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Behavior of the Audience in Modifying the Stereotype of Muslims in Britain: A case Study of Influence of Egyptian player Muhammad Salah on Liverpool Fans

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Abstract

The research aims to study the relationship between Liverpool fans and the Egyptian player Mohamed Salah, and to study the impact of the media image spread on YouTube clips of Mohammed Salah in changing the stereotype in the West about Muslims.

Islamophobia is one of the most widespread phenomena in the West at present. It poses the greatest threat to Muslims living in Western countries. As a result of this phenomenon, Islamophobia and attacks on property and property are on the rise. Islam and the dissemination of negative images of it and focus on violence by members of the Islamic religion, which makes Western societies see only the stereotype that the Western media want to spread about Islam, which is that the Islamic religion is a religion of violence and priesthood. This makes them alienated from it and does not want to deal with individuals belonging to it, the weakness of the Islamic media and its inability to face the media offensive to Islam and lack of tools and means to express Islam in a way that contributes to change the negative stereotype prevailing in the West about Islam, weakness of the contemporary Islamic discourse that has not been able to accommodate the closest people to it, or the most willing to respond to it, the Muslim public, as well as the inability to win others, it does not interact with the concerns and aspirations of the nation, and does not reflect the image of Islam the truth, the Muslim person can be committed to improve the image of Islam and Muslims through his good and good dealings with the citizens in Western societies and adhere to the teachings of Islam that encourage respect for others and deal with his safety and honor, which helps to give a good image of the Islamic religion and Muslims in the West and change the bad stereotype that the West knows about the Muslim person, Mohamed Salah since his move to Liverpool team in 2017 to change a lot of concepts and beliefs of the English public in general and the Liverpool public in particular about the religion of Islam and Muslims, through good dealings with all categories of the public, especially children it has led to an increase in his popularity among Liverpool fans and makes him one of the most distinguished players in the team among the public. Both inside and outside the stadium to increase his popularity and improve the image of Muslims significantly, which shows the validity of the hypothesis of the study, which assumes a positive impact of the media image of the Egyptian player Mohamed Salah in changing the stereotype of Muslims in the West.

Keywords: Mohamed Salah , Liverpool fans, Stereotype, YouTube clips, Islamophobia.