The present research is an attempt to explore how ideologically loaded linguistic and semiotic discourse(s) are used to represent Islam and the Muslims stereotypically in the Western newspapers and how the West is represented likewise in Pakistani newspapers. The researcher has decoded the discourse(s) of the articles and semiotic texts at the levels of title, use of words, sentence, discourse, use of pronouns and Implicatures. The research contends that the discourse(s) of the newspaper articles are ideologically loaded and are employed in the construction and deconstruction of desired ideology, worldview and social construction of reality. So, the study in hand begins with the discussion about reality and its representation; clashes between Islam and the West, representation of Islam and the Muslims in the Western newspapers, constructing Muslims as the 'Other; importance of language and power of newspapers; language and division of roles. Both qualitative and quantitative approaches have been employed for the critical analysis of discourses (semiotics and articles) to investigate the evidences for the ideology investment and representation of Islam and Muslims. The first section is quantitative, where frequencies of occurrence in each newspaper have been documented. Fairclough's (1993) method of critical discourse analysis (CDA) and Charles Barthes (1973) model of symeological analysis. have been employed to decode linguistic and semiotic discourses of the selected newspapers. All of these levels of analysis in fact are instruments through which the process of ideology propagation and representations of Islam and Muslims is facilitated. The findings show that the Western newspapers are more biased in representing Islam and Muslim through their semeiotic and linguistic discourses. Highly politicised terms such as Islamophobia and Radical Islam, which denote systematic discrimination against both Islam and Muslims, are employed to shape the perception of the readers.   Similarly, Pakistani newspapers especially Urdu ones are hard upon the West and represent West as an enemy of Islam and the Muslims. The feelings of hostility have gained increasing currency on both sides. Whereas a considerable difference has been observed regarding the representation of Islam and the Muslims in Pakistani English and Urdu newspapers, there is a wide difference of themes appearing in Urdu and English newspapers of Pakistan. The findings of the research highlight that the discourse(s) of the newspapers are employed on both sides to construct desired ideology and worldview. The picture that emerges from the coverage of Islam through the discourses of the newspaper articles, therefore, is mixed. It reflects that the print media of Pakistan and the West are more inclined in highlighting the differences between Islam and the West through the discourses of articles and semiotics.