Abstract

A study was carried out to determine evidence of satanic symbolism in Pakistani design. The objectives were to assess if there are traces of satanic symbolism and subluminal messages appearing in Pakistani design such as logos, magazines, advertisements, album covers and other forms of social media and to assess if the Pakistani Graphic designers who used satanic symbolism have done so on purpose or unintentionally. Eight case studies were selected. It becomes evident from these studies that various leading organizations in Pakistan communicate satanic connotation through the music industry, media channels, and communication logos, an organized and systemic attempt to bring in satanic symbols into the mainstream. “Klashinfolk” Ali Azmat’s album visibly communicates satanic messages for youth. In Worldly music there is an organized and systemic attempt to bring in satanic symbols into the mainstream music culture. Geo, one of the leading media channels, the color of its logo is similar to colors of united grand lodge, the Hexagram is clearly seen in a talk show and a swastika like sigh is also shown frequently which shows their leanings. The Aag channel (owned by Geo) logo unmistakably resembles the United Lodge logo. Warid Logo has Masonic compasses and all Seeing Eye (originating from Satanism); Bank Al Falah logo similar to Warid logo shows a networking in satanic visuals. Satanic Symbols by a foreign authority telecasted on Pakistani channels are shown.

From the case studies it becomes evident that various organizations either deliberately or inadvertently communicate satanic messages through logos in communication media in organized and systemic attempt to bring in satanic symbols into the mainstream.