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B. Com Sem-III
(Communication in professional life)

* Islamic Theory of Communication :-

- The Islamic Theory of communication is based on divine guidance from the Quran and Sunnah, emphasizing ethical principles like truthfulness, wisdom, and kindness to achieve harmony and the pleasure of Allah.
- Key principles include speaking kindly, avoiding slander and communicating with honesty and trustworthiness, with communication seen as a tool for building strong relationships and fulfilling social obligations.
- The ultimate aim is to achieve truth, harmony and the pleasure of Allah, rather than just worldly gain.
- Prophetic Qualities - Key attributes like *shiddiq* (honesty), *amanah* (trustworthiness), *tabligh* (delivering the message) and *fathanah* (intelligence) are central to effective and ethical communication.
- Islam emphasizes the importance of cooperation and mutual understanding in communication within organizations and society.