

MASTERING ISLAMIC COMMUNICATION THEORY

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Abstract:

This paper discusses the subject matter that many of us in Muslim countries have, wittingly or otherwise, so distanced ourselves from our Islamic cultural roots and we have deprived ourselves of rich intellectual and spiritual heritage which we are heir to. The classical Quranic and Hadith approach contain many useful concepts that can trigger exciting new thinking. A search for an Islamic approach in mass communication theory will not be an easy task encompassing other notions of religion, beliefs and cultural values of the porous society's cultures of the west. This paper also focuses the schemes and definitions considered important in analyzing Islamic concept of Communication Theory.

Introduction

For decades now scholar from developing (including Muslim Countries) have been travelling to Western educational institutions for training in communication. In the West, Scholars are taught courses in communication theory and in development by westerners. These scholars return home to become communication planners and teachers and they have expounded the theory of 'Berlo', 'Schramm', 'Kerlinger', 'Festinger', and 'Rogers' among other. These scholars followed the western models in planning and implementing communication programme. In this paper we are concern with Islamic approach in communication theory and are searching for presumably correct answer to this shortcoming in the light of Hadith, in which the Prophet (SAW) says: verily, God does not like such person ----those who twisted (facts) with their tongues like a cow which twisted grass with its tongue.

Definition

Communication theory is understandably perceived to be culture bound. As Edward Hall reminds us, culture is communication and communication is culture. A credible theory is the conceptual foundation for reliable knowledge. Theories keep us explain and predict phenomena of interest and in consequences to make intelligent practical decisions. A theory is the scholar's construction of what an experience is like based on