

**“Embiggening” Your Audience Base:
Canadian Muslim Fan Discourses of American Muslim Superheroes**

Safiyya Hosein

Toronto Metropolitan University, Canada

Abstract:

This article discusses an audience study on young adult Canadian Muslim participatory fans of Muslim superheroes. It first examines Islamophobia in Canada such as the Quebec Mosque shooting and niqab bans in Canada before providing a background on three Muslim superheroines discussed in the audience study: Sooraya Qadir (*Dust*), Monet St. Croix (*M*), and Kamala Khan (*Ms. Marvel*), who is arguably the most important Muslim superhero of our time because of her character development and her series success. The article then proceeds to discuss some of the answers of respondents in the audience study before analyzing their responses through affect theory. Ultimately, this article acknowledges that while Muslim superheroes may provide a shelter to Muslim consumers of popular culture who are affected by the negative portrayals of Muslims during the War on Terror, it concludes that Muslim superhero representation ALSO assuaged white guilt during the War on Terror.

Keywords: Muslim superheroes; Muslim audiences; Canadian fandoms; Islamophobia; affect theory
