

MUSLIM WOMEN AND THE NEW GODS:

psycho-sociological study on
the influence of the media on
women and prospects

*Dr. Tahraoui Ramdane & Dr. Merah Souad
INSTEAD, IIUM*



INTRODUCTION

The traditional conception of religion and the triplicity of:

- ▶ The Holy
- ▶ Beliefs
- ▶ Rituals

The emergence of the new interpretation of religion due to:

- ▶ Social Transformations
- ▶ Rapid technological progress
- ▶ Dominance of capitalist culture

The result was: The emergence of new gods
in godless societies

The question is: Who are these gods?
What are their features?
How do they affect our lives?



INTRODUCTION (continued)

- The new gods are projected by the media in the form of:
 - ▶ Cinema stars
 - ▶ Singers
 - ▶ Athletes
 - ▶ Show presenters
 - ▶ Etc...
- Woman is a worshipper and worshipped



WOMAN AND THE MASS MEDIA

- Media shapes the modern culture and sharpens the public opinion
- Modern Media:
 - ▶ Universal goals
 - ▶ Western nature
 - ▶ Marketing character
- Women celebrities are means and ends
- Persuasion and pleasure
- Muslim woman between two conflicting forces:
 - ▶ Religious-cultural restrains
 - ▶ The invading western culture



CHARACTERISTICS AND EFFECTS OF THE NEW GODS

1- The beliefs

- ▶ **Gods are ordinary humans surrounded with an aura of glory for selling purposes.**
- ▶ **Corporations control the gods.**
- ▶ **Preaching the culture of sex and pleasure.**



CHARACTERISTICS AND EFFECTS OF THE NEW GODS

(continued)

2- The rituals:

Similar to the conventional gods in the classical religions, the new gods created rituals through repeated symbolic behavior:

- ▶ Distinctive dressing
- ▶ Distinctive make up
- ▶ Distinctive speech
- ▶ Distinctive walk

As a result:

- ▶ The devotees follow their gods
- ▶ The gods became the source of inspiration
- ▶ The gods provide legitimacy and social

recognition



CHARACTERISTICS AND EFFECTS OF THE NEW GODS

(continued)

3- The followers

- ▶ Universality of the culture that leads to the universality of the followers
- ▶ Globalization of the range of effect
- ▶ Utilization of every tool of communication (TV cables, Radio Internet)



CHARACTERISTICS AND EFFECTS OF THE NEW GODS

(continued)

4- The message

- ▶ Liberty and liberalism
- ▶ promotion for the culture of pleasure
- ▶ Sanctification of the gods
- ▶ Rejection of the conventional religio-cultural heritage



CONCLUSION

Our intimate relation with the media and our complete dependence on it enabled the new gods to occupy our homes and to access our bedrooms. They have more than ever greater impact on our lives as they:

- ▶ Provide us with access to information
- ▶ Shape our political culture
- ▶ Shape the social culture and the art of living
- ▶ Structure the political agenda
- ▶ Control our hearts, minds and ultimately our entire lives



RECOMMENDATIONS

A- Ideological:

- 1- Admitting that a real cultural clash exists
- 2- Targeting the individuals through education.
- 3- Islamic preaching and education shall address the human rational.
- 4- Facilitation and practicality.
- 5- Islamic religious message shall change position by focusing on life's matters as a priority to reach out the hereafter not the opposite.

B- Practical:

- 1- Establishing an alternative Islamic media
- 2- "Knowledge is power" (Francis Bacon) by focusing on the teaching of human sciences in order to help the new generation to appreciate their identity/ culture, and to differentiate between US and THEM.



THE END

*Wassalamu'alaikum Warahmatullahi
Wabarakatuh.*

