

How American Television Series Develop Enemy Review of Homeland Season 7

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Abstract: The proposal presents the initiative to research on "Creating new enemy: American television series Homeland season 7". The deliberation of undertaking this research is to have an improved comprehension of Homeland Season television series with a focus on its Season 7. Prior to "Homeland Season 7" (due to its popularity at various levels and having won many awards) had made it one of the launching pads for introducing various new perception or also to reinforce existing ones.

It is supposed that the said popular television series is used to carry on American future international pursuits of drawing lines between friends and rival. The foremost purpose of the study is to determine an effort (if any) by the Homeland Season 7 television series in creating new enemy for the USA. Data collected from three sources and its interpretation or analysis is explored using qualitative method having a theoretical focus on critical discourse analysis (CDA) and framing. The researcher will not try to indulge in international audience response to the subject showcased televisions series or tangible effects created in terms of its objectives.

Findings of the paper are one perspective of this television series. It is considered that America effectively utilizes media to create narratives as per the perceived threats by the State. Hollywood and American television is serious in dealing international issues and addressing or guiding their public. Effort also made to highlight limitations in presenting this paper and few recommendations made for our part of the World.

Keywords: New Enemy, Homeland Season 7, Framing, CDA, US Media, Hacking.

INTRODUCTION

Saleem (2007) [1], on the basis of her deliberate exploration, is of the view that the US media being dependent on governmental sources for their news reporting especially in Warzones resulting to follow Government line of action in visual, text and presentation of news. These government agencies sometimes provide ambiguous or mediated information to frame a particular country as per perception being built by the United States of America. The US media as per national objectives minimize the importance of an event or highlight as per dictates of the State's requirement; to attain public support or create animosity accordingly. These opinion buildings are also used in legitimizing US military actions, glorifying successes and developing animosity for the enemy. Saleem concluded that US media protect American interests as per dictates of governmental policies and the public feel patriotic in favoring projected frames. Kuzma & Haney (2001) [2] also added to Scholar Saleem's viewpoint that movies are the ideal ways of introducing new concepts in the target audience and also useful in making theoretical concept to be real for its viewers or intended audience. This phenomenon is

reflective in a book "*Towards a World War III Scenario*" by the scholar [3]. He is of the view that the USA; as of now is somewhat busy in tackling Iran nuclear program but its real challengers are Russia and China. American think tanks are aware of this development and have embarked upon its countermeasures. Chossudovsky very objectively identified Iran, North Korea, Russia, and China as projected real enemies in various domains for America. Kumar & Kundnani (2014) [4] while doing research on Homeland; are of the view that media – state nexus always exist and complement each other to meet national security challenges in a befitting manner. It is supposed that the said popular television series is used to carry on American future international pursuits of drawing lines between friends and rival.

The foremost purpose of the study is to determine an effort (if any) by the Homeland Season 7 television series in creating new enemy for the USA. It is unmistakable that so far no scholarly work in the academic arena seen on the subject television series, though individuals/ critics reviews and episode wise casual comments are available on the internet. This research paper will be dealing with "Homeland Season 7" as per the time relevance and its textual or social context. There is no attempt (whatsoever) is made in entering in the realm of international relation or public diplomacy domain in any way. This research will focus

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on the selected television series “Homeland Season 7” critical discourse analysis and exploring its venture to create a new enemy for the USA.

Television Series “Homeland Season” a Brief Synopsis

Homeland Season originally created by Gideon Raff based on Israeli Series “HATUFIM” or “Prisoners of War”. American version of HATUFIM i.e. HOMELAND SEASON series was developed by Howard Gordon and Alex Gansa. As per the scholar [5], Israeli television series HATUFIM was about three soldiers who remained 17 years imprisoned and are suffering from post-traumatic stress disorder after their return home in Israel. Zanger highlights that this series was aired when negotiations were actually in progress on ground for three Israeli military soldiers’ release; who were kidnapped. Whereas Homeland started its journey in post 9/11 and American soldiers were engaged in fighting in Iraq. This secret agent suspenseful story series broadcasted in the USA on “Showtime (cable channel)” and produced by “Fox 21 Television Studios. It had showcased 7 series so far and 8th is in the pipeline with a lot of media attention. Scholar Pears (2015) reflected Carter (2012) [6] comments that President Obama loves to watch Homeland. On every Saturday afternoon while Michelle wife and two daughters go out for tennis; Obama mostly visited Oval office pretending official commitment and use to switch on Homeland.

RESEARCH OBJECTIVE

To explore American Homeland Season 7 television series’ endeavor of creating a new enemy.

Theoretical Framework

This television effort can be scrutinized through a number of theories i.e. priming, agenda setting or propaganda, etc. But keeping research objective in mind and fulfillment of various theoretical requirements in view, research will use the lens of framing for this study. To researcher; simple understanding of framing is “prefers one meaning over the others.” However, framing theory is used in the textual content analysis for conventional priming and agenda-setting research and in doing so one must also be conscious of repercussion for political authority [7]. Scholar Entman is also of the view that framing is actually; amalgamating components of alleged reality and building a narrative that suits to endorse a defined

elucidation. Maxwell McComb is of the opinion that agenda-setting and framing are independent and corresponding to each other. He is of the opinion that frames outcome is dependent on frequency its ease of access and its significance. On frequency, he writes, “greater the frequency greater the effect on its viewer”. McComb is of the opinion that repetition and accessibility of frames has telling impressions on individual awareness of professed reality and the basis for frame strength is its relevancy to perceived reality.

Entman (2010) [8] defined framing as a method or technique used in picking selected pieces of supposed truth and building a sequence of events that may promote a specific elucidation of the narrative. He is of the view that the framing technique always projects dominant viewpoints to prevail. Spectators use media contents to make meaning of an event or their experience of real life [9].

METHODOLOGY

As per the scholar, Marshall (1996) [10] researcher is not liberated to choose as per his fondness for qualitative or quantitative research methods for his research work. It is determined by the research question adopted by the researcher for his academic pursuit. Scholar Marshall further distinguishes between both research methods by explaining the quantitative approach as to test formulated supposition and get the answer to more of a mechanistic question and results are generalizable. Whereas qualitative research aims at enlightening our understandings of complex issues of psychosocial nature and is very useful to seek humanistic replies to “why?’ and ‘how?’” questions.

Maxwell (2008) [11] favors qualitative method and holds an opinion that the qualitative method clearly identifies decision points; being explored in research and therefore these points cannot be overlooked. In response to the research objectives, the qualitative method is used to critically study the discourse of Homeland Season 7 television series. This is investigated by going through homeland DVDs and identifying efforts in each episode through the lens of framing and critical discourse analysis for constructing new enemy for the USA. There is no attempt made in this exercise of getting out of the dominion of media student and entering into the sphere of international relations (IR) or strategic diplomacy in the real world. It is found relevant to explicate briefly “critical discourse analysis” prior to carrying out analysis of subject television series.

Amsterdam symposium in 1991 paved the way for the emergence of “critical discourse analysis (CDA)” scholars’ network. The support of Amsterdam University provided an environment wherein scholars like Norman Fairclough, Teun van Dijk, Gunther Kress, Theo van Leeuwen, and Ruth Wodak were able to confront theoretical aspects or fine-tune CDA [12]. Scholars Blommaert and Bulcaen (2000) explained that “critical discourse analysis (CDA)” in present form surfaced in the late 1980s in Europe and its torchbearers are Teun Van Dijk, Norman Fairclough, and Ruth Wodak. These were the names who promoted this significant discourse scrutiny. Critical discourse analysis helps in analyzing text, talk or any discourse comfortably by adhering to the notion of contextualization. CDA is a tool to identify dominance, power, inequality, etc expressed in discourse [13]. Critical discourse analysis is different from other discourse analysis. In CDA researcher take a stance and can give out his opinion not only the context but societal at large too [14]. One of the popular definitions of CDA (given by scholars Wodak & Meyer), “CDA sees discourse – language use in speech and writing – as a form of ‘social practice’”.

Analysis

Episode 1 - Enemy of the State

The episode as per the tradition of Homeland Season started with a bang and in the interesting happenings taking place in different direction finally ends up with the death of General McClendon in Prison. The suspense created and viewers were bound to watch the next episode to gain clarity of the murder plot. Production and presentation of the drama was a reflection of very professional handling of the subject matter. Though the researcher has the following general observations:-

- a. Ex CIA operative Carrie Mathison independently runs a secret mission against the state, can manage to bug president Chief of Staff’s house and even interact with Senator quite smartly.
- b. Saul Berenson refused the offer of National Security Advisor, as he can do well in the offered portfolio for the release of other prisoners rounded in the second wave of the arrest.
- c. General McClendon was left at the mercy of prison guard even being a very important person and American intelligence remained aloof of his murder plan.

Episode 3–Stand Off

Episode 3 has all the ingredients to bring back its viewership which was somewhat hopeless after watching episode 2. The spooky character of Simone Martin as a Wellington’s girlfriend introduced here. Dante Allen an old associate of Mathison joins Carrie to explore President’s or Chiefs Of Staff (COS) role in McClendon death, and as a result surveillance of Simone Martin started. Simon Martin is shown linked with someone in Washington and the flow of the drama indicating her involvement in the killing of General McClendon. Some of the observations for this episode are:-

- a. Wellington (COS) gave permission for an air strike on Syrian bound convoy from Iran without seeking permission from the President.
- b. Dante joins Carrie for finding details and linkages of Simone Martin in McClendon’s death. Some details of this grouping may have been built or made clear to its viewers.
- c. Dante made it possible for Carrie to get out of police station without entry into her criminal record reflects loopholes in the USA policing system.

Episode 4 – Like Bad at Things

In this episode, a new dubious character is introduced, who spread the false news of JJ on social media. His presence was made felt by framing as such in the episode.

Important Pick

- a. Boy JJ Elkins is shot by the FBI and evacuated to the hospital. In the meanwhile, a bearded man appears in the suspense thriller series. He is shown managing his entry into the hospital even in the heavy presence of FBI and taking pictures of JJ lying on the hospital bed. He (bearded man) is shown posting these pictures (edited ones) on media with a narrative of administration not taking care of the injured boy JJ and left to die. Saul Berenson is busy in negotiating with Keefe but a news report of fake news was all over the media.
- b. **Analysis.** Though sequence was a little bit longer but was not quite an irrelevant one. Episode 4 has the punch line in the above-mentioned selected scene. JJ was well-taken

care in the hospital but edited pictures by the bearded character in the episode made it appear as the boy was left unattended to die. This news caused a bad situation to worst and JJ father killed FBI hostage agent point blank.

It is apparent as of now that it is not the job of locals or few members in the establishment but a hostile country or its agency making this all to happen in the USA. Lucasville Virginia people with arms and ammunition stood up against the state. It is evident that characters showcased in the Homeland Seasons are somehow related to intelligence setups and intelligence setup is full of double or turns operatives (Brody was one of the examples in Seasons 1). All eyes are on the next episode, as to what is going to unfold for behind the scene intelligence players.

Episode 5 - Active Measures

This is the episode where Russia clearly mentioned as a possible factor to all the horrific happening in the USA. Saul Berenson pointed out that similar event of information warfare was used in Europe by Russia. Same is being repeated here through the fake social media manipulation of JJ death and creating a divide in America. Saul also has shown in this episode meeting a Russian agent Ivan; who is not an active Russian operative and is enjoying his retired life in America. Ivan confirms the possibility of a connection between Russia and JJ death as a covert Russian operation.

Important Pick - 1

- a. President Keane is heading a debriefing session of Lucasville Virginia happening and Saul Berenson pointed out a very different possibility; which no one in the meeting was ready to dwell on. Though COS assured to deal with it after the Virginia protest is over. Saul's gave out his assessment which remained central subject thought of season 7.
- b. **Analysis.** It is the beginning and launching pad for the "Homeland Season 7" to actually embark upon its objective of creating a new enemy for the USA i.e. Russia. Saul an old veteran intelligence operator having wide experience in dealing with other countries agencies had a strong postulation of Russian doing information warfare in the USA. He quoted a story in the Eastern Europe of a similar kind, but the administration did not pay attention to Saul's

hinting. However, Saul started finding leads that may connect Russian information warfare directorate behind American unrest. From here on the case for new enemy construction took her position in the lead and unfolding of events supported the perception of Russia a threat to the American political system and democracy.

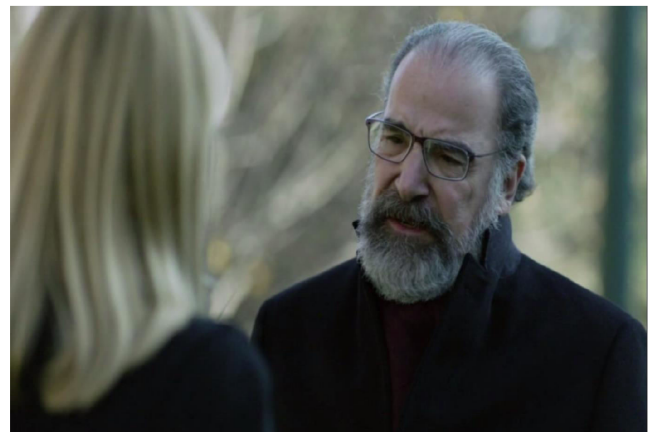
Episode 6 - Special Jump

This episode was able to introduce part of Russian network working in the USA. We had in addition to Ivan Krupin a new character Yevgeny Gromov (a bearded character earlier highlighted in episode 4). Yevgeny Gromov a Russian GRU (military intelligence) man is shown as a powerful Russian driving force, who can take and execute decisions at his own, reports directly to Moscow and don't follow normal diplomatic covert functioning. Simone Martin turned out to be not on the side of David Wellington but against COS to malign him in murdering McClendon and ultimately undermine Presidency. Carrie Mathison due to her surveillance cameras at COS house is absolutely clear that David has nothing to do with the murder of McClendon. Saul, on the other hand, is made a small team of two for hunting down Russian network.

Important Pick

- a. Carrie is aware that Wellington is not involved in the murder of McClendon. Simone Martine cooperation attitude in front of the Paley Committee is upsetting Carrie. In a distrust state, Carrie approaches old colleague Saul Berenson. Saul clarifies Dante's role in an overall game plan which was quite disturbing for Carrie. Discussion between them

(Picture 1) as mentioned in the script below is the crux of the episode.



Picture 1:

“(SAUL) I'm CEO of that club. You have to calm down now, pretend we never had this conversation. (CARRIE) What I need to do is nail that fucker. (SAUL) Carrie, lay low, go out of town for a few days, (CARRIE) I don't care. (SAUL) Just don't communicate with him under any circumstances. (CARRIE) Why the hell not? (SAUL) Because I'm on to another situation. I don't want you alerting anybody. (CARRIE) What situation? (SAUL) Can't say. [inhales sharply] A Russian intelligence operation involving active measures against the President of the United States,”

- b. **Analysis.** Russian intelligence operation is successfully going on in America and the institution of the Presidency and its establishment is threatened by the active operation by a hostile network. Carrie was not on board about Russian factor until above-referred conversation took place between Saul and Carrie. She was still considering homegrown internal politics behind the fiasco. Saul claims in the above-quoted conversation “I am the CEO of the INTELLIGENCE Club” and shares information with Carrie that Russia is doing this against President of the United States of America. These small interjections in the drama actually building a perception in its target audience that Russia is continuing its policy of cold war and still involve in paddling with USA internal situation. This has telling effect when two popular characters are the mouthpiece of the built narrative.

Episode 8 - Lies Amplifier Fucking Twitter

Episode clarifies many questions about Russian involvement in domestic US affairs. Dante in an orchestrated drama, confess his involvement with Russian, names Simone Martin as a collaborator in murdering McClendon, Yevgeny is shown taking directions from Russian Ambassador and Moscow showcased as directly controlling the entire operation. Now President Elizabeth Keane and his team are well aware of the Russian game plan and started putting diplomatic pressure too over Russia to hold back or else the USA will respond heavily.

Episode 9 “Useful Idiot” - Analysis

Keeping in view lots of happening taking place in the episode; it is prudent to point out salient with the critical perspective of research pursuit.

- a. Yevgeny shown as a symbol of new Russian generation blaming America for all worse happened during and after the cold war in their part of the world. He is free to execute tasks and has no limits whatsoever. He kills Dante in hospital after Dante’s disclosure as a Russian source.
- b. Lucasville killings, Sam Paley inquiry, Simone Martin’s testimony, Dante’s murder, and information warfare through social media are meticulously presented in the episode and in doing so; left no stone unturned in portraying Russia a foe for American people.

Episode 11 - All In

In this episode, Saul and Carrie arrive in Russia to interact officially with Russian intelligence agency counterparts; with a hidden plan to bring Simone Martin back in America. But American team was taken by surprise at Simon Martine location, due to Sam Paley’s tip to Russian Ambassador and forced American team to retreat. Meanwhile, President Keane is officially out of her office due to political maneuverings.

Saul is ready to move back without Simone but Carrie is convinced to use General Yakushin (in finding Simone), who has \$300 million stashed in American bank accounts. The plan worked, Yakushin with a platoon size force reaches Russian military intelligence headquarters to find Simone. Carrie with her comrades also manages to reach on location, convinces Simone of being killed as an expendable item in the current situation. Resultantly, Carrie is able to pick Simone and achieved a clean break from Yevgeny.

Episode 12 - Paean to the People

Important Pick

- a. President Keane after having sworn in again as President addresses American nation (Picture 2). Part of the address is as under:-



Picture 2:

“Good evening. I was going to read a prepared speech tonight about how Russia has waged a covert war on my presidency and on our country. Those of you who watched the Senate hearings yesterday know

“What I'm talking about. You should also know that none of this is new. We have been under one form of Russian attack or another since the 1950s. What's different today is what an easy target we are, as deeply divided a nation as I can remember. For this, I must share some of the blame.”

- b. **Analysis.** This part of her address is the essence of Homeland Season 7 television series. President Keane declared Russia as an enemy, a hostile country who is continuously engaged in attacking the USA since the 1950s. Hence entire build-up of Season 7, finally conclude to make viewers believe in Russia a new enemy for America. It appears that in the context of the prevalent environment in USA (during Season 7 telecast) drama was able to loosen its audience hard stance on Islamophobia and gave a new direction to ponder for the future competitor or threat in the form of Russia.

FINDINGS

Keeping in view the analysis of television drama Homeland Season 7, noteworthy findings are appended below:-

- a. Media has become an absolute weapon for waging information warfare or involve in propagating devil is a god. It is one of the important pillars of diplomacy and statecraft to manage affairs at home and internationally.
- b. American media's technological superiority make it seen and heard internationally. Some of the infotainment television dramas and Hollywood films are an extension of US foreign policy in the domain of coercive diplomacy for winning hearts or portraying evils; smartly and effectively. Powerful media with reigns in the hands of establishments can do wonders for projecting national image. America is aware of this phenomenon and effectively manages such capacity optimally.
- c. Historically Hollywood film production is a testimony of its role in administering home front and international audience on issues of concerns. We have witnessed movies on Vietnam War and most heroic sacrifices of American soldiers, later in the Cold war era, Russia became subject of movies, Afghan war era had Afghanistan/ Pakistan, thereafter the war on terror and movies has a shift in the subject to the Middle East and so on and so forth. Mostly it is a projection of righteousness of American.
- d. Hollywood's covert or overt nexus with the military establishment is a reality (Hollywood is a symbolic representation of American media). It is understood that it is convenient for any production team to allow its defense establishment in interfering with script or events of film or drama; and in return, media is able to have access to consultancy, military equipment and other paraphernalia required to complete the project. This convenience actually leads to joint venture or at least unanimity of thrust lines as per the narrative desired by the establishment. Scholar Kumar & Kundnani (2014) [4] explained one such event. They quoted national security Journalist Kevin Gosztola to support the argument. According to Gosztola CIA was very much involved in interfering in the production of film “Zero Dark Thirty”. Agency managed Osama bin Laden killing operation fictional film to portray CIA officers in a more positive way to promote the agency's image.
- e. Television drama has also joined the game and Homeland Season series is one such example of maneuvering consent. Season one to Season seven of Homeland is so meshed up with the partial reality that fictional lies are considered to be factual.
- f. It is generally true that repetitive exposure to any event or narrated story does impact its recipient and leave an impression of truth to presented fiction; especially in the case of visual contents. All Homeland seasons generally have twelve episodes, spread over three month's continuous bombardment of fictional manipulation of created realities leaving its impression on viewers. Above all, each Season has a context, the one which is generally prevalent in American and relevant to clarify State's responses or creating confusion for the furtherance of desired objectives.
- g. So far seven seasons of “Homeland” television drama had been showcased and as per media

reports, 8th is in the pipeline. Its cast and production team has made an everlasting place in its audience and since 2011 we have enjoyed seven consecutive seasons (less in the year 2016). Its continuous presence on the television screen speaks about the popularity of the drama and its contents in general public. Series started with Islamophobia theme, especially after 9/11 and pursued its audience for supporting American operations overseas. Each season effectively satisfied American public concerns to the actions taken abroad for homeland security.

- h. The major USA concerns especially its threat perception and contemporary political or security apprehensions were somehow part of the Homeland script. At times it seems real-world event is somehow replicated on television screen mixed with fictional embellishment.
- i. Homeland Season 7 timing is very important. It was aired at a time when there is a lot of hue and cry of Russian involvement in American elections or murdering of Russian intelligence asset who was in UK custody. Both things have been made part of the television drama screenplay. We see General McClendon murdered by poisoning, similar to the killing of a Russian agent in the UK and Ivan does mention its concern of Russian involvement in US election narrative. These smart, time relevant and contemporary issues in infotainment program make it believable for its audience and a rationale to sell own narrative.
- j. All characters in the said drama having a popular nationalist standing for its target audience, shown being troubled by a foreign country (Russia) leading to build an animosity from milder to the status of the enemy for that outsider. The case was built systematically and articulated effectively and sequentially.
- k. Carrie, Saul, President Keane, etc have established a relationship with its viewers in the last six seasons of Homeland and viewer generally associate one way or the other with their actions. Though, all seasons have seen Carrie and Saul in a fix abroad except Season six and seven. In Homeland Season 7, it is not the agency's operations against Muslims but battling in America with active measures of Russian information warfare directorate.
- l. Season 7 gets out of the clutches of Islamophobia and a new enemy is constructed which is really a threat to its democracy and supremacy in the World affairs.
- m. Russia is showcased as a country interfering with the American political system, creating internal security environment worsened and the institution of the presidency is not only threatened but actually deposed by Russian intelligence agencies. These intelligence interferences on issues of contemporary happening in America have a serious concern of the American public. Hence American sees Russia as an enemy.
- n. Events which emotionally and meticulously moved its audience to hate Russia and visualize her as a new enemy are as under:-
- (1) General McClendon cold-blooded murder conspired by Russia to put blame on COS or ultimately on President resulting in the toppling of President of America.
 - (2) Lucasville Virginia crisis aided by Yevgeny fake news on Social media about JJ's death
 - (3) Ivan Krupin old Russian operator was killed by Yevgeny on the suspicion of being soft with American and he may expose Russian or Yevgeny's network in the USA.
 - (4) Simone Martin a Captain in Russian military intelligence was successful in using David Wellington (President's COS) for plotting against President Keane; ultimately against America.
 - (5) Simone and Yevgeny recruited FBI agent Dante Allen and were able to plot against American intelligence operatives, also had a strong contribution in General McClendon murder and enticing Senator Paley and its inquiry committee.
 - (6) Dante used unwitting Carrie Mathison for turmoil in American power corridors.
 - (7) Russian Ambassador in Washington is sponsoring, aiding and assisting its military intelligence agencies operations in the USA.
 - (8) Yevgeny killed Dante after his cooperation with Saul and Carrie, portraying typical ruthless intelligence operations for assets which are of no use for the agency.

- (9) Russian General Yakushin and head of SVR intelligence agency shown keeping his ill-gotten money in the USA undermining Russia and projecting America safe and secure state.
- (10) Even after unearthing of complete Russian plot and network in America; Carrie in custody shown being pressurized for giving a false statement against the CIA for internal political turmoil and working against its own President.
- (11) Carrie a beloved character of Homeland was treated badly in Russian custody and audience had all the reason to hate Russia. Meaning an enemy was created in the target audience.
- (12) Carrie handing over to Saul Berenson/ America is epic last scene of Homeland Season 7. It proved the last nail in the coffin for its viewers; seeing the popular character in very deplorable health state due to poor Russian handling of its captives. Reinforcing already built a perception about Russia as a new enemy or a threat to a sole superpower.
- o. This series as a whole is ideally using framing to influence target audience to see world through the lens of American.
- p. President Keane's one line is food for thought or the crux of Season 7, "We have been under one form of Russian attack or another since the 1950s." Homeland Season 7 through the institution of Presidency has made clear that threats emanating from terrorism mantra are now reshaping its face and is in the guise of Russia, "new enemy".
- c. Islamophobia is fading in Homeland content and this phenomenon of Russian factor is totally a new description. Hence scholarly work on this aspect is nonexistent so far. Moreover, this angle of Homeland Season is yet to explore, hence had some hiccups in finding scholarly literature on the subject.
- d. "Homeland season 7" television series is time sensitive and was quite relevant in time it was broadcasted in the USA. In recent times development in international politics and economic antagonism has led to many new players or blocs coming up to threaten the USA or America finding them to be new the enemy. Though, general orientation remains the same somehow.
- e. In our part of the world, very less viewership of Homeland Season television series exist. This fact restricted research to be qualitative and within define parameters.
- f. There can be a number of disagreements on analytical interpretations made in the paper which are very much possible and this is the beauty of research in social sciences.
- g. Biases have been attempted to keep at bay as a serious concern, but findings may have some tinge of the researcher being Pakistani.
- k. At places, standard formatting is intentionally overlooked for better flow of the paper, hoping readers will disregard this omission.

LIMITATIONS

- a. This research is for the scholars having watched "Homeland Season 7". Without having seen; this paper may appear not comprehensible or will appear to be illogical pursuit (though an effort is made to carry along novices with script and pictures in the paper).
- b. Selected television series Homeland Season 7 is produced for selected viewers and has relevance to American society generally having their own cultural context. This contextualization may not be clearly explained by an outsider or stranger to that environment in a befitting manner.

CONCLUSION

Homeland Season 7 analyses and findings do not claim to be the only interpretation of the discourse of said television series, but it definitely was one of the inspirations of the program. Its contents, presentation of ideas, moving the audience along in the same direction of perception and emotionally charging its viewers against Russia is the basic idea of television series. Since its success measurement or achieving the desired goal is not in the ambit of the study. It is believed that if outsider (like researcher) can feel odium for Russian after going through this series, then its effects on target audience must be of the desired level. To conclude, one can say Homeland Season 7 must have made a dent in those having a lenient view for Russia and reinforced or multiplied hatred feelings for American believing Russia future enemy.

After having carried out research on subject, few recommendations considered relevant for Pakistan is proffered as under:-

- a. Homeland especially Season 7 may be included as a case study for diplomats, intelligence/security agencies and people who are heading media houses or responsible for policy making as such. There is something of value for each class.
- b. Films, private television production houses, and media as a whole are part of weaponry in contemporary information warfare age. It is high time that it may be understood, interlocked with policy plans and utilized for favorable results at home front or outer world.
- c. Future projection of American enemy in the form of Russia, China, and its considered allies has some immediate concern for regional players. Pakistan may face a policy dilemma in the near future for not addressing perceived scenarios. Need prior planning and making the right choices. A subject to be explored in depth by future researchers.
- d. Film and private production houses may be given incentives for national integration programs or projecting Pakistan image may be somewhat similar to Homeland Seasons.

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