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**HUMAN
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Second Edition

Editor

MOHD YUSOF HUSSAIN



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Chapter Eleven

Islamization of Communication

Mohd Yusof Hussain

Students of communication in Muslim countries have been following a curriculum base on the American model. They have been required to refer to books and other references written by American authors. A number of their senior professors and heads of departments were also trained in the United States. Upon graduation these students have acquired a broad-base knowledge on modern communication – its concepts, theories and principles. However since the source of this knowledge is American it is culture-bound, base on assumptions of American scholars and may not reflect the situation and reality in the Muslim World.

For more than thirty years no Muslim scholars has questioned the culture-bound edness of these concepts, theories, models, ethics, and principles. However in the 1990s when the Islamization of knowledge movement was actively discussed in academic circles Muslim communication scholars especially those in the Department of Communication International Islamic University Malaysia began to question the universal truth of this knowledge and whether this knowledge reflect the Islamic conception of truth.

This chapter discusses the need to Islamize knowledge about communication that we get from the West. To make clear the reasons for this need we will first trace the beginning of communication studies in the United States and the adoption of its model by Muslim countries. We will close with a discussion on what in communication has to be Islamized and the methodology of Islamizing communication.