


The Role of the Quranic Exemplars' Communication Model in Transmitting Religious Concepts

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Introduction

Interpersonal communication is a fundamental pillar of human life. The Holy Quran, with its special emphasis on communication-particularly verbal communication-introduces it as a tool for both individual and social growth. In the contemporary era, the importance of these skills has been doubled. By presenting models of the prophets' behavior, the Quran offers strategies to improve human interactions, reduce social harms, and effectively convey religious concepts. Verbal skills, such as honesty and pleasantness, along with non-verbal skills, such as tone and body language, play a key role in this process. The prophets, considering the circumstances and characteristics of their audiences, employed diverse and effective methods to transmit their messages. The present study, by innovating in the design of a Quranic communication system, analyzes communication elements-such as the sender, message, channel, and feedback-based on modern theories, and views religious proselytization (*Tabligh*) as an interactive process. Furthermore, by providing a practical framework for training preachers, it seeks to improve religious interactions and reduce communication-related harms in contemporary society.

Methodology

This study employs a descriptive-analytical and content-analysis research method. Data were collected purposefully from primary sources (the Holy Quran, commentaries, and traditions) and secondary sources (specialized books and articles). In the descriptive section, verses and traditions related to verbal and non-verbal skills were categorized. In the analytical section, attributes such as eloquence, flexibility in speech, and attention to the audience were examined in the context of the prophets' success. Content analysis, focusing on the Quranic stories of the prophets (Abraham, Moses, and Muhammad (PBUH)), extracted themes such as honesty and empathy. Purposive sampling was conducted on a limited but profound scale (50 verses and 60 traditions), and data were analyzed using tools such as MAXQDA, Quranic hermeneutics, and modern communication theories. Research validity was ensured through data triangulation and expert review. From a theoretical perspective, concepts such as "verbal communication," "communication skills," and "role model" (*Uswah*) were analyzed, demonstrating that speaking and listening skills, combined with non-verbal behaviors such as pleasantness, honesty, and loyalty, play a key role in the prophets' successful communication with their audiences and the effective transmission of religious concepts.



Findings

This research has explored the communicative and proselytizing dimensions of Quranic exemplars in the transmission of religious concepts. The modeling or exemplar-based method is one of the most significant and effective ways of upbringing and proselytization in the Quran, established upon presenting practical and behavioral examples from divine figures such as prophets, Imams, and righteous individuals. This method, while indirectly and tangibly conveying religious teachings, fosters intellectual coherence, prevents deviations, and demonstrates that divine doctrines are achievable in practice.

Quranic exemplars are categorized into various groups, including: prophets and non-prophets, infallible and fallible, exemplary and multi-faceted, named and unnamed, individual and collective. Each of these groups serves as an inspirational model for human societies in specific aspects or dimensions (such as patience, struggle, honesty, or worship). Furthermore, Quranic models, considering the exigencies of time, place, audience, and cultural conditions, employed diverse methods such as admonition, teaching, encouragement, warning, migration, correspondence, and utilizing social opportunities, indicating their high flexibility in proselytization.

In comparison to modern proselytizing methods, the Quranic approach emphasizes truth, ethics, human nature, wisdom, and the consistency between behavior and speech. In contrast, contemporary advertising primarily relies on technological tools, emotional and superficial aspects, and sometimes lacks adherence to ethics and truth. Quranic religious advertising, by relying on wisdom, realism, comprehensiveness, and commitment to ethics, aims for the reformation of the individual and society, not merely the persuasion of the audience.

From the Quran's perspective, verbal and non-verbal skills (such as gentle expression, pleasant demeanor, gestures, and facial expressions) have played a fundamental role in the interactions of the prophets and have enhanced the effective transmission of religious concepts. The harmony between behavior and speech, practical honesty, leveraging the audience's innate capacities, and the concrete demonstration of teachings are factors contributing to the success of this method in guiding humanity.

Ultimately, the Quranic modeling method, by combining theory and practice, presents a human and imitable model that is both practical and effective in individual upbringing and social reform

Conclusion

This research was conducted with the aim of examining the communication patterns of Quranic figures and their role in effectively transmitting religious concepts. The findings indicate that active dialogue and listening skills play a pivotal role in human interaction, and the transmission of religious concepts is not solely dependent on the message's content; rather, the manner of its expression and reception is also crucial. Quranic models, by relying on rationality and communication skills, offer a solution for establishing deep and lasting connections. The prophets, through diverse communication methods and attention to the audience's circumstances, succeeded in conveying their messages. Re-examining these models can aid in designing communication and educational systems aligned with reason and emotion in contemporary societies. Communication skills in Islam establish a link between tradition and modernity, and by institutionalizing these teachings within educational and cultural systems, a faithful and communicative generation can be

nurtured. Finally, the research suggests strengthening the education of communication skills based on Islamic teachings from childhood, utilizing media and interdisciplinary resources.

Keywords

Quranic Exemplars, Communication Model, Communication Skills, Religious Proselytization, Mission of Prophets, Transmission of Religious Concepts.

Ethical Considerations

Compliance with research ethics. The authors observed the ethical principles in conducting and publishing this scholarly research, and this is confirmed by all of them.

Conflict of interest

The authors declare that they have no conflict of interest.

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