



Handbook of
**ISLAMIC
DA'WAH**

Edited by
Mohd Yusof Hussain



IIUM
Press

First Print, 2015
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(Malaysian Scholarly Publishing Council)

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Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Handbook of Islamic Da'wah / Edited by Mohd Yusof Hussain

ISBN 978-967-418-410-0

1. Da'wah (Islam). I. Mohd. Yusof Hussain.
297.74

Published by
IIUM Press

International Islamic University Malaysia
P.O. Box 10, 50728 Kuala Lumpur, Malaysia

Copy No :	1110342441
Initial/Date :	AZS/ 5/11/2015
Location :	(M) PJ IST K K(G) IBF

Printed in Malaysia by

Perniagaan Normahs
No. 3, 5 & 7 Jalan 12/10,
Taman Koperasi Polis Fasa 1,
68100 Mukim Batu, Kuala Lumpur.

13/1/16 NAN

14/1/15 RMD

fp
BP
170.85
H236M
2015

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Chapter 5

Tawhīd: The Bedrock and Core Message of Islamic *Da'wah*

THAMEEM USHAMA

Introduction

The call to Islam (*da'wah*) is one of the duties of every Muslim. It has been explicitly mentioned in the Qur'an in a number of places. It was essentially the mission of the Prophet Muḥammad (pbuh) followed by his companions, successors, and then the Muslim callers (*du'āt*) throughout Islamic history. When the Prophet (pbuh) invited the Makkan Pagans to realise the uniqueness and absoluteness of Islam, he introduced to them the concept of *tawhīd* and explained its in-depth meaning, its significance as an integral part of faith (*īmān*), its role, its scope, and its implications for life. As the methodology adopted by the Prophet (pbuh) began with this essential element that brought victory to the mission of Islam, it is appropriate for Muslim callers of contemporary times to ponder its essentiality and necessity while introducing Islam to others, especially those who have mis-conceptions about the Islamic concept of God and His unity in multiple dimensions.

The Muslim callers may face different people at different times. But, it is important for them to keep in mind the Prophetic methodology, while considering other methods and techniques based on needs and circumstances of different communities. Regardless of the methodologies and contents prioritised, discourses on the Islamic concept of *tawhīd* should not be excluded, for it opens up the minds of targeted audience of *da'wah* in understanding the true nature of God, as opposed to other religions, where human imaginations, interpretations, whims and fancies, myths and cultural manifestations are the basis of