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INTERCULTURAL COMMUNICATION IN MUSLIM SOCIETIES

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PRINCIPLES OF COMMUNICATION IN ISLAM: A GUIDE FOR MUSLIMS OF ALL CULTURES

Mohd. Yusof Hussain

All Muslims have to be familiar with the Islamic principles of communication. These principles are applicable in all contexts, both within and across cultures. They are also applicable at all levels – interpersonal, small group and large group.

Muslim communicators since the time of Prophet Muhammad p.b.u.h especially those carrying out Islamic *da'wah* within and across cultures have been applying these principles with a great deal of success.

This chapter attempts to describe and explain the principles of communication in Islam. The purpose is to enable Muslims to understand these principles and apply them in their communication with Muslims within and across their cultures.

Defining Principles

By principles we mean guidelines that are based on universal truths, beliefs and ethics. Principles are normally based on religious teachings, sayings of sages and wise men through the ages and also the writings of famous writers.

British principles of communication are based on quotations from the bible and old British proverbs. Principles of communication of the Chinese are based on the sayings of Confucius, and the principles of communication of the Malays are based on the sayings