollywood that Pakistani people are showing acceptance to Indian brothers but political tensions and false cases that are a part of Pakistani law is creating disturbance between both countries. Green fields, clear atmosphere, beautiful people are shown as a prominent part of Pakistan in Bollywood movies. In Bollywood it is represented as, nation of Pakistan is a nation with true values and freedom lover. Intelligence agencies, judicial system of Pakistan, Governments for their political gains are disturbing and oppressing Pakistani nation.

4.6: An Analysis Between Hollywood and Bollywood Framing

These comparative frames had enabled the researcher to draw the conclusion that framing in Hollywood and Bollywood movies against Pakistan are slightly different. The movies that are taken as samples had shown that Pakistan is not a safe country for foreigners because of political tensions and rivalry relations between the countries. In Hollywood movies which are taken as samples, Pakistan is directly shown as a part of terrorism and a supporter of Al-Qaeda. Hollywood has defamed Pakistan internationally leaving no crumbs to doubt that Pakistan is a brother to

Taliban party. In contrary to this Bollywood movies had represented Pakistani political system as the main cause of tension and discrimination shown by Pakistan. Pakistani agencies, crime investigation departments are openly criticized to accuse innocent Indians in the doubt of spying their country, Pakistan. In Hollywood movies, Pakistan, Islam and Afghanistan are directly linked as a part of the same chain. Islamophobia is obvious and Islam is shown as a part that Muslim people kill innocent on the name of Islam. While on the other hand in Bollywood movies Pakistan is not shown as an extremist country on the name of religion. Moreover, they are represented as a nation with welcoming hearts. masjid and dargah are shown as an open place for any person belonging to any nation or religion. In Hollywood movies, Pakistan is shown as the backward nation with backward society this frame is the same frame as shown in the Bollywood movies. Society of Pakistan is shown as a non- supportive society for women and getting chances for their careers. Pakistani society is shown as a society with still having beliefs of shot-gun marriages and sometimes shows fragile beliefs. Marriages in Pakistan are shown as scary and forced, mostly they are tied for financial and political gains. Pakistani society is portrayed as a society with male dominance. In Hollywood movies it is portrayed that Pakistan is an under-developed country and offering no chances for the youth, same is represented in Bollywood movies in which Pakistani male dominant society creates hurdles for female and it is very difficult for any female to take chance in Pakistani domain. In Hollywood movies, Pakistan is represented as a filthy country with worst condition cities having no cultural match with American modern society. While in Bollywood Pakistani nation are shown as a noble nation having high values of freedom and no favoritism to the militant groups. Pakistani culture is shown as a rich culture. In movies Bollywood has also portrayed Pakistani culture to resemblance with Indian Punjabi culture. Pakistani people

are shown as beautiful with Punjabi cultures. Proper ethnic cultural domain is of Pakistan is represented in Bollywood movies.

4.7: Conclusion

The researcher has concluded that frames of comparison between Hollywood and Bollywood movies are different to some extent. In Hollywood movies no edge is left-out to damage the image of Pakistan and it can be said that Hollywood is using its main stream media and production houses to fulfil the agenda against Pakistan. Yes! a slight change can be seen in the movie “The Reluctant Fundamentalist” as this movie has framed that Pakistanis also face discrimination and racism by Americans. While in Bollywood frames are more different having no traces to Islamophobia or direct linking to Pakistan as a terrorism up-grader.

CHAPTER#05

DISCUSSION, IMPLICATIONS, LIMITATIONS & CONCLUSION

5.1: Discussion

5.1.1. Research Question # 1

1: How Pakistan's image is constructed in Hollywood and Bollywood movies?

According to the findings, the researcher has concluded the following statements after bridging the gap between pre-existing literature and findings of this researcher. Purpose of discussion is to relate the objectives and research questions with the literature and the results and to overcome the vacuum created by previous researchers. While answering the first research question, which is about the representation of Pakistan in Hollywood and Bollywood movies, the researcher has find-out the relevant themes after going through thorough and deep content analysis. The researcher concluded that framing of Pakistan is a little bit change in both movie industries. This framing change is different due to some reasons like relation between the countries. Some factors have hindered the framing criteria like, geographical location, political relations, hegemony, cultural and language difference or similarities. The researcher concluded that Hollywood doesn't show any flexibility and change in the pattern of framing and agenda setting against Pakistan. From giving names to character to appearance to costume Hollywood movies have crapped down the image of Pakistan on international cinema. As, Hollywood is the trend setter of the movie industry so other movie industries will follow the same pattern of production. Hollywood movies not only defame Pakistan but also damaging the economy of Pakistan like by showing un-safe for foreigners

it is affecting the tourism industry of Pakistan and people around the globe will never get a chance to know the real image of Pakistan. Identity-crisis is faced by many Pakistanis on the regular bases whenever they are travelling abroad. As America playing the role on the front line creating negative image of Pakistan so Hollywood industry is covering-up their political agenda to meet the demand dictated by their politicians. In the mentioned literature, it is also evident in past researches that Hollywood has always demonstrated Pakistan as a backward and terrorist supporting country. Previous mention researches it is shown that Hollywood not only shown Pakistan as a terrorist nation but also has related it with the term of Islamophobia. Here a slight change is evident by this research is that Americans are racist so Pakistanis have to face identity problem internationally. This theme has a background with this racism trait of America, it is represented that as Pakistan is having an identity linked to extremism and Islamophobia so showing concept of fundamentalism Americans show racism towards Pakistanis and Muslim community.

Looking at the existing literature the researcher has find-out that patterns has changed if we look at the old movies from Bollywood. Now trends are showing a slight change in the portrayal of Pakistan. Moreover, Bollywood industry has shown a flexibility towards representation of Pakistan and Islam through movies. In the literature it is evident that Pakistan is being portrayed negative and terrorism support, but here now it is noticeable that only authorities are considered as the main culprit while Pakistani nation as shown as a welcoming and peace- loving nation. It is portrayed that Pakistani people are not extremist they are oppressed by their authorities and are forced to be biased, so this portrayal has reduced the chances of identity crisis and racism at least in Asia probably in India. Pakistan is depicted as a beautiful country with beautiful and versatile ethnicity. While in the past movies of Bollywood it is not much framed and promoted through the

lens of camera. So, while answering the first research question it is concluded that Hollywood industry from the very beginning has never shown a positive side when it comes to the portrayal of Pakistan especially from the attacks of terrorism and 9/11, they set Pakistan and Islam as a target to hit the image of Pakistan which has resulted to decline the image and positivism of Pakistan across international borders. Bollywood trends has shown a slight positivity when it comes to the portrayal of Pakistani nation at least it is helping Pakistan to create cultural hegemony across the borders.

5.1.2: Research Question #02

2: What are the comparative frames used in Hollywood and Bollywood movies regarding the image of Pakistan?

To answer the other research question which is about the comparative frames of representation the researcher has concluded some themes and frames which are promoting a variety of agenda against Pakistan. Prominent frames in Hollywood movies for representation of Pakistan are Pakistan is related to terrorism and extremism. Islamophobia and Pakistan is represented as a poor and undeveloped country lacking career opportunities. People of Pakistan are targeted and are framed as lazy, greedy and un-professional nation that can kill or kidnap anybody for the name of freedom and Islam. Hollywood not only verbally criticized Pakistan but also has succeeded to relate some unauthentic symbols to Pakistanis and Muslims. By use of dim and dark lights dirty costume, appearances they portrayed Pakistani nation. Like while showing Lahore in same shoots they used dark and dim lights and showing polluted side of Lahore. This framing and angles are much prominent in the movie A Mighty Heart. Most of the scenes are shoot in dark rooms and dim lights,

whole scene depicted Pakistan as a backward country with mean people. People are showing taking interest in criminal activities even who are educated and belongs to the professional fields.

When it comes to the cultural display and promotion Hollywood movies has not insisted any other being to encourage the culture and identity of Pakistan through film production. Hollywood has selected some attire as a symbol and glued it to Pakistanis and Muslims. Another example of framing is a scene showing in which abusive language is used by Changez family while addressing about the torture while his family is shown as an educated one but still lacking basic manners. Shalwar kameez and beard as shown as an image of militant group. Words like *Allah o Akbar* and dialogues like it's in their book to kill innocents on the name of God shows the clear portrayal of Islamophobia.

When coming to the literature and results of this research in relation to Bollywood films, it is evident that framing by Bollywood movies is quite different relating it with promotion of political agenda in Hollywood movies. Bollywood is showing extremism by Pakistan but this is quite evident that it is a political issue. One frame is quite same that is extremism and biasness. Angle to portray this theme of extremism is different showing difference in intensity of extremism. Framing shown by Hollywood and Bollywood caste a different intensity. Islamophobia is a prominent theme present in Hollywood which is not a part of selected movies by Bollywood industry. In the previous study movies under the production houses has portrayed Pakistan through the theme of Islamophobia but this research has shown that these two movies from Bollywood is not supporting the trend settled by previous films of Bollywood production house. Moreover, Pakistan people are framed positive and peace-loving nation having no interest with extremism. Cultural ethnicity, diversity is shown as a part of Pakistan. It is also portrayed that Pakistani people are welcoming and shows no hatred towards Indian. So, the researcher has come to the conclusion

that there are a similarity and some differences between agenda setting strategy and representation of Pakistan through the power of lens. The research gap between existing research and this research is that previous studies has shown the same pattern of framing and agenda setting by Bollywood movies while in this research it is find-out that Bollywood movies framing pattern is now different as compared to old framing technique in Bollywood films. Also, another gap is that most of the studies have shown the comparative analysis of frames between Bollywood and Lolly-wood while representing Pakistan. Studies screening have shown portrayal of Pakistan are between Bollywood and Lolly-wood.

5.2: Implications of the Study

Implications of this study involves the applications of this research.

Firstly, this research is suitable for better understanding of how agenda setting theory is used to set agendas through movies. Moreover, the current research relates the idea that how is the findings which covers the comparative frames of Hollywood and Bollywood movies connects to the theory of agenda setting and ideas to the field of media.

Secondly, implication of this research is that it will help the production houses to understand the effect of framing and agenda building which is damaging to the image of Pakistan. The production houses should create content that doesn't damage the image of any country.

Thirdly, this study will hopefully create awareness in the mind of film producers and that how agenda setting and framing is alarming for the image of any country.

Fourthly, the current research will create awareness to the production houses that by promoting agenda and specific content they are violating human rights and are defaming other nation.

5.3: Limitations

This heading describes the drawbacks of the study. Addressing the drawbacks and limitations of this study will help out the future researchers to cover up the lacking area of this study. Limitation of the current study means drawback and the lacking of this research. The sample size selected in the current study is not very vast and broad. As sample size is small so there is a chance that researcher has not been able to cover-up all the frames under which Pakistan has been framed. As this research is performed on the descriptive level so it doesn't allow and supports the explanatory type of research. There is chance that researcher has skipped out more relevant themes and framing patterns due to the small size of sample. This chapter has concluded the limitation of this research which is due to small sample size of the research. Less variety of movies and movies from the recent era are taken as a sample so it limited the impact of the current study.

5.4: Conclusion

The current study concludes the comparative frames through which Pakistan is portrayed in Hollywood and Bollywood film industry. Through thorough study of content by selected movies the researcher has drawn a conclusion that comparative frame of terrorism and extremism are same only the angle of framing is different in Hollywood and Bollywood movies. Like in Bollywood it is shown that main culprits are the authorities and the forces that oppress the nation while on the other hand Pakistan as a whole along with nation is portrayed as culprits of terrorism. Frames of Islamophobia are different likewise frames of cultural depiction and beauty of Pakistan. Importance of media cannot be neglected especially in this era where any medium of source is easily accessible. As the accessibility has increased so the chances of framing and strong agenda

are increased which has made agenda setting easier. It is concluded that Pakistan being a Muslim state is on a hit scale by rivalry and western countries.

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APPENDIX

APPENDIX A

Hollywood Movies

1. A Mighty Heart
2. The Reluctant Fundamentalist

Bollywood Movies

1. Veer Zara
2. Bajrangi Bhaijaan

APPENDIX B

Category	Code / Indicator	Hollywood Movie	Bollywood Movie	Comments
Title	A Mighty Heart The Reluctant Fundamentalist Veer Zara Bajranngi Bhaijaan	1.A Mighty Heart 2.The Reluctant Fundamentalist	1.Veer Zara 2.Bajranngi Bhaijaan	
Year of release		1. (2007) 2. (2012)	1. (2004) 2. (2017)	
Genre	Action, Drama, Romance, Suspense etc.	1. Political cinema, Documentary, Suspense 2. Political thriller, Drama, Action	1. Political cinema, Romance, Action 2. Comedy, Drama, Action, Adventure	
Language	English, Hindi, Urdu, Punjabi	1. English 2. English and Urdu	1. Hindi 2. Hindi, Urdu, Punjabi	

Box Office Performance	IMDB ratings, rotten tomatoes	1. 6.6/10 IMDB ratings, 79% rotten tomatoes 2. 6.8/ 10, IMDB ratings, 57% rotten tomatoes	1. 7.8/ 10 IMDB ratings, 93% rotten tomatoes 2. 8.1/ 10 IMDB ratings, 88% rotten tomatoes	
Themes	Extremism, Islamophobia, unprofessional, Lovable nation, political agendas etc.	1. Pakistan as a supporter of terrorism, Islamophobia & Awful country 2. Pakistanis as an extremist nation, Islamophobia	1. Unfair political system, non-extremist nation. 2. Ruthless authorities and political system & non-extremist nation	
Representation	Cultural, ethnic, religious depictions	As a supporter of terrorism & awful country	Pakistani political system as ruthless and unfair. Pakistan as a land of loving people. Cross borders issues	Hollywood Movies has depicted Pakistan as a terrorism supporting nation with taking the back of dialogues showing the

				situation of tension.
Dialogues/ Quality of dialogue	Tone, slang, dialect, accent	1. Tone of tension, realistic respectful tone, documentary style realism 2. Tensed tone, politically charged, didactic tone	1. Romantic, poetic, respectful, emotional tone 2. Heartwarming tone, humorous, emotional.	Bollywood movies are depicting Pakistani political system as supporter of injustice which is causing tension across the border of both countries.

CONSTRUCTION OF THE IMAGE OF PAKISTAN IN HOLLYWOOD AND BOLLYWOOD MOVIES: A COMPARATIVE ANALYSIS

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