



THE ROLE OF MASS MEDIA IN THE DEVELOPMENT OF ISLAMIC EDUCATION.

KABIRU ADAMU UMAR

A.D. Rufa'i College of Education, Legal and General Studies, Misau, Bauchi State.

Abstract

The advancement in communication cycle has led to the development of Islamic education. The Islamiyyah schools, mosque and other traditional centers of acquiring Islamic education are no longer the only avenue for learning Islamic education. The mass media serves as another instrument for learning Islamic teachings and practices. The role of media in the development of Islamic education has been imperative. It has played an integral part in influencing the minds as well as imparting Islamic knowledge to the muslims and non Muslims as well. The methodology adopted in carrying out the research is library based research, in which books and journals were studied and reviewed to find out the role of mass media in the development of Islamic education. The paper found that mass media through its devices of reaching large audience at once contribute immensely in the development of Islamic education globally. The paper finally recommends that, there is need for adequate arrangements for using the mass media, scholars, teachers of Islamic education must learn some general principle of using the media around them.

Introduction

The essence of the creation of Mankind is to worship Allah (SWT).The worship alone cannot be accomplished without the acquisition of knowledge. In this regard, seeking of knowledge becomes mandatory on every Muslim male or female. *Among* the prime purpose of the religion of Islam is to enjoin people to acquire knowledge about their Creator and the world. It's indeed clear from the text of the Quran and Prophetic traditions that, seeking of Islamic education becomes binding and

necessary upon every believing man and woman as rightly indicated upon from the sayings of the Noble Prophet Muhammad (PBUH)

*Searching for knowledge is obligatory upon every Muslim
(Ibn Majah, Vol. 1 p. 81 Hadith No.224).*

In the Quran

*We have sent down to you the Book explaining all things, a guide,
a mercy, and glad tidings to Muslims. (Q16:89)*

Mass media connotes the means of a variety of technological devices specifically aim for the passing news, education, entertainment and information to a large heterogeneous audience for different purposes. There is no doubt that mass media greatly have influence and effect on individuals lives and attitudes as mentioned by Baran and Davis (2009) that the mass media have effects on the individuals no matter how little it is, The mass media as a tool of communication can play enormous role in imparting Islamic education. Thus, the primary aim of this paper is to explore the contributions of the variety of media in disseminating Islamic education and practices to Muslims as well as non-Muslims. Through the media, the proper propagation and understanding of Islamic education can be enhanced by highlighting the universal values of the teachings of Islam. Therefore, media is an essential element an institution for effective communication and dissemination of Islamic education which the Muslim world could utilize.

The paper tends to discuss on the role of mass media in promoting Islamic education among the Muslims as well the non-Muslims. In doing so, the study deems it very imperative to explain the concept of Islamic education, aims and objectives of Islamic education, the concept of Mass media, and the paper discusses significant contributions of Mass media toward imparting Islamic education especially among the Muslim youth in the society. The paper ends with conclusion and valuable recommendations.

CONCEPT OF ISLAMIC EDUCATION

Defining the term education is imperative here for a full understanding of this paper. There is no single and acceptable definition of education as there are scholars as such. Kanu (2003) defines education as the process of engaging in schooling and

school related activities of linear literacy and numeracy and their associated intellectual activities, attitudes and behavior. The definition above excludes education and training receives outside the school, the most acceptable and reliable definition is the one provided by Akinfeleye (2008) which defines the concept of education as a process of training and developing the knowledge of an individual. That to educate is to bring up or rear to the point of developing the skills, knowledge, mind character and growth.

From the aforementioned definitions, education connotes simply the process of imparting, changing, transmissions, guiding as well as influencing the behavior of individuals in the society, which is considered as the very basis of individual and societal development.

While Islamic education on the other hand is the primary obligation of a Muslim (male or female) and hence, acquisition of Islamic education is a root for achieving what the Qur'an and the saying of the Noble Prophet (P.B.U.H) requires of every human being in order to enjoin what is lawful and prevent what is unlawful.

According to Hamad and Abdulmalik (2014) viewed Islamic education as not purely a mundane activity but an integral part of a Muslim's faith. Sheikh (2004) in his explanation on the definition of Islamic Education categorizes the term as follows. (i) Education for Muslims (ii) Education of Muslims in their faith (iii) Education about Muslims for the non-Muslims (iv) Education in an Islamic spirit and Tradition- the traditional concept of education. To him these are the four distinct classification of Islamic education that requires the processes of teaching and learning.

In another definition, Karofi (2013) viewed Islamic education as the process of physical, intellectual, mental and spiritual training. He further contend that Islamic education is aimed at producing well disciplined, highly skillful and responsible human being who know their rights and accept their duties and responsibilities, human beings who by virtue of their proper Islamic education can claim their rights without denying other rights, and who are at the same time prepared to discharge their duties properly and in the interest of their society.

While Aminu (1993) sees Islamic education contrary to the definition provided above, in his submission describes Islamic education as not only the process of acquiring the knowledge about the religion of Islam but extent to the general education system which is duly acceptable by religion of Islam. To him Islamic

education is coherent, liberal and tilted towards the development of fundamental virtues of an individual to enable such an individual discharge his responsibilities to Allah (SWT) and his fellow creatures

Aims and Objectives of Islamic Education

The aim and purpose of Islamic education is enormous, the philosophy and objective of acquiring Islamic education is essentially joined with the purpose of human life itself, because the terms are related to each other. Ashraf (1985) was of the opinion that, the main aim and purpose of Islamic education is to produce a good Muslim who is cultured and expert; cultured in the sense that he knows how to use knowledge for his spiritual, intellectual, and material progress, an expert in the sense that he is a useful member of the community.

Abdulrazzaq (2008) observed further that, Islamic education is universal and relevant to all mankind and does not harbor segregation between religious and secular knowledge but aims at developing man holistically under the purview of Islamic rules and regulations.

Karofi (2013) identifies the following as essential aims of Islamic education:

I) It is aim at developing an individual who understands the divine objectives of his creation and develops sound faith and total submission to Allah (SWT) and His divine law.

ii) Helping an individual to correctly understand and realize his relationship, rights and responsibilities as functional member of the society.

iii) Grooming a highly balanced personality, who cannot compromise spiritual life for material life.

iv) Its aim to refine morals, spirit, propagates virtues for the student as well as teaches them propriety and prepares them for a life full of sincerity and purity.

The Mass Media

At this point, it is of utmost importance to define the term media. Media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

Therefore, Mass media is simply the technological devices use for the dissemination of information widely to a large heterogeneous audience at large. Traudht (2005) defines the mass media as those organizations that disseminate content to audience. Mecquit (2005) maintained that mass media is simply an organized means of communicating openly at a distance, and too many in a short period of time. Orewere (2015) further describes media as those channels of communication through which messages are designed, produced and disseminated to a large number of people, widely dispersed over geographical space.

In line with the above definitions, the need to use the fastest technology of the mass media in reaching mass audience simultaneously at a time for promoting Islamic teachings and education cannot be overemphasized. Teachers, Islamic scholars need to effectively choose the appropriate and available medium for passing the Islamic knowledge in their respective domain, these in essence would enable their target audience gets the knowledge of Islam.

The mass media therefore within the purview of this paper refer to television, radio, satellite and social media such as Facebook, whatsapp which are commonly used among the people for passing education and enlightenment widely and simultaneously at a time.

Role of Mass Media in Promoting Islamic Education

The religion of Islam obliged every Muslim to learn and teach others as it made teaching and learning the only means of attainment to the religious obligations. The mass media possesses inherent ability to reach large number of public, it is widely used to convey message to build opinion, awareness and enlightenment. Media is responsible for this development to a great extent.

The mass media especially electronic media such as radio, satellite, social media have significant role to play in teaching and learning processes of the religion of Islam as rightly put by Sambe (2005) mass media messages whatever their intended aim be they information or education significantly have effects in individuals minds and behavior. Baran and Davis (2009) clearly indicate that the mass media significantly have effect on individuals no matter how little.

With the advancement of technology, the public typically relies on the mass media to provide education regarding Islamic teachings and practice. Due to the effects of mass media on individuals, Islamic scholars of this time use the media to achieve

their various aims and objectives of the dissemination of Islamic education to all and sundry. Likewise the public acquire Islamic education through different medium available in the society, which bridges the gap of traditional mode of acquiring Islamic knowledge.

Due to advancement in technological devices of the mass media, Islamic education can at this moment be imparted widely at a time bridging the gap at interpersonal level of communication. The major roles mass media plays in the development of Islamic education are:

- i) The message of the mass media is common and can reach wider audience at once, this in essence enable Islamic scholars reaches individuals around the globe. Many Islamic scholars in our present day society use different medium available around them such as: radio, television, satellite in communicating Islamic education to their target audience. The media contribute immensely in bridging the gap of face to face mode of communication as it tremendously joined the distance and users with one another. The media made it possible as someone residing in far place can access the teaching of Islam from various Islamic scholars as rightly happened many Islamic scholars delivers lectures, summons, preaching's and enlightenments which are widely dispersed through the media.
- ii) One among the common characteristic of the mass media is that it can be able to restore the content of the messages, which in essence could provide avenue for access of the content at any time and it would serve as a room for reference purposes when the need arises.
- iii) Traditionally in Nigeria especially in the Northern part of the country, the process of acquiring Islamic education is through the traditional means of *Makarantar Allo* which is the system that requires the teacher and the student physically present at a time of imparting the knowledge. With the advent of mass media it reduced the gap, made it possible and not necessary for the teacher and student to be physically present at the time of acquiring knowledge. Various Islamic educational programs for both children and adult such as learning the memorization of the Qur'an, Hadith, Islamic jurisprudence, Islamic history, *Tafsir* and the rest are currently aired through different media especially Islamic satellite such as Sunnah Tv, Africa TV3, Manara to mention but a few.
- iv) The mass media through its audio-visual format offers increase rate in memorization capability of students especially among the young children in the

society, as it is possible to imitate and memorizes the glorious Qur'an through the recitation of the scholars as well as other programs carried out by the media.

Conclusion

Among the prime purpose of the religion of Islam is to enjoin people to acquire knowledge about their Creator and the world. Acquiring Islamic education is obligatory upon every Muslim male or female and the price for lack of Islamic education is ignorance.

It is indeed clear from the foregoing explanations that, mass media played enormous role in the development of Islamic education. It serves as essential instrument through which the knowledge of Islam is communicated widely and simultaneously to the large number of audience.

Recommendations

In line with the conclusion which was drawn, the following recommendations are suggested as the way forward:

- i) There is need for adequate arrangements for using the mass media, scholars, teachers of Islamic education must learn some general principle of using the media around them.
- ii) More media institutions shall be established in all part of Nigeria to enable scholars disseminate Islamic education to the general public.
- iii) Islamic scholars shall be giving adequate training on how to use appropriate medium in the dissemination of their teachings, they should select the mass media according to the age level as well as the geographical location of their listeners. Teachers must also learn some general principles of using the mass media.
- iv) In addition there is need for adequate training such as organizing conferences, workshops and seminars for media personnel inorder to acquaint them on the dissemination of messages of Islamic education to the public atlarge.

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