PRACTICAL DA‘WAH METHODOLOGY IN MODERN CONTEXT

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Da‘wah methodology is a discipline which concerns with the question of how Da‘wah is performed systematically and strategically. The deliverer of the Islamic Da‘wah should convey to the people the systems by which they have to solve their worldly affairs. The secret of the success of the Islamic Da‘wah is that it is dynamic and able to deal with man as a man, and initiates in him a comprehensive change.

Da‘wah operates on two fronts: (i) towards Muslims who are perhaps unaware of Islam, maybe because of growing up in the western lifestyle and missing out on a proper Islamic education, and (ii) towards our non-Muslims neighbours and colleagues, many of whom may be searching for truth. At the very least, we may be able to counter-act the many incorrect stereotypes of Islam and Muslims, no one else will do this for us, we have to speak up and show by our behaviour what Islam is all about. By doing this, we may even bring people into the fold of Islam.

Contemporary Du‘at face great challenges to systematize and to apply the practical methodology within the new era of modern context. This paper discusses some suggestions that Muslim Du‘at, individually and collectively can