Handbook of ISLAMIC DA’WAH

Edited by Mohd Yusof Hussain

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Chapter 5

*Tawḥīd*: The Bedrock and Core Message of Islamic Daʿwah

THAMEEM USHAMA

Introduction

The call to Islam (*daʿwah*) 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 (*duʿāʾī*) 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 *tawḥīd* 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 *tawḥīd* should not be excluded, for it opens up the minds of targeted audience of *daʿwah* 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