

The role of the entertainment industry:

- Hollywood uses a repetition as a teaching tool.
- Cinemas systematic, pervasive, and unapologetic degradation and dehumanisation of people.

***Those who tell stories also rule society.**

Some protagonist even refers to Arabs as “dogs” and “monkeys”

Arabs are almost always easy targets in war movies. “*sneaky Arabs, those dirty, filthy swine*”

Arab women are humiliated, demonized and eroticized in more than 50 films.

Reel Arabs are Real Arabs:

Reel Arabs “Arabs are brute murderers, sleazy rapist, religious fanatics, oil rich, abusers of women”.

The three B’s: (Bombers, Billionaires sheikhs, Bully dancers)**Reasons behind the negative portrayal:**

- Has its historical roots in the discipline of orientalism.
- Political conflict in Palestine.
- American film company cannon:
 - Menahem Golan and Yoram Globus. 1982 – Israel’s
 - Produced 26 “hate and terminate”

The case of Disney’s Aladdin: 1993

- Lyrics of the song “Arabian Nights”.
- The animator offers stereotypical characters displaying them with long beards and bulbous noses.
- “slaves of the lamp” presented a sultan, and dancing girls.

Internalising oriented Discourse:

“PETRA” TOURIST Ad (‘Self’ Orientalizing Jordan)