



APPLICATION AND PRACTICE OF THE PRINCIPLES OF *DA'WAH* IN THE AGE OF GLOBALISATION

IBRAHIM OLATUNDE UTHMAN*

Department of Arabic and Islamic Studies, University of Ibadan, Ibadan, Nigeria
<ibrahimuthman@yahoo.com>

A B S T R A C T

Today despite the scientific and technological strides that have turned the world into a village, the long cherished values of a true traditional village life are rarely found in the prevailing global village. The fact seems to be that while human scientific and technological advancements have made life on earth more convenient and comfortable, it has failed to make it more decent, peaceful and sustainable. While studies abound on how the Islamic socio-economic, political and ethical teachings can help re-direct the future of globalisation technologies towards a sustainable and peaceful world there are only few works on how the principles of *Da'wah* intersect with such issues like multiculturalism, pluralism and inter-religious dialogue to build a more peaceful multicultural, multi-religious and equitable global society. This paper, therefore, examines how *Da'wah* can be employed in promoting a global peace culture among the diverse groups in today's world. The study discusses the involvement of Islamic organisations in inter-religious dialogues and situates it within the contemporary Islamic understanding of the *Da'wah* principles and how these principles can help to militate against religious intolerance and the unwholesome effects of the prevailing cultural, religious and other clashes. The paper finally concludes that these *Da'wah* principles are useful and desirable for improving upon and sustaining not only Muslim non-Muslim relations but also Muslim Muslim relations.

* Ibrahim Olatunde Uthman is Senior lecturer, Department of Arabic and Islamic Studies, University of Ibadan, Ibadan, Nigeria. He has taught at Universities in Nigeria and Malaysia and served as Acting Head, Department of General and Islamic Religious Studies, Crescent University Abeokuta, as well as on the editorial board of *Al-Fikr: Journal of Arabic and Islamic studies*. He has contributed numerous research papers in books, national & international conferences and academic journals around the world.