

## Examining Doctrinal Strategies to Counter the Promotion of Western Lifestyles through Ayatollah Khamenei's Quranic Perspective

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### Introduction

The true Islamic lifestyle is based on a correct understanding of what is required and prohibited according to the Quran and Hadith, and applying these principles in daily life. However, the West seeks to alter this culture and promote its own preferred model. Therefore, the Supreme Leader of the Islamic Revolution has presented a different foundation for a proper social life, emphasizing that the Islamic lifestyle involves adhering to correct social norms and the teachings derived from the Quran and the conduct of the Prophet and the Infallible Imams. This article aims to present doctrinal solutions rooted in the Supreme Leader's thought for achieving a new Islamic civilization (both worldly and spiritual prosperity). The research findings are framed as doctrinal solutions in various aspects, including the reform of perspectives and beliefs based on monotheism in both individual and social structures, such as religious knowledge, spirituality, the afterlife, role models, attention to religious rituals, supplication, enjoining good and forbidding wrong, marriage, and modesty.

### Methodology

This qualitative study uses discourse analysis, data-driven methods, and content analysis. The statistical population consists of some oral (audio and visual) works of the Supreme Leader from 1989 to 2023.

### Findings

From the perspective of the Supreme Leader, the goal of introducing Western cultural models is an assault on and destruction of authentic Islamic values and national culture. Therefore, from his viewpoint, the Quran can answer questions related to lifestyle: "If we become familiar with the Quran, then this opportunity will arise for thinkers from various sectors to reflect on Quranic points, deduce things from the Quran, understand them, and answer various questions." According to the latest medical findings worldwide, including an article published on the National Library of Medicine website in 2022, Muslims who have memorized or recited the Quran experience a higher quality of life and less stress and anxiety (Norateke Cheh et al., 2022, 31). These are confessions that the Western scientific community cannot deny. Human prosperity occurs when humanity adheres to this healing prescription (the Quran), as it introduces the true lifestyle. Therefore, the lifestyle of different societies is determined by their dominant culture, and naturally, in Iranian society, especially after the victory of the Islamic Revolution, the lifestyle of the people



reflects their religious identity. The Supreme Leader, by raising this issue, considers the strategy to counter the Western cultural invasion to be the Iranian-Islamic model. From his perspective, lifestyle encompasses more than what psychologists like Alfred Adler or sociologists like Max Weber, Giddens, or Will Durant have imagined. From his viewpoint, lifestyle is: "The way of living and behavior of a person, such as the style of marriage, type of housing, type of clothing, consumption patterns, type of food, cooking methods, entertainment, handwriting, language, business, behavior in the workplace, university, school, political activities, sports, media use, and behavior with parents, spouses, children, and others" (Faa'li, 47: 2018). The Supreme Leader, with his strategic insight, familiarity with strategic management, and understanding of Iranian society and its realities, has chosen the inductive method in his reasoning, a path that renders the West passive. In the field of strategic studies, from a psychological and methodological perspective, it is necessary to move inductively based on analyses and observations to approach macro descriptions, explanations, and predictions, which are the core of strategic studies.

### Conclusion

1. Based on the Quranic statements of the Supreme Leader, by designing a strategic roadmap and following divine sciences and the teachings of the Infallibles (A), we can confront the malicious goals of imperialists.
2. The Supreme Leader, with a comprehensive perspective, believes that the enemy's strategy is focused on changing lifestyles and engaging in a cognitive war to alter beliefs, and this strategy is backed by theoretical and scientific support.
3. He emphasizes that the realities of life impact human thought and psyche. Daily behaviors affect the soul and actions of individuals, thus engaging the spirit of both the individual and those around them. Therefore, the West seeks to change this lifestyle. Thus, the way to counter this invasion is through promoting and deepening the religious lifestyle within society.
4. He believes that by reforming attitudes and perspectives through monotheistic spirituality, the solutions provided by Western culture can be rendered ineffective, as the ultimate goal of humanity is to attain closeness to God and success. Therefore, lifestyle should be given importance. He also believes that even if one does not believe in spirituality and spiritual salvation, a comfortable life with psychological and ethical security still requires a focus on lifestyle.
5. The Supreme Leader considers moving towards the Islamic good life or monotheistic lifestyle as one of the fundamental issues of Islam, and views the goal of the Prophet's mission as inviting to monotheism and establishing an ideal way of life for humanity through divine revelation.
6. The doctrinal solutions against the Western cultural invasion, as explained in this article from the perspective of the Supreme Leader, include spirituality and the necessity of piety and self-purification, rationality and acquiring knowledge, sincerity, utilizing religious role models, paying attention to religious rituals and supplication, belief in the afterlife, enjoining good and forbidding wrong, marriage and family formation, and attention to modesty and chastity.

**Keywords:** Islamic lifestyle, Western lifestyle, doctrinal solutions, Quranic thought of the Supreme Leader.

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