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# Understanding Halal and Media: A Textual Analysis

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#### **Abstract**

This article investigates the developing spotlight on Muslim food culture inside insightful talk, stressing its importance past simple stylized practices, it features how food fills in as a focal point to comprehend financial, moral, and regular day to day existence viewpoints inside Muslim people group. The conversation highlights the job of media in molding impression of Islam and Muslims, frequently sustaining predispositions and generalizations. By depicting Islamic food in a rich and shifted light, media can connect social holes and cultivate appreciation for different culinary practices. Accentuating reasonableness and profundity in media portrayals is critical for advancing comprehension and regard for Islamic food culture. This theoretical backers for a nuanced depiction of Islamic food to advance social appreciation and union.

**Keyword:** Muslim food culture, Media portrayal, Cultural appreciation, Stereotypes

#### Introduction

In light of the apparent overregulation and accentuation on lawfulness inside Islam, there has been an eminent development in the ethnography of Muslim food culture. This shift coordinates consideration towards concentrating on Islam and Muslim society from the perspective of food, featuring angles like financial aspects, ethical quality, and day to day existence, instead of exclusively zeroing in on ceremonial practices (Baderoon, 2002).

The meaning of media portrayals in affecting the public's impression of underestimated networks and minority bunches has been stressed by researchers (Corridor, 1997; van Dijk, 1993). Media depictions of Islam and Muslims much of the time support biases and generalizations, which assists with advancing the Othering of Muslim people group (Al-Dasuqi, 2019; Said, 1978). Moreover, research has exhibited that media depictions of halal practices are much of the time set inside exoticism and social contrast accounts, which effectively facilitates set thoughts of "us up against them" (Jawad, 2015; Kundnani, 2007).

By digging into the domain of food, researchers can investigate how its planning, circulation, and utilization act as unmistakable impressions of the homegrown circle, private social occasions, and public life (Baderoon, 2002). This approach recognizes the meaning of food in typifying, emerging, and honoring different aspects of relational peculiarities, social communications, and local area securities. As per this viewpoint, how food is prepared, delighted in, and shared, as well as the conditions encompassing it, uncover a ton about the associations among strict, social setting, and the significance making processes that once swarmed society. Moreover, paying close attention to Muslim communities, individuals, and shifting modern situations through food provides an important lens for the anthropology of Islam to move past the impasse between emphasising piety against ordinary life (Fadil and Fernando 2015; Schielke



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2015; Schielke and Debevec 2012). Studying food as a material culture exposes significant connections between family, intimacy, economy, and religion, as students of food in various cultures have noted (Mintz and Bois 2002).

Muslim cuisine is most frequently linked to discussions of forbidden and dietary regulation. Little is understood, however, about how halal practises are ingrained in Muslim relationships of commerce and trust. Significant changes in halal practises over the past few decades indicate fresh worries about the materiality of agricultural production, international trade, and ethical relationships. Food has ethical importance in addition to being halal since it serves as a vehicle for the production and transmission of barakat (blessings). The Unani humoral philosophy of medicine relates food directly to health issues, and eating. Quranic poetry is occasionally used as a form of treatment. A look at Muslim cuisine inevitably reveals the wide range of ethical principles that Muslims uphold.

The way that Islamic cuisine culture is portrayed to the world in the media is crucial. Islamic cooking is rich and fluctuated, with a few countries and regions having their own unmistakable foods and culinary traditions. By featuring and advancing these culinary traditions, the press can help individuals become familiar with and value Islamic cooking society.

The media can achieve this, for example, by highlighting Islamic cooking in movement and food-related shows. The different styles of Islamic food, from exemplary feasts to contemporary variations, can be acquainted with watchers through this. Likewise, by imparting their bits of knowledge and guidance to an enormous crowd on their foundation for virtual entertainment, food bloggers or powerhouses can assist with advancing Islamic cooking society.

It's important that the media decently and fair-mindedly depict Islamic food culture. This involves advancing the profundity and variety of Islamic food while staying away from speculations and adages. The media can help with spanning social holes and encouraging appreciation and cognizance of many societies by precisely and decidedly portraying Islamic food culture.

**Statement of problem-** The depiction of Islamic food culture in media and academic talk is many times restricted, with an accentuation on formal practices and dietary guidelines, prompting the propagation of predispositions and generalizations. This restricted portrayal neglects to catch the different socio-social meaning of food inside Muslim people group, obstructing culturally diverse comprehension and appreciation. Moreover, the effect of media portrayals on molding public impression of Islam and Muslims remains understudied, featuring the requirement for research that investigates the intricacies of Islamic food and its more extensive ramifications for intercultural exchange and attachment.

**Research question-** How does media portrayal influence public perceptions of Islamic food culture, and what are the implications for intercultural understanding?

What are the ethical considerations and implications of media representations of Islamic food culture, and how do they contribute to or challenge stereotypes?

**Research objectives-** 1. To examine media portrayals of Islamic food culture, including their recurrence, content, and depiction of socio-social viewpoints past dietary guidelines.

2. To inspect how Muslim people and networks draw in with media portrayals of Islamic food, including their discernments, responses, and methodologies for testing generalizations.

**Research method**- Utilizing qualitative strategies, especially text-based examination, can offer rich experiences into the topic being scrutinized. For this situation, on subjective system likely in light of the fact that it considers a more profound comprehension of the subtleties, implications, and settings inside the information.



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Dissecting cases from elective news sources like Alt.news gives an alternate point of view contrasted with standard sources. Elective news frequently covers stories and points that may be ignored or underrepresented somewhere else, presenting assorted perspectives and possibly uncovering basic social or social elements.

Looking at content from Twitter adds one more layer to the investigation. Twitter is a stage where a huge range of feelings, opinions, and conversations are partaken progressively. By dissecting tweets connected with the exploration subject, the scientist can take advantage of public talk, distinguish arising patterns, and comprehend how certain issues are outlined and examined inside the web-based local area.

#### Halal: Food Law, Belief, Purpose, and Commerce

What is allowed or legitimate as per Islamic regulation is alluded to as being halal. Overall interest for halal labor and products has incre0ased as of late, which has brought about additional media inclusion and portrayals of halal in various media.

A vital part of the regular day to day existences of a huge number of Muslims around the world, halal cooking is a critical feature of Islamic culture. A critical part of Islamic dietary remedies, halal means something OK or legitimate as per Islamic regulation.

Islamic dietary solutions are established on Quranic lessons that disallow the utilization of certain sorts of meat, such pork, and request that any remaining sorts of meat be killed with a specific goal in mind. Liquor is additionally limited, alongside different food sources and refreshments.

In non-Muslim countries, there has been a rising interest in halal food's wellbeing benefits as well as a rising interest for it lately. Thus, an enormous number of restaurants and food makers currently give halal other options, and halal food is progressively habitually found in merchants and grocery stores.

By and large, halal cooking assumes a huge part in Islamic culture and subsequently is firmly connected with Muslims' strict ceremonies and convictions. Halal is likewise turning into a more perceptible and huger piece of the overall food area as the world turns out to be considerably more universally coordinated. Halal food isn't simply legally necessary yet additionally a portrayal of Muslim culture and personality. Food that is halal is oftentimes served at family and local area occasions.

How halal is depicted in the media, in the meantime, isn't really honest or nuanced. Halal has once in a while been portrayed adversely, much of the time with regards to Bigotry or hostile to Muslim feeling. This can incorporate wrong or tricky data about what comprises halal or negative previously established inclinations about Muslims who buy halal products.

#### **Barakat: Beyond Halal Food Practice**

Islamic culture utilizes the expression "barakat" to portray the gifts and bounty that come from Allah. It is habitually associated with food and is remembered with rise up out of complying to Islamic dietary guidelines, which incorporate halal traditions. Barakat, nonetheless, envelops something beyond halal food norms; it likewise applies to different aspects of life.

Muslims likewise feel that eating food with the upside of its advantages can build the food's profound and wellbeing benefits as well as sticking to halal strategies. This involves showing appreciation for the food, swearing off waste, and imparting a feast to the others. As per Islamic practice, giving food to others is a strategy to get more barakat and benefits throughout everyday life.



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Barakat is remembered to result through great deeds and ways of behaving, for example, helping others, providing for a noble cause, and having a moral and moral existence, notwithstanding food rehearses. It is viewed as a wellspring of favors and bounty that can work on one's life and give achievement.

The idea of barakat could be perceived for the purpose of advancing moral and socially cognizant food propensities in the setting of the worldwide foodservice industry. These incorporate activities that can energize barakat and favors for each and every individual who takes part in the development and utilization of food, like supportable cultivating, fair business, and dependable utilization.

At last, the Islamic thought of barakat envelops a broad assortment of moral and otherworldly standards outside halal food methods.

The possibility of barakat is firmly connected with Islamic culture that assumes a critical part in the existence of Muslims.

However, how barakat is depicted in the media fluctuates relying upon the circumstance and the source. In different circumstances, the media might highlight the barakat's strict parts, underlining the connection between Islamic food customs and the possibility of gifts and bounty. This could help with teaching semi crowds about the importance of halal culinary traditions and their importance in Muslim culture. However, in different cases, the media might feature negative convictions and biases about Islam and Muslims, that can bring about a wrong portrayal of barakat. For example, certain news sources could keep on advancing the idea that Muslims have become less high level or mediocre because of their eating customs or different pieces of their way of life. This might bring about a shortsighted and unrepresentative portrayal of barakat which neglects to catch the extravagance and intricacy of Islamic culture enough.

News sources should treat the possibility of barakat with deference and responsiveness, recognizing its significance to Muslim watchers and forestalling the spread of incorrect data and negative generalizations.

#### Feasts and Fasts: Ramadan

The 10th months of the Islamic schedule, Ramadan, is viewed as one of the main in the Islamic schedule. Muslims generally all through the world quick and dining experience during this month as a component of their strict customs. One of Islam's five support points is fasting, which requires denying oneself of every single actual need — including food, drink, and rest — during the blessed month of Ramadan. This custom is intended to assist Muslims with restraining themselves, support their religion, and develop empathy for the less lucky.

However, conflictingly, devouring happens at night after twilight and is a critical part of Ramadan as well. Muslims likewise eat suhoor, a pre-day break dinner, prior to beginning their everyday quick, notwithstanding iftar. This dinner might incorporate various things, like meat, complex carbs, and great fats, and is intended to give you energy for the requesting day ahead.

Muslims support their otherworldly and unselfish undertakings all through Ramadan, including Quran perusing, charitable giving, and more petitioning God times. Eid al-Fitr, a celebration that incorporates petition, devouring, or gift-trading with loved ones, denotes the finish of Ramadan.

By and large, Ramadan is viewed as a period of otherworldly turn of events, local area, and contemplation in the Islamic confidence. It is a period of both quick and devouring.

Perceiving the benefit of eating during Ramadan requires returning to the possibility of barakat as a gift. Ramadan is viewed as a month of "incredible endowments," which can be deciphered to incorporate petition, food, friendship, and business. Ramadan is a period when "reasonable" utilization ascends, with food representing most of this increment (Tobin 2013, 304). Great many individuals rush to late-night



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commercial centers all over the planet, remembering for India, where unique claims to fame are ready and served. The scope of flavors accessible exhibits how favored Ramadan is. The current month's Ramadan festivities spin around getting ready and sharing food, which is likewise viewed as a kind of noble work (Tayob 2017, 151-175).

As per the source as well as the specific circumstance, Ramadan might be depicted distinctively in the media. In certain cases, the media could focus on the profound and strict pieces of the month, stressing how urgent fasting, petition, and magnanimous deeds are to Muslim society. This can support more noteworthy resistance and perception between different societies and help to illuminate non-Muslim individuals about the significance of Ramadan.

In different occasions, however, the media could advance troublesome fantasies and predispositions about Islam and Muslims all through Ramadan. For example, without considering the social and otherworldly benefits that are associated with it, certain news sources might accentuate the actual challenges of fasting and address it as an inordinate or unfortunate practice. Additionally, a few media associations might misrepresent reports in regards to Ramadan.

It's basic for news associations to treat the subject of Ramadan with deference and empathy, recognizing its significance to Muslim watchers and keeping away from the spread of incorrect data and negative generalizations. The media can support cultivating a more profound understanding and regard for the variety and profundity of the human experience by upholding for a more honest and nuanced inclusion of Ramadan and Islamic culture. This can cultivate more noteworthy cultural agreement and assist with laying out extensions of resilience and grasping across different populaces.

#### **Qurbani: Offering, Slaughter, and Giving**

The Feast of Blood, also known as Qurbani or Eid al-Adha, is a significant religious holiday observed by Muslims all around the world. The holiday honours the Prophet Ibrahim's (Abraham in the Judeo-Christian tradition) readiness to offer his son Ishmael (Isaac in the Proto - indo tradition) as a sacrifice to God. Muslims mark the event by offering an animal as a sacrifice because, according to the legend, just as Abraham was about to offer his son as a sacrifice, God delivered a sheep as a replacement offering.

Muslims who are financially able to do so sacrifice a creature for the holiday, usually a camel, goat, sheep, or cow. Using a precise method and a sharp knife, the animal is killed, and the flesh is then separated into three portions. One portion is distributed to the needy, one portion is given to family members and friends, as well as the remaining amount is maintained for family use.

The actual rituals of sacrifice (Qurbani) vary greatly over the world. For instance, animals are transported over great distances during the Hajj to meet the demands of the several millions of pilgrims who travel to Mecca every year. With public state displays of power, Morocco reinforces and appropriates the importance of the death (CombsSchilling 1990). India, where there is no official state authorization, links the concept of sacrifice to concerns about the treatment and attachment of the sacrificed animal prior to its slaughter (Tayob 2017, 122–150). Initially based and sacrifice are always tightly intertwined, much like in Indonesia where the practise of sacrifice is closely correlated with the distribution of meat (Bowen 1993; Mauss and Hubert 1964).

Depending on source and the context, qurbani may be portrayed differently in the media. In other situations, the media may stress the benevolent and communal parts of the event while focusing on the qurbani's religious and cultural significance. This can encourage greater tolerance and comprehension between various cultures as well as inform non-Muslim people about the importance of the festival.



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In different examples, however, the media could uphold negative fantasies and misinterpretations in regards to Islamic culture in qurbani. For example, certain news sources might depict creature penance as brutal or savage, neglecting to perceive the training's strict and social importance. Likewise, certain news sources could sensationalize qurbani-related news, depicting it as a period of contention or savagery as opposed to one of solidarity and sympathy. News sources should treat the subject of qurbani with deference and care, recognizing its significance to Muslim watchers and staying away from the spread of mistaken data and harming generalizations. The media can help with cultivating a more profound understanding and regard for the broadness and profundity of the human experience by empowering a more honest and adjusted depiction of qurbani and Islamic culture. This can cultivate more noteworthy cultural agreement and assist with laying out extensions of resilience and grasping across different populaces.

#### Medicine, Food, and Healing

There is a huge faith in the connection among sustenance and wellbeing in Islamic culture. Muslims are encouraged to keep a solid eating routine that includes a variety of dinners, with an emphasis on new produce, lean proteins, and grains. Many ancient Islamic foods are thought to have therapeutic effects, and Islamic dietary restrictions, such as those governing halal cuisine, are intended to encourage wellness and good health.

A significant component of Islamic culture is Islamic medicine. Many medical procedures and treatments, including as surgical procedures, herbal cures, and diagnostic methods, were established by Islamic scholars and medical professionals. They also helped us comprehend diseases by identifying smallpox and creating vaccination methods, among other things.

Beyond eating, religion and healing are connected through prayer and the potency of Quranic text. Richard and Nancy Tapper discovered that food intake among Durrani Pashtuns went transcend religion to include matters of health, honour, and magic (Tapper and Tapper 1986). In their examination of magic, they make reference to a widespread

A mulla penned a verse from the Koran on paper, which was then consumed or had its ink removed and drunk (Tapper and Tapper 1986, 73). Similar practises have been reported among the Berti Muslim community in Darfur (Sudan), where people consult with experts (faki) to have Koran verses inscribed on wooden tablets. After being removed with water, the ink is then consumed (El-Tom 1985). In South Asia, a similar custom entails blowing prayers from a religious figure or family member over a water vessel. The water has now been changed into holy water, which is believed to have healing properties. It is also typical for visitors to a nearby shrine to leave an empty water bottle in front of the grave while prayers are spoken. The container is then gathered and brought home to be given as a healing remedy to a sick family member. The effectiveness of these conventional ways of healing is frequently questioned in light of the rise of allopathic ideas of medicine. Of course, liberals are eager to condemn these customs as illegitimate and superstitious.

In addition, the emotional and spiritual facets of recovery are highly valued in Islamic culture. Meditation, prayer, and therapy are just a few of the spiritual and psychological methods that Islamic scholars and doctors had created throughout the years to aid in healing and well-being.

In general, Islamic culture views food, medicine, and healing as essential elements of living a well-rounded existence. Many of the techniques and treatments created by Islamic academics and physicians are still in



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use and are still the subject of research today. The Islamic practice has a rich history for developments in different spaces.

While detailing about Muslim dietary cures, the media ought to likewise be aware of the gamble of social allotment or abuse. These medicines are much of the time associated with specific strict or social customs, and their utilization is solidly established in Islamic culture. The media should regard and value the social foundations of these medicines and abstain from depicting them as front line or well known wellbeing trends.

At last, the media can contribute emphatically to raising public mindfulness and comprehension of Muslim dietary cures, yet it should do as such with deference for the social and strict customs which underlie these practices and with awareness and veracity.

#### Contextual investigations with pictorial portrayals and cases

**Halal Meat Boycott Debate:** Refering to stresses over prompting strict interests and disturbing public request, various Indian states, quite the provinces of Uttar Pradesh and Karnataka, looked for or sanctioned limitations on the showcasing and butchering of halal meat during explicit strict celebrations in 2020. Be that as it may, Muslim gatherings and campaigners reviled these restrictions for victimizing their dietary patterns and abusing their right to opportunity of religion. Further polarization and pressures came about because of the media's propensity to sensationalize the subject or fail to incorporate elective perspectives while covering these boycotts.

The principal focal point of the 2020 Indian halal meat boycott question was state-by-state thought or execution of restrictions on the promoting and killing of halal meat around strict occasions, most remarkably Eid al-Adha, or Bakrid. A few authorities guarded the boycotts by referring to the need to maintain the rule of law, try not to make disturbance the general population, and ease strict feelings of trepidation.

**Media Inclusion:** The discussion around the limitation on halal meat was generally covered by the media. While certain outlets introduced the boycotts as fundamental stages to maintain order and limit clashes between networks, others saw them as separating and an encroachment on strict freedoms. This polarization was an impression of bigger cultural conflicts in India on secularism and strict opportunity.

**Melodrama and Falsehood:** By introducing the issue in a provocative or startling way, a few news sources sensationalized it, which expanded strains and stirred up strict polarization. Moreover, there have been instances of mistaken data spreading, for example, overstated explanations with respect to the kind and degree of the boycotts, which have left affected networks in confusion and unfortunate.

**Political Setting:** The media's depiction of the debate over halal meat boycott question much of the time set it in the bigger political system, stressing the impact of various ideological groups as well as vested parties on popular assessment and authoritative activities. The complicated connections between governmental issues, religion, and character inside India's sociocultural texture were featured by this methodology.

Local area Perspectives: While specific news associations gave a stage to a scope of voices and suppositions, for example, those from Muslim people group individuals and activists who went against the boycotts, others experienced harsh criticism for zeroing in solely on a couple of storylines or barring contradicting perspectives. This inconsistent depiction exposed more broad issues with journalistic spin and consideration in India.



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By and large, the media's depiction of the 2020 halal meat boycott debate addressed, to varying levels of precision, awareness, and equilibrium, the complexities of Indian governmental issues, social cohesiveness, and strict personality. It likewise stressed how vital moral and mindful news coverage is to handling tricky subjects and advancing correspondence and figuring out across different populaces.

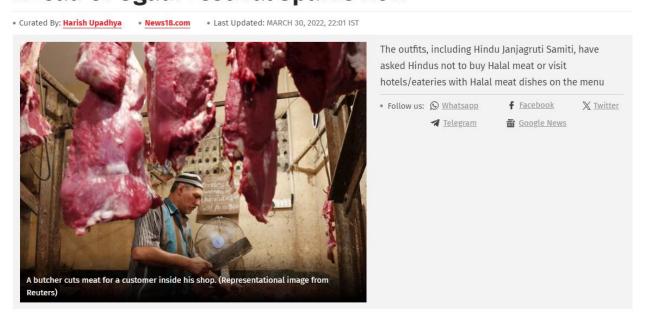
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# 'Economic Jihad': Call for Halal Meat Ban in Karnataka Ahead of Ugadi Festival Sparks Row





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Preeti @Tedy2009 · Mar 31, 2022

Picture from a saree portal: A Hindu woman sporting a big bindi on forehead is pregnant and her husband (looks like a Muslim) is kneeling and looking at her with love.

The very subtle way love jihad is promoted.





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#### An old video goes viral that accuses a fruit vendor of spitting to spread the coronavirus.

The COVID-19 disease is allegedly being deliberately spread by Muslims in the country according to a 30-second footage of a fruit seller sucking the tips of his fingers as touching fruits on his cart. The individual featured in the clip is spitting and placing his spit on the fruits, which infects them, according



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to text that has been posted widely on social networking sites like Facebook, Twitter, and WhatsApp groups.



Source of the image- link

The video was released by 'Desi Mojito' on Twitter with the caption, 'This is next level. Be cautious and safe, everyone. The tweet has received close to 5000 likes and more than 4500 retweets. The vendor is referred to in the video as a "corona criminal" by Hindi news outlet TV9 Bharatvarsh, which also took up the story and connected it to the recent virus breakout instances in the nation. The claims were refuted near the conclusion of the bulletin, however, when Captain of The police (SP) Raisen said that the film was old and a complaint had been filed against the fruit vendor. (SEE LINK) <a href="Link">Link</a> Muslim-owned restaurants are allegedly spewing in food that is older, according to a viral WhatsApp message.

On social media, an image of a restaurant employee pumping air into an empty paper bag has gone viral. The clip is being posted on WhatsApp with a message that reads, "Many Muslims who operate eateries such the Empire, Imperial, paramount, Beijing bites, Hyderabadi Biryani House, Bawarchi biryani, etc hire Muslim chefs who have been indoctrinated by ppl who visited d Tablighi congregation in Delhi." The same video was shared on March 20 by the "India against Urban Naxals" Facebook page (1.2 million followers), along with the warning "Corona Virus, which is dangerous." The post has 340,000 views and

over 10,000 shares. Several of the shared posts make false statements.



Source of the image- link



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The words used in the above picture like the senseless community can have a negative impact in the mind of the readers and create a unwanted panic and hatred.



Source of the image-link

# The caption of the above image says terrorist which potrays the Muslim community in a negative way.

Utilizing the digital verification application In Vid to separate the movie into several frames, we ran Google's reverse image search on a number of keyframes and discovered that the film was created in April 2019. The movie was published via a Chinese website 11 months ago, and we were able to find it there. #CoronaJihad became a trending topic on Twitter after numerous officials of the Bharatiya Janata Party (BJP), the country's ruling party, referred to the religious gathering as "corona terrorism"; many believed this term hinted at the party's Islamophobia.

The Markaz gathering was referred to as a "Talibani crime" by a government minister.

Time magazine reported that since March 28, tweets including the hashtag #CoronaJihad popped up almost 300,000 times and may have been seen over 165 million people.

"It is sad that some are using phrases like Corona Jihad and calling it a conspiracy. It is not the correct approach to communalize it. The media has also engaged in malicious behavior, Mustafa told Al Jazeera. However, Mustafa attributed the problem to the government. He stated that "governments must exhibit more reason than religious people."



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#### Conclusion

Dependent upon the setting as well as the source, how Islamic food is tended to in the media could vacillate hugely. The significance and broadness of Islamic cooking may irregularly be the subject of media thought, with express eats and dishes being included for their social and credible significance. The wealth of Islamic culture as well as the various commitments Muslims have added to the culinary may be better perceived and appreciated thus.

In different cases, however, the media could uphold ominous legends or biases in regards to Islamic cooking. For example, certain media associations could feature the apparent furthest reaches of Islamic dietary prerequisites, like the prohibitions on liquor and pork, without completely understanding or valuing the fundamental support for these guidelines. In any case, a few media

At last, the press can assume a critical part in cultivating more extensive information on and appreciation for Islamic food, yet it should do as such with mindfulness and empathy, keeping away from the propagation of horrible generalizations or false impressions.

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