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Islamic Forms of New Age Belief in Syncretic Hyperreality

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Abstract

Although the era of secularism, which promised that human beings could build the truth, was not over, the trend towards mystical and paranormal beliefs grew, as did the spread of new forms of religion and the dominance of postmodernity-specific confusion. Augury, magic, ancient secrets, the texts of Abrahamic Religions, and the mystical beliefs of the Far East have been blended and commodified, particularly transforming into commercial fields of interest for educated masses. In the study, examples of hyperreality presented as religion through syncretic forms were examined on YouTube, the most followed digital platform worldwide; 50 videos from five different YouTube channels were evaluated using thematic content analysis, and the findings were discussed within the framework of Baudrillard's Postmodern Media Theory. In the analyzed videos, promises of healing, weight loss, happiness, strengthening faith, etc., were made, and it was observed that Islamic content was added to Buddhist practices and indicators in an effort to engage a Muslim audience. The findings of the study exemplify post-truth practices in terms of the syncretization of different belief systems, providing detailed data especially for researchers working on New Age cults.

Keywords: New Age, Postmodernism, Hyperreality, Occultism, Islam

Senkretik Hipergerçeklikte Yeni Çağ İnanışlarının İslami Formları

Öz

Hakikati insanın inşa edebileceğini vaat eden sekülerizmin çağı sona erme nokta; mistik ve paranormal inançlara eğilimin arttığı, yeni dini formların yaygınlaştığı, postmoderniteye özgü muğlaklığın ve karmaşanın hakimiyeti olmuştur. Fal, büyü, kadim sırlar, semavi dinlerin metinleri ve Uzakdoğu'nun mistik inanç biçimleri harmanlanarak emtia haline getirilmiş, özellikle de eğitilmiş kitlelerin ilgi gösterdiği ticari alanlara dönüşmüştür. Çalışmada, senkretik formlara dönüştürülerek din olarak sunulan hipergerçekliğin örnekleri, dünya genelinde en çok takip edilen dijital mecra YouTube'da araştırılmış; incelenen beş ayrı YouTube kanalındaki 50 video tematik içerik analiz yöntemiyle değerlendirilmiş ve bulgular Baudrillard'ın Postmodern Medya Kuramı çerçevesinde tartışılmıştır. Analiz edilen videolarda şifalandırma, kilo verme, mutluluk, imanın güçlendirilmesi vb. vaatlerde bulunulmuş, Budizm'e özgü uygulama ve göstergelere, İslami içerikler eklenerek Müslüman bir kitleden etkileşim alma çabası içerisinde olduğu gözlenmiştir. Çalışmanın bulguları, birbirinden farklı inanç sistemlerinin senkretik bir hale getirilmesi bakımından post-truth pratiklerine örnek teşkil etmekte, özellikle New Age kültürleri üzerine çalışan araştırmacılar için detaylı veriler sunmaktadır.

Anahtar Kelimeler: New Age, Postmodernizm, Hipergerçeklik, Okültizm, İslam

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Introduction

Modernists believe that we know reality, while postmodernists argue that we are all confused with illusions and hyper-reality (Berger, 2018). Without claiming it to be an illusion, we can say that the expression “complexity” is in line with today's widespread belief. Therefore, the digital world represents a religion distinct from the traditional Abrahamic faiths. In particular, the digital world represents a system of beliefs that, regardless of the prevalent religion in the country, centers its teachings around the mystical beliefs and philosophies of other universal religions, particularly those from the Far East. This system ignores the limitations of religions and spreads through universally accepted teachings, asserting that the source of all beliefs lies in one place. It's often healing-centric; in other words, it claims to solve problems that modern medicine can't solve, far from claiming to be a different religion but bringing together certain rituals and belief systems. It aligns with postmodernism, as it is eclectic and complex, encompassing a variety of elements without conforming to a single concept.

According to Baudrillard (2016), postmodernism is actually a phrase that means nothing to people. It's not even a concept. We're going to use it as a term for defining a period in terms of being a period and a general term. However, Baudrillard's simulations and simulacra will again be the concepts we will use to understand occultist and new-age rituals. According to him, today's forms of abstraction have nothing to do with the concepts of mapping, shaping, etc. The concept of simulation has no relation to a piece of land on the map, a table, or a reference system. Models of a reality without any origin or reality derive simulation into a hyper-reality. The exact distinction between the map and the land, which makes extraction intriguing and attractive, no longer exists. From now on, it will not be possible to establish an imaginary correlation between reality and the real concept. Nowadays, we can replicate the truth in an infinite number of ways. In the postmodern era, religion is also at the forefront of the re-production of reality.

The motivation of the study is to trace the media transformation of the religious sphere, which has become syncretic in this era where everything is intertwined and a new truth is being attempted to be constructed from opposing elements. In summary, the aim of our study is to provide field data and perspectives to researchers working on the New Age and new religious forms. In this context, the aim is not to discuss the consistency of the content from the perspective of religious sciences or its place in Islamic sources. Analyses are limited to situation assessment. However, from a theological perspective, extraordinary data has been encountered. The data obtained in the study reflect a significant paradigm shift of today and include the necessary content that should be considered, especially for those working in the field of Islamic sciences.

In the literature section of the study, information is provided about "digitalization," occultism, and postmodern media theory in the religious and religious concepts we frequently encounter in the analyzed data. The research section examined videos from five YouTube channels that allegedly distribute healing and mystical content using the thematic content analysis method. The themes of the analysis were applied as Islamic, Other Abrahamic Religions, and Occult elements. Additionally, a detailed content analysis was conducted using semiotics under the headings of Video Title - Video Content - Video Visual Elements - Video Music for two videos from each channel. The findings, the analyzed videos, and the thematic content analysis used were discussed in the conclusion section within the context of postmodern media theory.

1. Digitized Religion and Religiosity

For the structure of the relationship between postmodernism and religion, a hybrid religion that feeds on both tradition but is compatible with both non-traditional and digital forms (virtual community religion, selfie religion, techno religion, etc.) can be mentioned (Çuhadar, 2021). In the digital age, religion and digital religion are distinct concepts. But this digital way of life, which affects almost all of people's daily life practices, has also transformed their beliefs and rituals. Understanding and studying digital religion in this complex environment of digital transformation will be crucial to understanding the landscape of belief and spirituality that evolves in the digital age. Therefore, this study will employ the term 'digital religiosity', a term that has gained widespread usage in literature.

Digital religiosity refers to the intersection of religious beliefs, practices, and expressions with the digital sphere and covers how individuals engage in listening through online platforms, technology, and virtual spaces. The concept has gained importance in recent years as developments in digital technology have changed the way people interact with their beliefs and religious communities. Research has shown that digital natives, especially the Y generation, prefer for interacting with both online and offline religious content (Aditoni & Rohmah, 2022). Religiosity has become active in the digital age, not limited to passive consumption but with increased participation by Internet users in digital content that includes religious beliefs (Ekonugraheni et al., 2023). The integration of religious practices into digital platforms reflects a wider tendency for individuals to take advantage of digital tools to express and deepen their religious beliefs (Yuliani & Khuwarazmi, 2022). This blurring of the boundaries between technology and spirituality has made the profound impact of digitalization on shaping contemporary religious experiences and perceptions a subject of sociological research (Sotiriou, 2021). Today's advances in information technology have also caused religious abuse to become more widespread than ever in history (Çuhadar, 2019). With digitalization, religion has become a virtual reality space in line with postmodernity. Postmodernity's adoption of a critical mindset fosters a cynicism that is more obscure and multidimensional than meaningful, accepting all shades of grey. In this context, digital religion is emerging as an alternative to restrictive theology in a liberating techno-media field (Alici, 2022).

Recent studies indicate that popular religion has grown, individuals shift from traditional/institutional religion to individual beliefs and mystical spiritual searches, and individuals use postmodern habits to define their beliefs based on their lifestyles (Baltacı, 2022). Naturally, these new religions have been influenced by complex digital media. In fact, postmodernism, called the New Age religion, is fed on occultist elements, remains within the framework of Abrahamic religions but is richly fed on Buddhism, Brahmanism, etc. religion (or philosophy) (which also has sharp differences in this regard), where yoga prevails instead of prayer, but Quranic verses are read. Thus, this section will discuss occultism and new age "belief"—often called spirituality rather than religion, faith "faith" in literature.

The environment in which digital religiosity develops is directly related to the concept of post-truth. In the post-truth era, the authority of objective truths is diminishing, leading to the prominence of personal beliefs and emotional resonances that can deeply affect religious discourse and practices (Saputra et al., 2024; Syofyan, 2019). This change has implications for how religious narratives are created and conveyed, especially in the context of social media where unverified

interpretations of religious texts and beliefs can rapidly proliferate (Ritonga et al., 2022; Susan & Singgih, 2023). The post-truth environment encourages the commodification of religious beliefs, viewing faith not as a source of deep meaning and community, but as a product to be marketed and consumed (Mavelli, 2019). This commodification can dilute the essence of religious teachings, reducing them to emotionally resonant but fundamentally theologically lacking slogans or sound bites. Wildt (2023) defines this situation as a "pop theology" that further complicates the relationship between belief and reality in contemporary society, prioritizing appeal over accuracy.

Additionally, the post-truth era is challenging traditional religious authorities and institutions due to individuals increasingly turning to alternative sources of information for spiritual guidance, such as social media influencers and online communities (Ritonga et al., 2022). This change can weaken established religious teachings and create an environment where subjective interpretations of faith can develop uncontrollably, leading to a crisis of intellectual accuracy in religious studies (Ambasciano, 2020; Ibrahim, 2018). The consequences of this crisis are profound, as it threatens the stability of the universal values embraced by many religions, which can lead to a moral relativism that undermines the foundation of faith (Bleazby, 2024; Saputra et al., 2024).

2. Occultism and New Age

"Occult" means "connected with magic powers and things that cannot be explained by reason or science" (Oxford Dictionary, n.d). Occultism, a term that encompasses beliefs and practices of interest throughout history, comes from areas such as mysticism, parapsychology, and esoteric practices, and offers alternatives to rational thinking.

Historically, occultism has challenged traditional beliefs and norms in reinterpreting mysticism, gender roles, and social classes, especially at a time of intellectual rationalization. Human curiosity and the pursuit of knowledge beyond the tangible underpin the discovery of occult phenomena, from parapsychology to astral projection. Humanity's persistent interest in the Occult stems from its desire to solve mysteries and explore realms beyond the ordinary (Gedicks, 1986; Wolfram, 2006). Modern society continues to incorporate occult rituals, not limited to ancient traditions or historical contexts. Despite significant advances in science and technology, it is known that there is a significant community of people interested in scholarly beliefs and practices (Nugroho, 2022). We cannot ignore the influence of mass media in shaping occult perceptions. TV shows and films have played an important role in portraying the themes of occultism, often either inducing fear, encouraging admiration, or nurturing misunderstandings about occult practices (Monacelli, 2023).

The pursuit of the hidden meaning behind the phenomenon began with Plato's concept of "idea" and continued to exist in the modernist and positivist planes of today. Occultist tendencies, which advocate that, instead of experiencing and rationally questioning the essence of the truth, certain spiritual abilities can be attained by unusual methods (by interacting with the realm of spirits, with the jinns), continue to exist in Islamic geography under different names. These trends can be studied under nine headings: 1. Augury 2. Prophecy 3. Meditation 4. Horoscope 5. Astrology and Signs 6. Magic 7. Yoga 8. Mystery 9. Reiki, Aura, and Chakra Practices and Healing (Yeşilyurt, 2020).

New Age spirituality is a multi-faceted movement that blends the divine with its individual interpretations, challenging traditional religious paradigms. Hanegraaff (1999) describes the New

Age movement as a historically innovative phenomenon based on personal symbolism. It is a manifestation of a particular symbolism directly embedded in secular culture, and the new form of belief is autonomous from traditional religions. Klippenstein (2005) distinguishes the New Age from the mainstream religion and describes it as a social or religious movement that challenges traditional categorization. This movement often reflects an approach to spirituality that integrates elements of Christianity (including Islam), native Shamanism, and personal spiritual beliefs (Gumucio, 2002). The New Age movement is not geographically limited but has a global presence that adapts to various cultural contexts and social changes (Bainbridge, 2004).

The New Age beliefs that have emerged in Western societies are becoming widespread and popular all over the world. New Age beliefs centre on sanctifying the individual and building secular sanctities that promise the individual unlimited freedom. At the same time, the New Age brings together many structures such as Shamanism, Buddhism, and Occultism for modern humans who are far from spirituality, creating a syncretic and hybrid model. Especially the ancient Indian religions and the Far East religion and mystical philosophies are presented to modern society in the form of modern practices (Arıcı, 2021).

The New Age movement is often associated with practices such as meditation, healing, and alternative medicine and reflects a holistic approach to spirituality. Jespers (2010) observes that paranormal activities, a popular manifestation of New Age spirituality, provide a platform to reenchant and sanctify experiences, emphasizing a return to spiritual values in a secularized world. This re-sanctification attracts academic interest in how New Age concepts, such as the “heavenly phenomenon” influence contemporary secular societies and shape discussions about spirituality and belief systems. The New Age beliefs gain meaning rather than ideological clarity by the integration of different elements, such as time, space, social practices, and texts, from hypocrisy to sophistication, from yoga to astrology, from Gaia theory to Atlantis civilisation, which are transformative embedded and inconsistent with each other (Karaosmanoğlu, 2009). The religious market created around neo-sufism, or other New-age currents and cults, is now referred to in literature as “spiritual markets” and in this way, the products produced in these markets and offered to the masses as popular culture are replacing a new religious culture, a new vocabulary, and new perceptions of religious identity in a way that rebuilds the general perception of society’s transitional religion through various symbols (Bölükbaşı, 2012).

A study conducted by Gürbüz and Aygül (2021), who participated in rituals that could be evaluated as part of the New Age belief, found that the practice of reiki, bioenergy, and access bars (energy bars conversion therapy) was more healing, relieving pain and pain, while yoga, meditation and hypnosis were preferred by individuals seeking mental and spiritual well-being, seeking psychological relief, and seeking a rescue way/method to cope with negative situations. At the point of belief, the participants showed a strong tendency to believe in a sacred existence and a lesser inclination to worship and perform rituals.

As a natural consequence of advanced capitalism, it is observed that New Age rituals have turned into an industry in themselves. It is observed that especially educated white-collar workers participate in rituals of these new forms of belief by paying high fees in the luxury districts of metropolises. In this regard, the findings of Doğan's (2020) research on energy therapists and participants in these therapies are noteworthy. According to the research, energy healing has become a lucrative sector. All energy healers justify their fees with the balance of giving and

receiving in the world. “You get as much as you give to the world. No more, no less.” With this rhetoric, healings are done for high sums of money. In addition, it is said that if the fee is not paid, the healing process will not take place, and the person will not be healed. New Age beliefs constitute a huge religious market worldwide, including in Turkey. Finding religious packages that will appeal to all segments here is attractive to modern individuals.

As the name suggests, the New Age movement is specific to the postmodern era. The field of consciousness is the media, and postmodern media theory can be used to fully understand it. In this sense, postmodern media theory will be discussed in this section, both to establish the theoretical framework of the study and to provide a better understanding of the definition of the contents.

3. Postmodern Media Theory

Arthur Asa Berger's definition of postmodernism (2018) also explains the contemporary background of his interest in the New Age rituals, which are actually the subject of the study. According to him, postmodernism, whatever it is, was often regarded as replacing modernism in the 1960s, when the values and beliefs that characterized, modernism were suddenly rejected. Postmodernism is fun in mass culture. Modernism involves a high degree of seriousness towards life, while postmodernism includes a playful and ironic attitude, as well as a sort of masquerade. People in postmodern societies play with their identities, and when they get bored with their former ones, they change them.

Baudrillard (2016), questions the existence of religion and God in the simulation universe. According to him, images have a lethal power, like Byzantine icons trying to destroy God's divine identity. The Western world, with all its good intentions, believes in the resurrection power of images or the ability of an indicator to substitute a meaning. Once even God has been simulated, an entire system will become a mass, a giant simulation that has been freed from the influence of gravity. Baudrillard, describes what is called the production and reproduction of truth as a fundamental disease inherent in our times. What society has been constantly trying to produce and revive for many years is the fact that it has missed. That is why material production itself has become hyperreal today. Today, material production has all the characteristics of traditional production but is nothing more than a reflection of it in much larger dimensions.

Baudrillard's discovery of hyperreality extends to criticism of technology, suggesting that certain forms of communication, especially those that drive individuals away from face-to-face interactions, end up in a hyperreal form of communication that lacks authenticity and depth (Korpijaakko, 2015). Moreover, Baudrillard's study of hyperreality enters the realm of cultural phenomena such as America's enchantment and disaster, suggesting that the hyperreal nature of American society allows utopia and dystopia to coexist, blurring the boundaries between reality and simulation (Smith, 2002). In general, Baudrillard's concept of hyper-reality challenges traditional concepts of reality by emphasizing the widespread influence of simulations and representations in shaping contemporary experiences and perceptions.

Jameson, a prominent postmodernist theorist, argues that a new form of postmodernism is just another name and a concept that is closely linked to consumer culture, explaining that this consistent view also provides an enabling environment for the commercialization of the New Age rituals that we described above (Berger, 2018) Baudrillard's postmodern media theory focusses on

postmodernism, a simulation era in which models, signs, and codes dominate, which defines the media as the main simulation machines that play an important role in everyday life and generate images, signals, and code, forming the autonomous hyper-real field. The media viewer absorbs images passively rather than passing through the active process or generating meaning. The audience responds not to the meaning of the media's message or its relationship with the outside world but to its striking internal code and self-reference structure (Alemdar & Erdoğan, 2005).

We find it appropriate to take advantage of Baudrillard's theory in our study, not to discuss the criticism of theoretical technological determinism, etc., especially because of the social environment that provides the basis for such 'mixed religion' (syncretic) content, and because it takes a quite holistic approach to the reactions of viewers.

4. Research

4.1. Research Questions and Methodology

The study's design is based on "examining the contents of New Age items on YouTube". In this context, the following questions will be answered:

RQ1: What is the New Age/occult elements in Islamic videos on YouTube?

RQ2: Are there rituals of non-Islamic religions in Islamic videos on YouTube?

RQ3: Did videos on the channels analyzed on YouTube use direct or covert persuasion strategies and investigation methods at the point of receipt of messages?

Thematic content analysis was utilized to give objective data and allow for interpretation as the study focusses on the academic issue and analyses new religious forms. Thematic content analysis is a qualitative research approach that finds, analyses, and interprets data themes (Lawong & Munchus, 2022). Through thematic content analysis, researchers can gain a deeper understanding of the content and meaning of data, which enables the identification of patterns and themes that can be used as categories for analysis (Giesbrecht et al., 2010). Most importantly, thematic content analysis gives scholars a deep understanding of the substance of studies in a field (Torun & Pektaş, 2023). Thematic content analysis synthesizes research findings, allowing generalizable results from studies conducted in the same subject area (Kabar, 2023). Researchers can use this strategy to evaluate, integrate, and interpret data from several studies on a topic, offering a full perspective of the research environment (Yılmaz et al., 2018). In addition, thematic content analysis can yield practical results by identifying and reporting the main themes in the data, providing valuable insights for further research or practical applications (Saleem et al., 2012).

The analysis combines structural/sensitive thematic analysis with realistic approaches. Themes were created based on these questions, primarily epistemological questions, and themes for each data analysis were simply contained and synthesized. The two videos selected from each channel were theoretically interpreted based on Baudrillard's theory. The analysis of the other videos is summarized in the summary table of each channel analyzed. The New Age elements are the elements of new religious currents and are included in the theme of "other religious elements" under a single theme because the Far Eastern religions have elements in common with religions such as Hinduism. Like other religions, New Age elements are covered by the theme of "other religious elements." Paranoid beliefs from the past to the present are included in the theme of healing, coding, knowledge of the air, and other elements of beliefs and tendencies.

At the point of analysis of the channel reflections of the new form of religion, three themes have been identified: A) Islamic B) Other religion C) Occult. Within the framework of these three themes, the analysis was carried out in the context of the determined content elements for the video content. The specified content items are: Video title - Video content - Video visual elements - Video music.

4.2. The Sample of the Research

The sample was used for research purposes. YouTube has also been selected as the media. There are two main reasons why YouTube has been chosen. The first is to be the world's most followed social media application (We Are Social, 2024), and the second is to provide more information than other councils, a more suitable area for research, especially for thematic content analysis.

YouTube channel "Lost Sciences" (2024a) has been chosen as a prime example of new syncretic religious forms. The channel has 116K subscribers as of July 2024. When scanning with key concepts, the first channel is seen as the result of scanning, and it has rich content where both new religious forms and rituals are excessively mixed, and when you look at the comments, they have a great deal of influence on individuals. In order to obtain sufficient data, the channels "Depths of the Intermediate Realm" (2024a), "Elfabex Ancient Wisdom and Spiritual Peace" (2024a), "Qur'an Therapy" (2024), and "The Universe Journey" (2024j) have been included to compare and validate the data. Thematic analysis of a total of 50 videos, including 10 videos from each channel, was carried out. Other analyses included in a detailed analysis of the randomly selected two videos from each channel under article limitations are presented in the summary table.

4.3. Scope and Limitations

Among the YouTube app, which includes millions of contents, the study searched for channels with syncretic and Islamic content, using keywords such as Turkish, healing, purification, Esmā-ul Husna (names of Allah), dhikr, soul, etc., and examined the five channels with the most subscribers and regular content. The study is limited to the analysis and interpretation of the situation. The subject of the theological coherence of the content, the correctness according to Islamic sources, etc., was left to the scientists working in theology. Our aim here is to make a situational analysis of how New Age/Buddhist or occultist content leaks on Islamic topics.

5. Findings

5.1. The Analyze of the Channel "Lost Sciences"

The channel (2024a) has 116K subscribers. While providing general information about what we're doing in the section, it's remarkable: "With Tefek Applications, you can buy your truth. "The phrase "purchase of truth" actually summarises what we're trying to draw attention to. Such channels do not hesitate to hide the commercial aspects of the work they do while promising their followers healing, cleansing, etc. It is claimed that the channel will change people's lives with meditations containing "Esmā-ul-Husna" (the names of Allah) codes and verses. Furthermore, the Sufi breathing exercises, the meditation practices, which he describes as Sufi meditation, and the study of sympathy and devotion are often part of a channel in which he incorporates these practices into his Sanskrit religious practices. The details of the 1st and 10th videos (randomly selected) on the channel are given below.

Table 1. The Analyze of 1st Video of the Channel of Lost Sciences (Lost Sciences, 2024i)

<u>Video Name</u>
Subconscious Transformation Affirmations Bringing Happiness with Esmas
<u>Video Content</u>
<p>As a video summary, the practices often used in meditation are performed using Islamic terms (particularly the names/rituals of Allah).</p> <p>In the opening of the video, YouTuber said (00:00:12-00:00:51):</p> <p style="padding-left: 40px;">Friends, I'm now going to give you a series of affirmations that you can listen to while you're sleeping at night or during the day. So your heart, which will be better and more beautiful because of the subconscious rhythm, will rejoice as a 'mutmain' (be happy and internalization the faith). Just listen and let the words fill your mind. Without any effort, you'll see your transformation, and over time, you'll experience the positive effects in your life. If you're ready, let's start.</p> <p>In the sequel to the YouTuber video (00:00:53-00:01:38),</p> <p style="padding-left: 40px;">With the mystery of the Creator's "Vedud", I give my permission to love without limits, to be loved and to allow loving people to come into my life, to appreciate and to be liked, and to create people who are generously expressing "love" with "positive energy" to enter my life. As he loves the creature he has created, and at the same time gives his servants mercy and consent, I allow him to get rid of all the negative things that have accumulated in my subconscious mind through the expression of love and conversation.</p> <p>For example, another striking realization is (00:07:34-00:07:42): "I cancel all mental programs that have disturbed me and deprived me of my presence in the secret of suicide."</p>
<u>Visual Content</u>
<p>First, it was termed "Purification and Affirmation of the Subconscious by the Names of God." Instead of "meditation" in the title, the video uses "Rabida" (connection with mursidh / guru), a visual sufism phrase. A religious scientist comes in the video and departs from the globe of light while reading a heavy book on his waist, symbolizing the lost conduit of information. The channel's name and graphic insignia evoke mystery and Islam. The video shows nature and seascapes. Views of the water and environment help viewers absorb the material. The sea represents "eternal peace and happiness" with natural scenery, "growth and life," and hot air balloons with "freedom, relief from burdens, relieving from past sufferings." "The hot air balloon" means "it must give up some loads in order to fly higher."</p>
<u>Music</u>
<p>Meditation music composed of Far Eastern spirits and instruments was used. When the music was studied, it was found to be called "Buddha Zen Spa-Deep Relaxation Massage Music" on the Fizzy Chakra Radio. Music reflects Buddhist and mystical elements in New Age music.</p>

From the introductory sentences, it is clear that listening to the video of the transformation with these phrases to reach the truth and God and become, 'mutmain' has been presented as a formula, a recipe for salvation.

Table 2. The Analyze of 10th Video of the Channel of Lost Sciences (Lost Sciences, 2024j)

Video Name
Subconscious Weight Loss Meditation with the Names of Allah (“ <i>Esmā’ul Husna</i> ”) Without Dieting
Video Content
<p>The video's title carries a syncretic character consisting of "subconscious cleansing, studies," and "meditation," which are interested in the New Age, and "<i>Esmā’ul husna</i>" and "<i>Rabita</i>" which are Islamic content. He also promises to lose weight without dieting, without exercising, that is, without making any effort, just by prayer and prayers. So, the practice of praying and "<i>Esmā’ul Husna</i>" is a magical task.</p> <p>Before to start meditation, YouTuber says (00:15.00-00.2.44),</p> <p>Despite the very strict diets, sometimes the hours spent in the gym, the results aren't as desired because we don't have control over our minds. The subconscious encodings of the mind power that we are now beginning to recognize, which have been discovered a little more every day, are now reaching out to us. In short, this practice is designed to help you reach your ideal weight and maintain that ideal weight by using the power of your mind through the influence of lamentation, supplication, and prayer. Basically, focusing on four main points will ensure that you get it. The first point is motivation. The second is the release of stress. The third point is prayer. Prayer is the greatest power a man can produce. With prayer, it is possible to change both your mind and your will. So, prayer is the first step to action. The fourth point is the power of pushing. It's generating positive thinking by creating an energy field. By focusing on these four main points, you'll change and transform the energy you load into the food. You can reach your ideal weight with your new eating habits. It is expected that you will fall asleep during the period. Even if you're asleep, there's no doubt that you'll see the expected effect of the ransom in its entirety. I would ask those who have practiced this practice for 30 days to write down what they've experienced in the comments at the bottom of this video. It will be the most ideal and healthy feedback for those who decide to apply this method. Are you ready? Then let's start.</p> <p>YouTuber doing relaxation and breathing exercises first. He then intends and tells the audience that they should repeat what they say (00: 3.41-00: 4.05):</p> <p>“<i>Bismillahirrahmanirrahim La Ilaha'e illAllah</i>”, O Lord Healer, there is no healing but the healing you give. Give me a cure so that my extra pounds leave me and I reach my ideal weight.</p> <p>“<i>Subhane Rabiye'l A'lel Vehhab</i>”. Praise be to you, my Lord, the Exalted, the Merciful.”</p> <p>And then he's doing affirmations with “<i>Esmā’ul Husna</i>”. “<i>Esmā’ul Husna</i>” used in the video are: “Rahman, Nafi, Salam Mucib, Vedud, Muktedir, Batin, Nur” (an example of the sentences of <i>Esmā’ul Husna</i>) and “O Nafi, God who created good and beneficial things for the human body, let the excess fat in my body burn.” After the video, he brings the salavat to the end of the video and works with his imagination (00:10.26-00:12.12):</p> <p>“<i>Estağfurullah el-azim. Allahumme Salli Ala Seyiddine Muhammeddin ve Ala Seyidina Muhammed</i>”. Imagine your body as a tree in your mind.</p> <p>“<i>Ya Evvelu Allah</i>”, you created my soul in the realm of souls before you created it in this present realm, which is ruled by the core of my tree of flesh. My body is my soul's home. Thank you for bringing me the ideal weight so that I can stay in this house where my soul lives as a guest. Oh, Ahiri, thank you for bringing this body, which is governed by both the body and the fruit of the tree, to the ideal weight to meet the needs of both my body and my soul as food. Oh, Zahiri, thank you for shaping my soul as well as my body in the shape and shape of every tree you put on. Whether it's the West, the factory that works with a very sensitive temperament for the continuation of the life of that tree in every tree, for the perfect and intimate work of my body and all my desires.</p>
Visual Content
First, there is a crowned religious scholar who reads religious books on the rail, which is a symbol of the Lost Sciences Channel. Then the blue mist clouds slide up and form shapes throughout the video.
Music
A relaxing frequency of music was used to facilitate the reception of messages in the video.

The sentence "Allah, let the excess fat in my body burn" in the video actually summarizes the problematic that our study addresses. Meditation has eradicated activities such as human will, sports, diet, and others that rely solely on mental power. The obligation in Islam to make the necessary effort for a prayer to come true has not been considered. The heading does not align with the Islamic concept of "Rabita". The content primarily focuses on meditation. The title already incorporates a combination of meditation and rejuvenation techniques. The viewer is presented with a magical healing package that incorporates captivating visuals, soothing music, and a language that suggests the subconscious will be magically influenced by salt waves and prayers, leading to a weak physical appearance. What the YouTuber said before he started his meditation study; for thirty days, the practitioners have been using persuasive communication that increases their faith in the study by asking them to write comments at the bottom of the video. Watching the same video for 30 days will increase viewing time, and commenting will increase the video's interaction, enabling it to reach more users with the YouTube algorithm. This will undoubtedly boost the channel owner's profits.

Table 3. Thematic Analysis Of All Videos On The Channel Lost Sciences

Video No./ Source	Video Title	Islamic Elements	Other Religious Elements	Occult Elements
1. (Lost Sciences, 2024i)	Subconscious transformation affirmations bringing happiness with Esma'ul husna/meditation	"Esma'ul Husna", "Rabita"	Meditation, Healing, Buddha Zen Music	Havas (Secret Spiritual Wisdom)
2. (Lost Sciences, 2024k)	Mystic astrology your zodiac sign, ruling planet and Esma'ul husna	Muhiddin Ibn 'Arabi, Essences, Throne, Kurs	Zodiac	Astrology, Zodiac
3. (Lost Sciences, 2024f)	Which Esma'ul husna should we read? What is the esma'ul husna of our zodiac sign?	Esma'ul husna, Zikr	Bioenergy, Chakra, Healing, Subconscious Cleansing Healing Work	Deer, Chakra
4. (Lost Sciences, 2024g)	The code of essences: what is the cosmic energy of essences? How to discover the hidden treasure in essences?	Esma'ul Husna, Arabic Letters, Tulip	Energy healing applications	Cipher, number, energy, Esma'ul Husna ,Havas
5. (Lost Sciences, 2024e)	Chakra opening and aura cleansing meditation with celcultiye\huruf-u mukataa	Celcultiye Ode, Huruf-u Mukataa Letters	Chakra Opening Healing, Aura Raising Healing Practices	Chakra, Aura, energy healing, Huruf-u Mukataa, Magical Prays
6. (Lost Sciences, 2024h)	Jalcelutiye prayer meditation\ let your request be accepted immediately	Jalcelutiye Ode, Contemplation	Meditation	Talismanic Meditation, Healing
7. (Lost Sciences, 2024c)	Crown chakra and hill chakra opening, cleansing and balancing contemplation	Contemplation	The crown and crown chakras,	Chakra Opening, Healing, mystical images
8. (Lost Sciences, 2024b)	Aura strengthening and balancing all chakras meditation	Dhikr, Esma'ul Husna, Prayers, Recitation sounds	Chakra Opening Healing, Aura Strengthening Healing Practices	Mystical visuals, Chakra
9. (Lost Sciences, 2024d)	Clearing ancestral burdens meditation	Esma'ul Husna and Dhikr, Recitation sounds	Buddhist, Far Eastern blend New Age Music	Cleansing from ancestral burdens
10. (Lost Sciences, 2024j)	Subconscious diet-free weight loss relation with Esma'ul Husna\meditation	Esma'ul Husna, Rabita,	Meditation, Subconscious Cleansing Healing Work	Esma'ul Husna and Magical Prays

All ten videos contain Islamic items, other religious items and occult items.

5.2. The Analyze of the Channel “Depths of the Intermediate Realm (Berzah)”

The channel (Berzah’s Depth, 2024a) has 92K subscribers. The channel's analysis revealed the presence of a few other religious elements. It's a channel that contains more occult elements. We conducted a detailed analysis of the randomly selected 3rd and 5th videos and summarized the other videos in the summary table.

Table 4. Analyze of 3rd Video of Channel (Berzah’s Depth, 2024j)

Video Name
Change Your Life By Applying the Chakra Opening Method of Muhyiddin İbn’ul-Arabi
Video Content
The video contains the scriptures of ibn 'Arabis applied to seven chakra regions. The YouTuber ranks the notes in sequence from the lowest chakra.
Visual Content
Holy books, surrealistic pictures, mystical figures from the hands of light, human figures meditating on the seven-coloured chakra with a combined spiral.
Music
No music, sound or frequency is heard. There's only talk.

A miracle package is presented in the title. It is also used in conjunction with the "chakra" of the title, the New Age element, and the Islamic content (a “well-known Muslim religion, Muhyiddin Ibn Arabic). Islam does not include the concept of the chakra, but the spiritual centres in the “*sufism*” are the “*letaifs*.” But the chakras mentioned in the video have nothing to do with them.

Table 5. Analysis of the 5th Video of the Depths of Channel (Berzah’s Depth, 2024c)

Video Title
21 Days of Cleansing from Ancestral Burdens
Content of the Video
At the video's beginning, YouTuber promises to teach the technique for ancestral baggage emancipation in 21 days. He says DNA encodes information for generations. He stresses that this information is also called “ <i>Levh-i Mahfuz</i> ”. He calls “ <i>Levh-i Mahfuz</i> ” (described in the Qur'an) the mirror of divine knowledge, the ledger of destiny, the universe's program, where everything that has happened, will happen; all time and space beings are inscribed. The family sequence states that we all face problems, deadlocks, and obstructions to overcome ancestral barriers. Our negative views and forefathers' baggage can trigger this, he says. He argues we don't have to carry our predecessors' crimes, and the key for liberation is (00:06.12-00:06.53):
I, hereby release all my vows of poverty and sickness, all my sexual, physical, and material formations, all my vows of poverty and sickness, which all of my ancestors have knowingly or unknowingly manifested during their lifetimes, which have been transmitted to me through their genes and made common to me, and which I have unknowingly taken during my own lifetimes.
For 21 days, he states that this practice should be done like taking medicine morning and evening and that this is the definitive prescription for salvation. He ends the video with greetings and prayers.

Video Visuals

The video cover shows Hindu goddess Parvita. Parvita usually has four or eight arms and bears swords, bows, and arrows in one hand. Her grace and beauty are shown. When discussing ancestors and generations, the film shows two colorful birds and eggs. Magical seven-chakra human bodies arise occasionally. In other words, the video mixes Buddhist and Hindu aspects with others. In the video, "*Levh-i Mahfuz*" from the Qur'an is described.

Music

A mixture of relaxing Turkish and Arabic melodies was used.

The issue of rejecting spiritual inheritance from ancestors, which has no equivalent in Islam or without any evidence in this regard, is directly associated with the "*Levh-i Mahfuz*" which is mentioned in the Qur'an as the place where fate is written, but the video is served with images of Hindu goddesses. This video can be shown as an example of the content in which the syncretism we emphasized in our study is presented most clearly.

Table 6. Thematic Analysis of Channel Videos

Video No.	Video Title	Islamic Elements	Other Religious Elements	Occult Elements
(Berzah's Depth, 2024b)	Those Who Recite the "Ettehiyatu" Prayer in the Kitchen of Your Home Become Rich	Surah from Qur'an, Image of People Praying	-	Encrypted recitation of the prayer for a certain number of days and a certain number of day
2. (Berzah's Depth, 2024d)	Communicate with your Guardian Angel through Meditation	Ablution, Surah "Yasin"	Meditation	Communicating with Angels
3. (Berzah's Depth, 2024k)	Change Your Life by Applying Muhyiddin Ibn'ul Arabi's Chakra Opening Management	Muhyiddin Ibn'ul Arabi,	Chakra, Cross-legged Meditating Human Figures with Seven Colored Chakras, Bible image	Mystical Figures with Light Emerging from Their Hands
4. (Berzah's Depth, 2024e)	Lucid Dream Techniques to Solve Your Problems	Prayer	-	Recitation of a Certain Number of Prayers Not Included in Havas Science, Mystical Nature Scenes
5. (Berzah's Depth, 2024c)	21 Days of Cleansing from Ancestral Burdens	Prayer	Hinduism Goddess, Human Bodies with Seven	Ritual of Purification from Ancestral Sins
6. (Berzah's Depth, 2024l)	Put This Kernel in Your Wallet and Experience Abundance and Wealth	Surah from Quran, Kaaba Images, Images of People Praying, Images of People with Rosary in Their Hands, Images of the Quran	-	Ciphers, Formulas, Astrology, Mystical Images in which the person praying on the prayer rug shines like light
7. (Berzah's Depth, 2024f)	Read this secret prayer before you go to sleep and experience its miracle	Surah from Quran Images of People Praying, People with Rosary in Their Hands, Images of the Quran	-	Secret Prayer-Havas Science, Number Cipher of Verses (Reading in a Certain Number)
8. (Berzah's Depth, 2024h)	Vibration Codes of Essences	Esma'ul Husna, Images of People Praying, Images of People with Rosary in Their Hands, Images of the Quran	-	Vibration Cipher, Reading Esma'ul Hüsna in Certain Numbers Depending on the Cipher
9. (Berzah's Depth, 2024g)	Surahs to be read according to the zodiac signs	Surahs, Images of People with Rosary in their hands, Images of the Quran	Zodiac Signs	Horoscopes, Reading Certain Prayers in Certain Zodiac Signs (Codes)
10. (Berzah's Depth, 2024i)	The magnificent life-changing zikr formula	Zikr, Salavat, Besmele, Images of People with Rosary in Their	-	Zikr Formula, Recitation of Besmele, Salavat and Surahs in a Certain Number, Mystical Images

Other religious elements were found in four of the ten videos. In all the videos, both Islamic and occult elements are seen.

5.3. The Analyze of The Channel “Elfabex Ancient Wisdom and Spiritual Peace Point”

With 12K subscribers, the channel covers Spiritual Therapy Lessons, Religion and Sufism, Quran and Hadith, Islamic Prophet Ethics, History and Sociology, Literature, Family and Society, Astrology, Science and Technology, Meditation, and Music (Elfabex, 2024a). In meditation studies, Islam and other religions are mixed and made syncretic, verses and prayers become incomprehensible, subconscious suggestion practices with solfeggio frequencies, New Age practices, and other religious and occult elements are added. The 5th and 7th channel videos were specifically analysed, while the others were conceptually analyzed.

Table 7. Analysis of 5th Video of Elfabex Channel (Elfabex, 2024b)

Video Title
Stress, Sleep, Relaxation Therapy \ Rain Celcelutiye Secine Content \ Meditation Music
Content of the Video
The video begins with a line under Stress-Sleep-Relaxation. It reads Rain “Celcelutiye”, “Sekine” Subliminal Message Meditation Music. After the rain and calming music, Celcelutiye Ode and Sekine Prayer appear in the video. The 52 minutes and 11 seconds video convey prayers subliminally. Celcelutiye and Sekine” are Islamic, "meditation" New Age. Music obscures the prayers.
Video Visuals
Various relaxing nature scenes and rainfall are seen throughout the video.
Music
Relaxing music and frequencies are used with the sound of rain.

What is striking in this video is that the prayers are placed in the background of the music, just like Catholic or Buddhist liturgy. In Islam, there are religious poems called "hymns," but in prayers, only the makams consisting of human voices are used; no music is used. Syncretic presentation is also encountered here.

Table 8. Analysis of 7th Video of Elfabex Channel (Elfabex, 2024c)

Video Title
The Virtue of Reciting the Names of the Companions of Badr / Allah's Lions on Earth
Content of the Video
YouTuber first explains what the “Ashâb of Badr” is (soldiers of the first battle that Muhammad fought against his followers and won). Then he conveys the virtues of reading the names of the “Ashâb of Badr”. He states that reading the names of “Ashâb of Badr” will be a source of absolute healing. He also states that if the names of the “Ashâb of Badr” are read before praying, the prayer will be accepted quickly.
Video Visuals
The video starts with the emblem of the channel. Then it is written “Ashâb of Badr” in a circle of fire. In the rest of the video, images from Arab society and images from the market are presented in an enchanted, mystical atmosphere with small balls of light emitting light. There are also images from the Battle of Badr and pictures representing the “Lions of Bedr.”
Music
In the video, when “Ashâb of Badr” is written in the circle of fire and the fires are moving around it, a rapid heartbeat sound is heard. It is aimed to attracting attention by adding an element of excitement in accordance with the theme. In the continuation of the video, the voice of a YouTuber making explanations is heard.

The claim that memorizing the names of those who participated in the battle of Badr, the first battle of the Muslims against the Meccan polytheists, which resulted in the victory of the Muslims, would be a healing factor has no equivalent in the generally accepted Islamic sources. Here again, a "promise of healing" is made by associating occult practices with Islamic history.

Table 9. Thematic Analysis of "Elfabex Ancient Wisdom and Spiritual Peace Point Videos

Video No.	Video Title	Islamic Elements	Other Religious Elements	Occult Elements
1.(Elfabex, 2024j)	Opening of the gates of the third eye\ mikikr of the sages 9 and 10 babs	"Celcelutiye" ode, "hayy and kayyum" Esma'ul Husna	Chakras	Celcelutiye prayer talisman, sacred geometry
2. (Elfabex, 2024d)	Success, motivation, relaxation, Quran therapy music, secret suggestion	Ode of "Celcelutiye", verses of the holy Quran, jawshen, image of the Quran	Subliminal suggestion studies (new age religion element)	Images of occult nature, sacred geometry
3. (Elfabex, 2024e)	Healing, health, relaxation and subconscious cleansing, quran therapy spiritual meditation music	Quran	Meditation, healing practices, subconscious cleansing	Healing
4. (Elfabex, 2024g)	The best attracting operator is prayer\di voice prayer frequency and healing energy	Prayer	Bioenergy, prayer frequency subliminal studies	Healing
5. (Elfabex, 2024b)	Stress, sleep, relaxation therapy\rain "Celcelutiye" "Sekine" content\meditation music	"Celcelutiye" ode, "Sekine" prayer	Meditation	"Celcelutiye" prayer talisman
6. (Elfabex, 2024f)	Return to your original nature with the sound of kun\just listen	Sound of kun, ism-i azam, "Ayat al-kursi", surah "Fatiha", allah writing	Hill chakra, flower of life	Reading surahs with numbers- mystical visions, sacred geometry
7. (Elfabex, 2024c)	The virtue of reciting the names of the "Ashâb of Badr" \Allah's lions on earth	Names of "Ashâb of Badr"	-	Healing talisman with the names of "Ashâb of Badr", mystical images
8. (Elfabex, 2024i)	Aura and chakra cleansing\peaceful sleep pattern\therapy music with verse messages	Verses	Aura\chakra cleansing, subconscious subliminal work	-
9. (Elfabex, 2024h)	Ney sound frequency\according to chakra makams\body and soul therapy	Ney	Chakras	-
10. (Elfabex, 2024k)	Soul and Body Health\Subconscious Cleansing\Subliminal Music ("Sekine" Prayer and Verse Content)	Sekine Prayer and Verse	Subconscious Cleansing, Solfege Frequencies Work, Meditation	Sacred Geometry

5.4. Analyzing the “Qur’an Therapy” Channel

The Channel (Qur’an Therapy, 2024a) has 5K subscribers. No explanation is given on the channel, although its logo is Kubilay Aktaş's Quran Therapy book. Solfej frequencies, especially 432 Hz, subliminal verses, suras, prayers, and essences, and 25. square visual therapy meditation videos have religious content. The channel appears to mix other religious elements, especially New Age and occult elements, with Islamic elements. Analyses of the channel's first and 10th videos are given, and the summary table covers the rest.

Table 10. Analysis of Video 1 of Qur'an Therapy Channel (Qur’an Therapy, 2024b)

<u>Video Title</u>
For the salvation and survival of our nation and the preservation of our unity and solidarity 5000 Ayat al Kursi
<u>Content of the Video</u>
Video titles feature Islamic motifs. "Mysticism" includes the occult number 5000. The 34' 26" video features calming music and hypnotizing visuals. The frequency is 432 Hz. A compelling wording was employed in the video description.
<u>Video Visuals</u>
In the space image, it is as if moving balls of light and stars are visible. In the video, the same image is presented as if hypnotizing.
<u>Music</u>
Relaxing music was played. The 432 hz frequency was stressed. “Ayat-el Kursi” pray is subliminally presented beneath 432 hz music. Instead of being understood, the prayer was rendered incomprehensible and used simply to achieve the aim.

The video directly refers to nationalist and pan-Islamist sentiments, but occult elements are also used here. The fact that the surahs or verses, which we encountered in the previous video, remain behind the music is also observed here.

Table 11. Analyzing the 10th Video of the Qur'an Therapy Channel (Qur’an Therapy, 2024c)

<u>Video Title</u>
25 th Square Subconscious Therapy for Psoriasis and All Skin Diseases
<u>Content of the Video</u>
The video's "25th Square subconscious therapy" treats New Age skin diseases. The current title contains New Age and occult implications. The explanation underneath the video proposes placing the 14th verse of Surah “ <i>al-Mu'minun</i> ” in the substructure 7 times using the 25th frame approach and watching it once for at least seven days.
<u>Video Visuals</u>
The space image appears to show moving light balls and stars. The video shows the same visual hypnotizing. The movie shows coiled spiral patterns on the ground and light-like smoke emanating from a giant light sphere sitting on them, where geometric shapes are generated.
<u>Music</u>
Relaxing music was played. The 432 Hz frequency was stressed. “Ayat-el Kursi” pray is subliminally conveyed beneath 432 Hz music.

Table 12. Thematic Analysis of Qur'an Therapy Channel Videos

Video No.	Video Title	Islamic Elements	Other Religious Elements	Occult Elements
1. (Qur'an Therapy, 2024d)	5000 Ayat-el Kursi for the salvation, survival, unity and solidarity of our nation	"Ayat-el Kursi"	Solfège Frequencies, Subliminal Suggestion Work (New Age Religions Applications)	5000 numbers "Ayat-el Kursi" (Havas Lore)
2. (Qur'an Therapy, 2024e)	Surah "al-Ma'ida" for Increasing the Rizq and Protection from All Kinds of Harm Surat "al-Ma'ida"-40 Pieces-432 Hz.	Surah "al-Maida"	Solfège Frequencies, Subliminal Subconscious Suggestion Work	40 Reading Surah by Number (Havas Science)
3. (Qur'an Therapy, 2024f)	25th Square Technique for Beautiful, Intelligible Speech, Communication Skills and Success in Examinations	Surah "Ta-Ha"	Subliminal Subconscious Visual Therapy Study	-
4. (Qur'an Therapy, n.d.)	Frame 25 visual Qur'an suggestion	Quran	Subliminal subconscious visual therapy study	Sacred geometry
5.(Qur'an Therapy, 2024g)	Surah Rad Therapy Ney and Rain Sound	Surah "Rad", Ney	Subliminal Subconscious Visual Therapy Study	40 Days of Listening to Prayer (Prayer Password (Havas)
6. (Qur'an Therapy, 2024i)	Surah Alak-7 Pieces-432 Hz.	Surah "Alak"	Solfège Frequencies, Subliminal Subconscious Suggestion Work	Surah Reading Formula with Numbers, Cipher
7.(Qur'an Therapy, 2024j)	Surah Inshirah and Duha subliminal suggestion for relief from inner distress and refreshment	Surah "Inshirah" and "Duha"	Subliminal Subconscious Suggestion Study	Formula for Reading Surah by Numbers and on a Certain Number of Days, Cipher
8. (Qur'an Therapy, 2024h)	1001 Salavat-1001 "Fatiha" Surah (432 Hz.)	"Salavat-i Fatiha", Surah "Fatiha"	Solfège Frequencies, Subliminal Subconscious Suggestion Work	Surah by Numbers, Salavat Reading Formula, Cipher (Havas Wisdom), Sacred Geometry
9. (Qur'an Therapy, 2024k)	"Esmā-i Idrisiye"(21 repetitions-432 Hz.)	"Esmā-i Idrisiye", Ney (Instrumental Sufi Music)	Solfège Frequencies, Subliminal Subconscious Suggestion Work	"Esmā'ul Husna" Reading Formula with Numbers, Cipher (Havas Wisdom)
10. (Qur'an Therapy, 2024l)	25th Square subconscious therapy for psoriasis and all kinds of skin diseases	Surah Believer, White Rose	Subliminal Subconscious Visual Therapy Study	Reading Surah by Numbers and Certain Number of Days Formula,

Islamic and other religious elements were found in all videos. Nine videos contain occult elements.

5.5. Analysis of the “Universal Journey” Channel

The channel (Universal Journey, 2024j) has 16.5 thousand subscribers, and there is no information in the about section. It has the appearance of a syncretic channel where other religious and occult elements are blended with Islam. "Prayer Meditations" and "Dual Soul Studies" are presented as two separate lists in the playlists. Videos 6 and 7 on the channel were analyzed, and all videos were evaluated in Table 15.

Table 13. Analysis of the 6th Video of the Universal Journey Channel (Universal Journey, 2024a)

Video Title
Meditation for Diving Deeper into the Soul with “Ya Allah” Zikr
Content of the Video
The title's "Ya Allah" chanting is Islamic, but "meditation" is Buddhist New Age and other faiths. YouTuber begins meditation by suggesting that all stress and anxieties are released and breathing techniques soothe the body. Yotuber explained his study's purpose: "This meditation is to be free from our mind and thoughts and to be able to dive completely into the depth within ourselves and to meet with the Almighty Creator, Allah in that depth."
Video Visuals
Throughout the video, fractal patterns and models, i.e. sacred geometry, are used. As already mentioned, crystal and sacred geometry belong to the occult.
Music
The chanting of "Ya Allah" is accompanied by a Tibetan bell. It is especially emphasized by YouTuber that this sound is a Tibetan bell.

The ways of connecting with God in Islam such as contemplation, “Rabıta” and dhikr, or worships, have lost their meaning by being presented with hypnotizing visuals accompanied by Tibetan bells, and a brand-new Islamic form is presented in hyperreality.

Table 14. Analysis of the 7th Video of the Universal Journey Channel (Universal Journey, 2024b)

Video Title
Prayer Meditation for Regaip Kandil. Prayer with 99 names of Allah
Content of the Video
The video title comprises “Laylat al-Raghaib” (Sunni holy night) and "Prayer with 99 names of Allah". Again, Islamic content is mingled with other ideologies. The YouTuber starts by stating the Prophet Mary weeps on a mountaintop overlooking the sky as her love for Jesus grows. He says Jesus' spirit rose like the sun over Mary and the mosque. He claims Mary and Jesus have twin spirits or flames. He starts meditation by saying, now imagine that you are a light and enter the first level of your heart' since dual spirits only sense divine love, their nature, destiny, and mission. The YouTuber prays 'entrust yourself to the lovely spirit of “Laylat al-Raghaib” with 99 Allah names in the study. Study methods included New Age breathing, imagination, and meditation.
Video Visuals
A light and crescent moon are in front of it. Refers to “Laylat al-Raghaib”. A topic ideal for enlightening the heart, dual spirits being a light to the surroundings, and imagination work was employed in the film. Islamic visuals are employed. The "Crescent" also symbolizes Islam in Islamic culture and art.
Music
Relaxing wordless music is used throughout the video.

Jesus Christ and Mary are mentioned in the video for Islamic and Christian reasons. Dual-spirit belongs into Yeşilyurt's (2020) "Mysticism" group of esoteric aspects. “Laylat al-Raghaib” is not mentioned in the video, which contains rumors. A new religious form generated in simulation influences spectators.

Table 15. Thematic Analysis of Universal Journey Channel Videos

Video No.	Video Title	Islamic Elements	Other Religious Elements	Occult Elements
1. (Universal Journey, 2024c)	Stages of the Heart - Breaking the Walls of the Heart - Surah "Inshirah" and "Ya Shafi" Zikr	Surah "Inshirah", Ya Shafi Zikr, Shams, Ney	Meditation, New Age Music	mystical images
2. (Universal Journey, 2024k)	Purification and Repentance Meditation	Repentance, Prayer	Repentance and Purification Practices	-
3. (Universal Journey, 2024d)	The Way of Lovers Meditation-Rise of the Soul-3 Veysel Karani	Veysel Karani, Camel	Meditation	-
4. (Universal Journey, 2024e)	Our Ramadan Study - Stages of the Heart - 4th Floor Sealing Study with "Ya Baki Ya Entel Baki" Zikr	Zikr, Ayata'l Kursi, Hymn	Meditation	reading prayers by number (prayer-zikr cipher, science of havas), sealing the 4th floor of the heart
5. (Universal Journey, 2024f)	Special Meditation for "Miraj Kandil"	Surah "Sebe", Holy Quran Image	Meditation, Christian Hymns Background Music	-
6. (Universal Journey, 2024a)	Meditation for Diving Deeper into the Soul with Ya Allah Zikr	Ya Allah Dhikr	Meditation, Tibetan Bell	sacred geometry
7. (Universal Journey, 2024b)	Prayer Meditation for Regaib Kandil. Prayer with 99 Names of Allah	Regaib Kandil, Prayer with 99 Names of Allah, Mary, Jesus Christ	Meditation	dual soul
8. (Universal Journey, 2024g)	Surah Lokman and Bismillah 20 Prayers- For Happiness and Opening of Good Doors	Surah "al-Lokman", Ney Sound	-	Bismillah 20 prayers not included in sahih sources except havas science
9. (Universal Journey, 2024h)	Meditation for Recognizing the True Twin-Soul with the Zikr	"Ya Hayyu Ya Kayyum" Dhikr	Meditation	dualruh, sacred geometry
10. (Universal Journey, 2024i)	Twin/Dual-Soul Astral/Lucid Connection Chanting and Prayer Meditation	Surah "Araf", Dhikr, Prayers, Quran Images, Hymns	Meditation	astral/lucid connection with dualruh

The video opens with a brilliant crystal ball of light and the channel's crystal heart. Sacred geometry incorporates the light sphere and crystal heart. Islamic aspects are in all videos. Nine videos included other religious aspects and seven had occult components. Unlike other networks, Christian material is prioritized.

5.6. General Evaluation

The common point of all the analyzed videos is that they are constructed to get interaction from a Muslim audience by adding Islamic content to the New Age content and practices discovered by the publishers for which they are in demand. In other words, in each video, there are any of the Islamic contents, such as Kandil, Surah, Zikr, and Names of Allah, but without giving any information about their content, virtues, or place in Islam, they are combined with Buddhism or more generally occult practices and promise healing, purification, and happiness. Even videos promising weight loss and getting rid of diseases have been encountered. Therefore, it can be said that these videos have nothing to do with Islam. For example, it is possible to come across similar content in a society where Catholic Christians are widespread. In a video with images, hymns, prayers, etc. belonging to Catholicism, elements such as meditation, Tibetan bell, Indian goddess, etc., or simply meditation, yoga, etc. practices can be used. Here, there may be a differentiation only in terms of what the common belief is in the society where the audience to which the video is addressed is located, but it is possible to come across similar content.

The answer to research question 1 is detailed in the analysis tables of Islamic channels under the themes of "other religious elements" and "occult elements." Accordingly, it is seen that Buddhist and New Age practices such as "meditation, subconscious cleaning, chakra opening, and aura raising" are frequently used. Energy, chakra, and healing practices are also included in occult elements. Considering the classification of Yeşilyurt (2020), horoscopes and astrology are related to other religions, but also to occultism.

To answer the second question, meditation, chakra opening, aura boosting, and bioenergy treatments are Far Eastern and New Age techniques distinct from Islam. The Lost Sciences channel uses syncretic phrases like "meditation contemplation" and "meditation rabbi" in video names, descriptions, and content. Other channels use merely "meditation." Christianity, among other religions, is represented on the "Universal Journey" channel by communicating with the dual spirit, recounting the tale of Jesus Christ and Mary, and emphasizing their duality. The ancient ritual of cleansing from ancestral baggage has endured to the present and relates to religion, yet it has no religious equivalent. Buddhists believe in ancestry, karma, and rebirth. New Age methods include "subconscious washing" and "subliminal suggestions and affirmations." Subliminal message and suggestion practices using the 25th Square visual method and solfege frequencies are New Age components, so the analysis tables include them as "other religious elements."

To answer the third study question, persuasive communication tactics are used explicitly and subliminally upon message reception. In the analysis table of the Lost Sciences channel's video number 7, "Crown Chakra and Hill Chakra Opening, Cleansing, and Balancing Contemplation," a YouTuber said, "Don't be afraid; there will be those who will overturn your intellectual system by saying that what I have done to you is a Buddhist belief from the East. Allah owns the East and West. All creation belongs to Allah. On the road of Tawhid, consider what Allah made. Allow objections. The Qur'an commands reasonable thought; thus, those who miss it are dissatisfied. Existence is one. The truth exists. Please start if you're ready." This statement proves the account manager intentionally constructed a syncretic religion. He promotes this by direct persuasion. The Holy Quran appears to be his cause. Baudrillard's ideas shape his truth reconstruction.

In general, soothing frequencies and music, hypnotizing, and relaxing images used in all channels increase the viewing of videos on the channel. It also ensures that the messages are more easily received. Therefore, hidden persuasion strategies were used in this direction in the channels.

Conclusion

Today it is even clearer that the freedom promised by modernism does not bring happiness. The modern, educated masses, insatiable, unhappy, and falling into a great emptiness by consuming everything with advanced capitalism, seek the remedy in energy healers by paying money. This change cannot be perceived as religion recapturing the public space that it had abandoned to secularism, but it can also be defined as an endeavor to unite all celestial religions with other forms of belief to form a single religion whose basis is not very clear. The influence of mass media and globalization on this change is indisputable.

The universe of simulation that Baudrillard foresees in his theory of postmodern media appears exactly here. Religion has been detached from its context, and what has emerged has turned into a syncretic form as an artificial reality created by man rather than reality. As Baudrillard frequently emphasizes in his book *The Society of Consumption* (2008), the concept of shopping has also changed in the postmodern period, and now a toilet paper, a sandwich, a television, and a boat are sold in the same place. The observation we made in our study confirms that religion has also become like this. Everything, regardless of whether it is Muslim or Christian, has been melted into the pot of the new popular, and the hunt for interaction has begun. Regardless of whether its basic ground is occultism or New Age, the main reason why it originates from Buddhism can be considered as the fact that it does not have sharp boundaries that can cover everything. In other words, Buddhist elements are a commodity with many buyers. It is a rising value in terms of popular culture. The limiting issues of the Abrahamic religions, such as the obligation to adhere to a certain book and doctrine, do not exist here. However, to break the prejudices against Buddhism, using Islamic content (such as the night of the holy month, “*Esma’ul husna*” dhikr, etc.) is also very favourable for convincing the audience. The followers who oppose the product are also told that “they all have the same source”, and the product is sold.

As mentioned in the literature section, the spread of unverified personal interpretations of religion, especially on social media, the change in religious discourse and practices, and the commodification of religious beliefs in the post-truth era have also emerged here. The data obtained in the research have confirmed the theses in the literature section on the post-truth-religion relationship, similar to Baudrillard's postmodern media theory.

Looking at the follower counts, it is known that high-paid camps for high-income groups, which are not common on YouTube, have become widespread. Since our study is centered on YouTube, we recommend that researchers working on a similar topic analyze such events or the Instagram channel where many 'life coaches' make suggestions. In these areas, data can be found in abundance and at different scales.

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Senkretik Hipergerçeklikte Yeni Çağ İnanışlarının İslami Formları

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Giriş

Postmodernizm hakkında uzlaşma varılmış belki de tek kelime olan “karmaşıklık” olgusunun inanç biçimleri ve ritüellerde karşılık bulduğunu söyleyebiliriz. Öyle ki, dijital alana yansıyan semavi dinlerin türevleri geleneksel din yapılarından oldukça farklı. Özellikle, bulunduğu ülkede hangi din yaygınsa onun öğretilerini merkeze alan ancak diğer semavi dinlerden ve bilhassa uzak doğunun mistik inanç ve felsefelerinden beslenen, dinlerin sınırlandırmalarını görmezden gelen, tüm inanışların kaynağının tek bir yer olduğu iddiasıyla hemen herkesin kabul edileceği öğretiler üzerinden yayılan bir inanç sistemi olduğu ve bunun gitgide yaygınlaştığı söylenebilir. Genellikle şifa merkezli, bir başka deyimle, modern tıbbın çözemediği sorunları çözme iddiasıyla yola çıkan, çoğunlukla başka bir din olma iddiasından uzak ancak belirli ritüelleri ve inanç sistemlerini bir araya getiren, postmodernizme uygun, eklektik, karmaşık, her şeyden bir parça taşıyan ama tek bir kavrama da sığmayan, bir parçaya da benzemeyen, yeni, karmaşık ve elbette ticari değeri yüksek bir akım olarak betimlenebilir. Baurdillard’ın postmodern medya teorisinde ön gördüğü simülasyon evreni tam olarak burada karşımıza çıkmaktadır. Din olarak ortaya çıkan şey, gerçeklikten öte insan tarafından oluşturulan suni bir gerçeklik olarak, senkretik bir forma dönüşmüştür.

Çalışmada, kitlelere şifalandırma, ruhsal arınma, imanı güçlendirme hatta zayıflama vb. vaatlerde bulunan kişilerin, internet ortamında İslami söylemlerle oluşturdukları içeriklerde diğer dinlere ve okült inanç biçimlerinin, New Age olarak da tanımlanan bir perspektif içerisinde nasıl sundukları, hangi yöntemlerle izleyicilere neler telkin ettikleri sorgulanmıştır. Çalışmanın amacı, New Age ve yeni dini formlar üzerinde çalışan araştırmacılar için sahadan veri ve yöntem sağlamaktır. Çalışmamızın, içeriklerin din bilimleri açısından tutarlılığı veya İslami kaynaklardaki yerini tartışmak gibi bir amacı yoktur. Dolayısıyla analizler durum tespitiyle sınırlıdır. Ancak teolojik açıdan, günümüzdeki önemli bir paradigma değişimini yansıttığı için verilerin ilgi çekici olduğunu ve özellikle semavi dinler veya New Age alanında çalışanlar için dikkate alınması gerekli içerikler barındırdığını düşünürüz.

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Çalışmanın literatür bölümünde, analiz ettiğimiz verilerde sıklıkla karşımıza çıkacak olan, din ve dindarlık kavramlarında “dijitalleşme”, okültizm ve postmodern medya kuramına ilişkin bilgiler verilmiştir. Araştırma bölümünde ise okült içeriklerle şifa dağıtma iddiasında olduğu tespit edilen beş ayrı YouTube kanalından toplamda 50 video incelenmiştir. Her kanaldan ikişer video özellikle kullandıkları söylem, görsel ve müzik temalarıyla derinlemesine analiz edilmiştir. Analiz edilen videolara ilişkin ve kullanılan tematik içerik analizine ilişkin bilgi verilerek, elde edilen bulgular Baudrillard’ın postmodern medya kuramı bağlamında tartışılmıştır.

Metodoloji

Araştırmanın tasarımı, “YouTube’daki New Age öğelerinin içeriklerini inceleme” üzerine temellendirilmiştir. Bu bağlamda aşağıdaki sorulara yanıt aranmıştır:

AS₁: YouTube’daki İslami içerikli videolarda hangi New Age / okült öğeler yer almaktadır?

AS₂: YouTube’daki İslami içerikli videolarda İslamiyet’in dışındaki dinlere ait ritüeller var mıdır?

AS₃: YouTube’da analiz edilen kanallarda yer alan videolarda mesajların alımlanması noktasında doğrudan veya gizli ikna stratejileri ve telkin metotları kullanılmış mıdır?

Çalışmada okült temaya odaklanma ve yeni dini formlar çerçevesinde bir analiz yapılması planladığından, verilerin en nesnel bir biçimde elde edilip yorumlama imkânı sunması bakımından tematik içerik analizi yöntemi kullanılmıştır. Senkretik yeni dini formun kanala yansımalarının analizi noktasında üç tema belirlenmiştir: A) İslami B) Diğer dini C) Okült. Bu üç tema çerçevesinde, video içeriğine ilişkin belirlenmiş olan içerik öğeleri bağlamında analiz yapılmıştır. Belirlenen içerik öğeleri ise şöyledir: Videonun başlığı -Videonun içeriği -Videonun görsel öğeleri -Videonun müziği.

Araştırmada amaçlı örneklem kullanılmıştır. Mecra olarak da YouTube seçilmiştir. YouTube’un tercih edilmesinin temel iki sebebi bulunmaktadır. Birincisi dünyada en çok takip edilen sosyal medya mecrasının olması (We Are Social 2024), ikincisi diğer mecralara göre daha fazla enformasyon sunarak, özellikle tematik içerik analizi için daha uygun bir araştırma sahası olmasıdır.

İncelenen YouTube kanallarının isimleri ise şunlardır; Kayıp İlimler – Berzahın Derinlikleri-Elfabex Kadim Bilgelik ve Manevi Huzur, Kuran Terapisi, Evrensel Yolculuk. Makale sınırlılıkları çerçevesinde, Temmuz 2024 itibarıyla yayında olan, her kanaldan onar adet toplamda 50 video analiz edilmiştir. Sunulan içeriklerin teolojik açıdan tutarlılığı sorgulanmamış, anlatıdaki dil ve söyleme odaklanılmıştır. Hesap yöneticilerinin kendilerine yönelik eleştirilere verdikleri bazı yanıtlara, yapılan eylemin hedefi ve yöntemi hakkında fikir vermesi açısından yer verilmiştir.

Bulgular

Analiz edilen videoların tamamının ortak noktası; New Age içerik ve uygulamalarına İslami içerikler ekleyerek Müslüman bir kitleden etkileşim alma çabasına yönelik olarak kurgulanmasıdır. Yani, her videoda; Kandil, Sure, Zikir, Allah’ın İsimleri gibi İslami içeriklerden herhangi biri vardır ancak bunların içeriği, faziletleri, İslam dinindeki yeri hakkında bir bilgi verilmeksizin, Budizm’e veya daha genel bir deyimle okült uygulamalarla birleştirilerek şifa, arınma, mutluluk vaatlerinde bulunmasıdır. Hatta kilo verme, hastalıklardan kurtulma gibi vaatlerde bulunan videolara da rastlanmıştır.

Birinci araştırma sorusunun yanıtı, İslami içeriklere başka dinlerden öğeler eklenmesi gibi bir durumdan çok, aslında Budizme ve diğer okült anlatılara İslami içeriklerin eklenmesi söz konusudur. Yani buradaki anlatı İslami temelli değildir. Bahsi geçen sure, kandil gecesi, dua vb. konularda çok

az bilgi verilip bunlar kullanılarak meditasyonun nasıl yapılacağı anlatılmaktadır. İkinci araştırma sorusunun cevabı ise İslamiyet dışında meditasyon, çakra açma, aura yükseltme, biyoenerji uygulamaları gibi ritüellerin Uzakdoğu inanışlarına ait aynı zamanda New Age inanışlarıyla bağlantılı olduğu görülmüştür. Hatta atalardan gelecek olumsuzlukları reddetme vb. pagan ritüelleri de İslami söylemlerle sundukları gözlenmiştir. Üçüncü araştırma sorusunun cevabı olarak gerek doğrudan gerek subliminal telkinlerle mesajların alımlaması noktasında ikna edici iletişim stratejilerinin uygulandığı görülmüştür. Yapılan eleştirilere, tüm dinlerin kaynağının tek olduğu vurgulanarak yanıt verilmiştir. Bu da günümüzde evrensel tek din söylemlerinin bu mecralarda empoze edildiğini göstermektedir.

Sonuç

Baudrillard'ın postmodern medya teorisinde ön gördüğü simülasyon evreni tam olarak burada karşımıza çıkmaktadır. Din, bağlamından koparılmış, ortaya çıkan şey, gerçeklikten öte insan tarafından oluşturulan suni bir gerçeklik olarak, senkretik bir forma dönüşmüştür. Baudrillard'ın Tüketim Toplumu kitabında da sıklıkla vurguladığı gibi, postmodern dönemde alışveriş mefhumu da değişmiş, artık bir tuvalet kâğıdı, bir sandviç, bir televizyon ve bir tekne aynı yerde satılmaktadır. Çalışmamızda yaptığımız gözlem dinin de bu hale geldiğini doğrulamaktadır. Müslümanlık, Hristiyanlık ögesi fark etmeksizin her şey, yeni popüler olanın potasında eritilerek etkileşim avına çıkmıştır. Semavi dinlerin sınırlayıcı, belirli bir kitaba ve doktrinlere bağlı kalma zorunluluğu gibi hususlar yok sayılarak yeni inanç biçimleri kitlelere pazarlanmaktadır. Kitle için "yeni" tanımlanabilecek Budizm vd. ait içeriklere karşı ön yargıların kırılması için de İslami içerikler (kandil gecesi, Esmâ zikri vb.) kullanmak izleyiciyi ikna etmek için de oldukça elverişlidir. Karşı çıkan takipçilere de "hepsinin kaynağı aynı" telkininde bulunulmakta ve ürün satılmaktadır. Takipçi sayılarına bakıldığında da alıcısının çok olduğu, özellikle YouTube'da pek olmayan ancak yüksek gelirli kesimler için yüksek ücretlerle katılım sağlanan kampların yaygınlaştığı bilinmektedir.

Literatür bölümünde de değinildiği gibi post-truth dönemde dinin doğrulanmamış kişisel yorumlamalarının özellikle sosyal medyada yayılması, dini söylem ve uygulamaların değişmesi, dini inançların metalaşması durumu burada da karşımıza çıkmış, araştırmada elde ettiğimiz veriler Baudrillard'ın postmodern medya teorisinde olduğu gibi, post-truth din ilişkisi üzerine literatür bölümünde verilmiş çalışmalardaki tezleri de doğrulamıştır. Çalışma YouTube merkezlidir. Benzer konuda çalışacak araştırmacılar için bu tür etkinlikler veya çok sayıda "yaşam koçunun" telkinde bulunduğu Instagram mecrasının da incelenmesini tavsiye etmekteyiz. Bu alanlarda bol miktarda ve farklı ölçeklerde verilere rastlanabilir.

Arařtırmacıların Katkı Oranı Beyanı/ Contribution of Authors

Yazarların alıřmadaki katkı oranları eřittir.
Authors' contribution rates in the study are equal.

ıkar atıřması Beyanı / Conflict of Interest

alıřma kapsamında herhangi bir kurum veya kiři ile ıkar atıřması bulunmamaktadır.
There is no conflict of interest with any institution or person within the scope of the study.

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