

Rejuvenating Media for Islamic Da'wah

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Submitted By

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ABSTRACT

This study aims to analyze how media can play a positive role in the field of Islamic da'wah. Media is a powerful tool which has social and structural influence on forming opinion and changing attitudes of its audience. Nature of its impact is determined by content of the message. Muslims on the advent of Islam eagerly used all kinds of available mediums to communicate the message, but due to decline and disintegration of Muslim Ummah their efforts got rusty on this front. Taking advantage from this situation Western world created media monopoly by discovering new communication media and developing communication strategies. They used new media to colonize Muslim thinking and to mould their world view into a version which is more acceptable to them. In order to counter this attack Muslims need to rejuvenate current media education and profession according to the principles of Islam. Only then media can prove to be an efficient and successful tool to give da'wah towards Islam. Future strategies for this purpose can only be developed by carefully observing past achievements and by learning from mistakes. Furthermore modern media techniques need to be adopted but without compromising the principles of Islam.

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