

**The role of the media in spreading the Islamic call in contemporary times.
Contemporary Time "Historical Study and New Vision"**

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Abstract

Praise be to Allah, the Lord of the Worlds, and peace and blessings be upon the Messenger of Allah, his family and companions. After that, the title of this message is the role of the media in spreading the Islamic call in contemporary times. Contemporary Time "Historical Study and New Vision" The study was able to discuss the Islamic call in terms of its concepts and stages through the ages and Islamic times, beginning with the call secretly and then openly in the era of the Prophet - peace be upon him - to the Caliphs and then the Abbasids, a For advanced technological and modern means of communication.

The study concluded that the Islamic call is a broad educational curriculum aimed at communicating the message and the Islamic religious rulings among the peoples of the earth, and reminding those who have not been able to return to Islamic religious teachings. The first chapter discusses the method of advocacy which is based on the call of truth, Which is based on the Islamic call, as well as the call for wisdom and good advice, and not to alienate people from Islam, and attract people to it, also must be gradual call, especially with regard to taboos.

The Islamic call and the Muslim preacher, which must be available in the Muslim preacher, are to comply with the command of Allah, and be indebted to the religion of Allah and bearing the inheritance of Prophethood, and do not ask for a reward for their work from the people who call them and seek the right approach and the best path and are characterized by good ethics and committed to the right Time, and religious, scientific and social knowledge.

She also pointed out that the Muslim preacher must have many qualities in order to be sincere call emanating from his faith, which is in honesty, sincerity and piety, and appearing in good manifestations supported and urged by Islam, there is no controversy and intolerance and no coercion or coercion of anyone to enter the religion of God, And discussed the religious institutions at the end of the Eighth and the beginning of the modern era, such as the Muslim World League and the World Seminars. It also discussed the methods of Islamic da'wah in modern times, which were represented in the mental approach, the emotional approach and the sensory method.

The message also addressed the media and its role in spreading the call in the modern era by discussing the concept of Islamic media and providing the general public with the facts of the Islamic religion, as well as the nature and characteristics of the Islamic media.

The two are interlinked and the media is the spread of the media message and the call is also propagated through the message media available.

And touched on the goals of Islam, which is to make people turn to God with worship and faith. It is a matter of knowing and forbidding evil, defending and protecting Islam, transmitting the news in a sincere and devoted manner, instilling the spirit of cooperation on righteousness and piety, spreading virtue and fighting vice, spreading Islamic awareness and spreading Islamic culture.

The message addressed the obstacles and challenges of the modern propaganda media, including the high illiteracy rate in the Islamic society, the lack of Islamic awareness, the building of media institutions in Islamic countries, political and partisan organizations, the adoption of an element of advocacy, media conflict and fanaticism, the fragmentation of the Islamic nation and the corrupt influence of the media. Globalization and the dominance of Western culture.