

## Abstract

The purpose of this research is to study the commercialization of Islamic mystic love and the commercialization of Islamic Sufism in the novels of Muriel Maufroy and Elif Shafak. This research focuses on ongoing accepted commercialization of mysticism the west and highlights the purposed commercialization of Sufi ideals to capitalize on the ways of the Sufi. This research aims at a partial if not complete understanding of the concepts of exoticizing and commercializing of mysticism, mystic love and Sufism. This research is an anthropological study of exoticism and commercialization of Sufi culture through literature (Novels). The novels used for this study are *Rumi's Daughter* and *The Forty Rules of Love*. This research work will explore aspects of Islamic feminism, Islamic androgyny, Islamic inclusion of homosexuality, the Ideology of commercialized mystic love through the theory of Priming, understanding commercialized features of minor characteristics and cover pages of the *Rumi's Daughter* and *The Forty Rules of Love*.

The research will further study the purposed exoticism and commercialization of Islam as a religion in order to capitalize the Sufism as an alternative to radical image of Islam through fiction in prose and the need to elucidate the importance of an alternative version of Islam and Sufi saints.

This research is divided into three sections. Each section focuses on a single aspect of commercialization or a sub division of commercialization of Sufism and or Islamic mystic love. The two novels in study are analyzed in different umbrella genres and are interpreted in light of a single theory i.e. the theory of priming which forms the larger framework of the research.