

ISLAMIC PERSPECTIVE IN MASS COMMUNICATION

Definition of Mass Communication

With the help of technological devices to communicate with the large diversified heterogeneous audience is called mass communication. Newspaper, Radio, TV can be used for this purpose.

Mass Media is a powerful medium having powerful and skillful group of people who can disseminate the teaching of Islam.

According to Muhammad Salahuddin Shaheed, **Editor of Digest Takbeer** “any source of communication either those are speech, brush, microphone, tape recorder and camera. The purpose of all these sources is to disseminate the news and information. But according to Islamic theory, no source can exceed the golden rule of **commanding right and prohibiting wrong**.”

امر بالمعروف ونهي عن المنكر

- According to Islamic Ideology, A communicator is responsible in front of Allah for whatever he/she communicates.
- Islamic concept focuses that the whole communication system serves as training institution.
- Mass Media can present the teaching of Islam and Muslim culture in a colorful manner.

