



# DA'WAH

## THE CONTEMPORARY CHALLENGES

ANIS AHMAD\*

Vice Chancellor, Riphah International University, Islamabad.  
<anis.ahmad@riphah.edu.pk>

### A B S T R A C T

*Da'wah* or dissemination of the message of Islam is an individual as well as a collective responsibility upon the Muslim *Ummah*. A believer, male or female, is visualised by the Qur'ān as a *dā'iyyah* whose behaviour, speech and thought process must convey the Islamic message and invite people towards ethical behaviour (*yad'ūn ilā 'l-khayr*), in order to serve the Creator. The Prophet Muḥammad (peace be on him), according to the Qur'ān, is the one who calls people towards all that is good and warns of the consequences of rejecting *khayr*, *ḥaqq*, and *ma'rūf*. The Qur'ān at several places elaborates how to disseminate the message of Islam. The methodology it enunciates recommends to make use of best communication techniques and skills (*maw'izah al-ḥasanah*). It also tells us how to build a logical and rational discourse and dialogue. To make its point crystal clear it furnishes living examples from the conducts and practices of Allah's Prophets and Messengers (peace be on them) in dissemination of the Islamic message. A careful study of these examples informs us about the issues and challenges they faced in their times and how they responded to those challenges.

Today the *Ummah* is facing numerous internal and external challenges. It, thus, becomes extremely important to understand contemporary challenges and think about an appropriate *Da'wah* strategy for the emerging global village. This paper makes a humble effort to understand major contemporary *Da'wah* challenges and how to respond to these modern day challenges.

---

\* Anis Ahmad is meritorious Professor of ethics and comparative religion, and the Vice Chancellor, Riphah International University, Islamabad. He has formerly served as the founding Director General of Da'wah Academy, founding Dean of the Faculty of Uṣūl al-Dīn, founding Dean of the Faculty of Social Sciences, and the Vice-President (Academics), International Islamic University, Islamabad, Pakistan,...