

**Contemporary Muslim World towards Globalization and Mass  
Communication: Analytical Study**

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**Abstract**

Since, the concept of globalization is defined as cross-cultural integration, which ultimately results in technological advancement, increase in commercialization, and increase in the foreign direct investment. The problem related to the concept of globalization and mass communication in the Islamic perspective is the hindrances in the education of Islam via the execution of conventional mass communication. Further, sustainability in the ideology of Islam is a big issue at the global level because some Islamic dominant countries have different perspectives related to the ideology of Islam. This research study incorporates the qualitative method that helps in analyzing the concept of globalization and mass communication, in the light of the Islamic perspectives. The research mainly gathers the qualitative data from the secondary sources. In the data analysis section, it strives to learn about the concept of globalization and mass communication by initiating a content analysis. This research, in particular, opts for the primary methods where data is gathered

from the previous research study, case study, and news article. The data would be pertaining to the concept of globalization and mass communication in accordance with the Islam perspective. The data analysis would mainly be analyzing the literature obtained from the past research, news article and website. Mass communication comes under the umbrella of the information and communication systems and it is defined as the communication of information from an individual, large or small group of people, or a small corporation to a large group of assorted and mysterious people. Mass communication is useful for the people in the communication of Islam to guide the people about Islam and spread Islamic education to the people.

**Keywords:** Mass Communication, Ideology, Globalization, Muslim World, Culture

## **Introduction**

### **Background of the study**

The concept of globalization is defined as cross-cultural integration, which ultimately results in technological advancement, increase in commercialization and increase in the foreign direct investment. Many of the modern research studies are of the opinion that mass media and mass communication are playing a very integral role in facilitating globalization. Some of the globalization position and significant contributions uphold as facilitating the exchange of cultural values, exchange of information and exposing the developing nations to telecommunication advancement and media. The more positive role of globalization turns out to be stabilizing the economy, significantly

contributing to the poverty alleviation, and helping the developing nations to improve the quality of living.<sup>1</sup>

Although the world globalization is more informed and aware, research studies clearly claim that the impact of globalization remains on the positive side as well as the negative side. The more devastating and negative impact turns out to be on culture as it can be found in its true and original state, yet according to the studies, globalization has made cultural more hybrid. Analyzing the impact of the globalization on the Islamic perspective and the ideology of Islam, globalization promotes westernization, which is recognized as undermining the Islamic values and Islamic beliefs. The mass media and mass communication are mainly considered to negatively influence and motivate the youth in activities that are not permissible in Islam. In the elaboration of the globalization's impact on Islam and Islamic thinking, it from the scratch influence the cultural, traditions and teachings.<sup>2</sup>

### **Significance of the study**

The mass media and mass communication are recognized as the main facilitator of globalization, spreading the knowledge and creating awareness. As the research study in particular looks into the concept of globalization and mass communication, it mainly takes into account the achievement of the globalization. As majority industries are interlinked, higher preference is given to the cultural diversity and inclusion, where

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<sup>1</sup>Calorina Matos, "Globalization and the mass media." (2012).

<sup>2</sup> Fawwaz Y Salman and Mohammad S. Al-Khazalah, "Negative Impacts of Cultural Globalization on Islamic Identity: A Regional Project on Hashemite University Students= الجامعة طلبة على إقليمية دراسة: الإسلامية الهوية على الثقافية العولمة سلبيات الهاشمية." *Journal of Educational and Psychological Studies* 193, no. 5675 (2016): 1-9.

cultural acceptance is increasing, this research takes into account the Islamic perspective and Islam thinking. This research, in particular, would hold greater significance to all the global player, essentially of the Muslim world. As considering the fact that globalization has to an extent helped developing nations and resource-deprived nations to stabilize the economy, job creation and human development. It would hold great importance to the Muslim states, corporations and the developing nations. This research, in particular, seeks to positively contribute to the literature, which eventually will help future studies to gain a better insight.

### **Problem statement**

Globalization has emerged as important phenomena that have facilitated the exchange of knowledge, culture and ideas. Most of the research studies recognize globalization as phenomena that negatively impact the Islamic perspective and the Islamic education system.<sup>3</sup> The process of competing to the western world and its thriving institutions, globalization negatively hinders the curriculum, transformations and teaching style. In reference to determining the impact of globalization, much of the previous research studies are of the opinion that globalization has created hurdles and challenges in maintaining Islamic ideology. <sup>4</sup> This research, in particular, strives to explore the concept of globalization and mass communication. It also strives to show how these phenomena are

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<sup>3</sup> Mohd Aliff Mohd Nawi, Ezad Azraai Jamsari, Mohd Isa Hamzah, Adibah Sulaiman and Azizi Umar. "The impact of globalization on current Islamic education." (2012).

<sup>4</sup> Kosebalaban, Hasan. "The impact of globalization on Islamic political identity: the case of Turkey." *World Affairs* 168, no. 1 (2005): 27-37.

integrated, its importance in accordance with the Islam and how the globalization has facilitated in spreading Islam. Since the latest evidence only strives about the Islamic perspective of interpersonal communication<sup>5</sup>, this study strives to explore the concept of globalization and mass communication in accordance with the Islam and its values.

### **Rationale**

In general, it is believed that globalization has distorted and damaged Islam and its values, as mass communication at large is responsible for facilitating the cross-cultural activities. This research, in particular, strives to learn about the concept of globalization and mass communication, how it values to Islam, and to somewhat supports its view.

### **Research objective**

- To determine the concept of globalization and mass communication in accordance with the Islamic perspective.
- To evaluate the negative and positive impact of the globalization and mass communication on Islamic.

### **Research question**

- What is the concept of globalization and mass communication in accordance with the Islamic perspective?
- What is the negative and positive impact of the globalization and mass communication on Islamic Society?

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<sup>5</sup> Amal Ibrahim Abd El-Fattah Khalil, "The Islamic perspective of interpersonal communication." *Journal of Islamic Studies* 4, no. 2 (2016): 22-37.

## **Research Methodology**

### **Research design**

The research design mainly looks into the sources of the data and the nature of the data. The research design entails qualitative, quantitative, and mixed-method. The quantitative method refers to collecting the numerical and statistical data, the main purpose of choosing the quantitative data collection method is to test hypotheses and strive to develop the statistical relationship between the variable. The quantitative data allows the research study to increase the objectivity of the data; this method also helps the researcher to increase the generalizability of the data and is also known as the top-down approach helping the research to test the hypotheses. On the other hand, the qualitative data refers to data available as the words, texts, and images, it mainly allows the research to improve the subjectivity of the data. In this method, the findings are less generalizable and are more focused and specified. It mainly helps the researcher to understand social interactions and social observations.<sup>6</sup>

This research study incorporates the qualitative method that helps in analyzing the concept of globalization and mass communication, in the light of the Islamic perspectives. The research mainly gathers the qualitative data from the secondary sources. In the data analysis section, it strives to learn about the concept of globalization and mass communication by initiating a content analysis.

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<sup>6</sup> Alan Bryman, "Quantitative and qualitative research: further reflections on their integration." In *Mixing methods: Qualitative and quantitative research* (Rutledge, 2017), 57-78..

## **Findings**

The findings of the research are to examine the concept of globalization and mass communication in Islamic perspective which is analytic research of the modern Muslim world. Therefore, after the entire research, the findings of this study is that there are two different perspectives of mass communication related to Islam. On the one hand, mass communication is useful for the people in the communication of Islam to guide the people about Islam and spread Islamic education to the people. This is a constructive sort of conclusion related to the study. On the other side, mass communication provides the hindrances in the spread of Islamic education such as influential videos and the additional use of social media and other channels of mass communication. In addition, the other finding is the transfer of the opinions and different thoughts of the people and experts of Islam and scholars of Islam through radio, television and social media give the different value to mass communication and media.

## **Conceptualization of globalization and mass communication in context of Islam**

The first theme of the study is related to the globalization and mass communication in context of the Islamic studies. It is investigated that globalization is a matter of consciousness as compared to the economics. As globalization is regarded as one of the strongest force which has profound as well as wide effects over the world, there is a deep impact on the economy as well as on different aspects of the life of the people living in the society. There is a major impact of globalization on every religion as well but it is regarded as the culturally homogeneous phenomenon. Similarly, globalization helps in altering the power relationships socially

as well as religiously<sup>7</sup>. Religion is known as the phenomenon of the existence of the human as it is involved in every field of human life like science, law, art, ethics and sociology. Therefore, religion is regarded to be involved in every aspect of the life in sense of cause as well as effects the human life. Religion is regarded as the phenomenon which is connected with the human being. A number of people are opposed to the concept of globalization as they have believed globalization demolish the culture of different. Due to this fear, a number of religious people have been into religious extremism and the terrorism based on terrorism. However, there are number of people that are waiting for the religion in order to offer the serious solutions towards globalization<sup>8</sup>. There is a group of people that is waiting for the religion that they provide solution to the globalization. Some of the positive side and aspect of the globalization are recognized as the facilitation of the foreign direct investment. Due to this it is analyzed that the religions have provided most powerful solutions for the social problems that are contemporary as mass communication is involved in the religion on social as well as personal levels among people and transcendental beings<sup>9</sup>. From the studies that are

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<sup>7</sup> M. R. Zheltukhina, N. I. Klushina, E. B. Ponomarenko, N. N. Vasilkova, and A. I. Dzyubenko. "Modern Media Influence: Mass Culture-Mass Consciousness-Mass Communication." *XLinguae Journal* 10, no. 4 (2017): 96-105.

<sup>8</sup> Salma and Al-Khazalah, "Negative Impacts of Cultural Globalisation on Islamic Identity: A Regional Project on Hashemite University Students= الثقافة العولمة سلبيات على الهوية الإسلامية دراسة إقليمية على إقليمية جامعة الهاشمية Students= الثقافة العولمة سلبيات على الهوية الإسلامية دراسة إقليمية على إقليمية جامعة الهاشمية" *Journal of Educational and Psychological Studies* 193, no. 5675 (2016): 1-9.

<sup>9</sup> Nawi, Jamsari, Hamzah, Sulaiman and Umar, "The impact of globalization on current Islamic education." (2012).

used in the study it is analyzed that globalization have directed the world economy collectively and had also affected interdependent production and consumption happens.

The Muslims would collectively, peacefully, systematically and publicly strive for the compromised Islamic modern public sphere in case the conditions abruptly as well as visibly hinder the realization of the desires which subjective and effective modification and expectation in order to satisfy their desires. In this, the political coercion helps in precluding the satisfaction of given desires as well as efficacious modification of the desires, the Muslims would inventively modernize and radicalize the ideology which helps in endorsing the anti-violence as well as anti-rationalist chauvinism <sup>10</sup>.

Similarly there is a different concept of mass communication in the Islamic perspective as compare to the traditional concept. From the studies that are previously used in the research mass communication comes under the umbrella of information and communication systems and it is defined as the communication of information from an individual, large or small group of people, or a small corporation to a large group of assorted and mysterious people. It is analyzed that there are several most commonly used channels for communication which includes the print media, radio, social media and television. The concept of communication in Islam is for human interaction as well as societal relationship which is due to the individual human being which cannot secure everything which is important for the livelihood of people. Islam is also considered as a

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<sup>10</sup> Matos, "Globalization and the mass media." (2012).

communication-based religion<sup>11</sup>. Islam also used all the modern means of communication as it is considered to be important for spreading the religion. The work of spreading the Islam is used in communicating the truth of divine message for the people.

The communication system differs from one place to another depending on the level of civilization of the people. It is investigated that Islam is the religion which is majorly based on the communication, and then in similarity to any religion, is confronting various challenges to progress and amend to innovativeness and is specific to the cultural and economic power and struggle of a dominant west. For the communication of that particular data, still, the mass communication is used to communicate from one person to another and one person to many. There are number of forms of media like the news media, television broadcasts, radio and digital communication like internet which is used the provider of the information as well as news<sup>12</sup>. In addition, these channels are offering the awareness of Islam such as news and Islamic channel websites and magazines are providing great services.

#### **Analyzing the impact of the globalization and mass communication on Islam**

Another theme of the study is related to the globalization and mass communication from the perspective of Islam. The concept of globalization has become a universal phenomenon which facilitated

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<sup>11</sup> Hasan Kosebalaban, "The impact of globalization on Islamic political identity: the case of Turkey." *World Affairs* 168, no. 1 (2005): 27-37.

<sup>12</sup> Daan Dini Khairunida, and Faisal Basri, "Utilization of Mass Media For the Development of Islamic Education in AL-Amin Vocational High School. University -Community Engagement October 8-10, 2018 3, no. 1 (2018): 171.

technological advancement, the development of the cross-exchange cultural and exchange of the trade. Globalization is considered as an aspect of the human life which is always there from the beginning of the humanity. From the perspective it is the concept which corresponds with the natural human instinct as well as has tendency of man towards being a social animal<sup>13</sup>. It is analyzed from the study that the process of globalisation is associated with the comparative advantage, open economy and free trade as its origin can be easily traced to a long time before the emergence of such ideas. Globalization targets the small gaps which helps in separating different communities which is done by exchanging the benefits in every aspect of life which includes social, scientific as well as political governance<sup>14</sup>. For this they exchange the information which helps in understanding the value of each other along with the codes of ethics which helps in building a common ground.

The process of westernization conflicts with the concept of globalization in Islam as it contains less understanding as well as building of common ground to different enterprises. It is investigated from the study that with the help of globalization, developed and developing economics benefit out of each other's expertise and compete on the international and recognized level such as the foreign exchange market. There are different Islamic attitudes which can be implemented in the process of

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<sup>13</sup> Burlacu, Sorin, Corneliu Gutu, and Florin Octavian Matei. "Globalization-pros and cons." *Calitatea* 19, no. S1 (2018): 122-125.

<sup>14</sup> Greenberg, Bradley S., and Michael B. Salwen. "Mass communication theory and research: Concepts and models." In *An integrated approach to communication theory and research*, pp. 75-88. Routledge, 2014.

globalization. The perceptions of Islam are considered as the reason behind this along with the contact with modernity and local conditions. Thus it is analyzed that the discrete experiences have ability to shape the different ideas of Islam, criticisms, tactics desires as well as modern and non-modern commitments<sup>15</sup>. In this process, the economic, political as well as cultural loss gradually impedes the satisfaction of desires without any visible injustice, the Muslims would adopt a devout, apolitical and private Islamism which is considered to be intertwined, compatible with the process of rationalization.

Furthermore, mass media is also considered to be very important in modern world as it has general benefits over the society. A major part of Islamic society is affected by the mass communication in positive manner as it is considered as an important tool for disseminating the information, entertaining as well as educating the people in the modern world. Education is not regarded to be something that is confined towards the educational institutes but it is a wide areas which also covers the culture and religion. Communication is considered as process in which the information is exchanged as well as shared for getting the possible meaning. It also possess positive impacts in Islamic context as it is defined as the concept which helps in creating a mutual understanding as well as to understand feelings<sup>16</sup>. It is also considered as the medium which helps in sharing the positive information as well as message from a person to another. In

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<sup>15</sup> Daan Dini Khairunida, and Faisal Basri, "Utilization of Mass Media, 171.

<sup>16</sup> Nawī, Mohd Aliff Mohd, Ezad Azraai Jamsari, Mohd Isa Hamzah, Adibah Sulaiman, and Azizi Umar. "The impact of globalization on current Islamic education." (2012).

context of Islam, the communication is more sophisticated network of direct communication that is used for different purposes which includes information, marketing, education and leisure. There is fact that cannot be denied that these forms of communication is considered as the tool for opinion makers in the public. The contemporary technology is used in normal routine in the educational institutes for providing more impactful teaching and sharing the Islamic values. Moreover, Information Technology (IT) and mass media make it quite easy for the individual to access the data and information related to any subject in the globe<sup>17</sup>. Thus, for spreading Islam, the mass media is considered as the main thing which can play a role in order to spread Islam, which should be used in order to disseminate the divine message completely.

### **Recommendation**

Looking on to the concept of the globalization and the mass communication in the light of Islam, many of the research studies hold the multiple views which are negative and positive. As mass communication has made the Islamic teaching universal and available across numerous platforms, it is recommended that a universal and global committee informed that oversees the communication across the media and has the ability to label information valid. As globalization has facilitated the process of westernization, which has distorted the Islamic teachings and value, it is important that Islamic states define a governing body that regulates the mass communication and media. As the globalization has facilitated the formation of the westerner global players such as BBC and

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<sup>17</sup> Zheltukhina, M. R., N. I. Klushina, E. B. Ponomarenko, N. N. Vasilkova, and A. I. Dzyubenko. "Modern Media Influence: Mass Culture-Mass Consciousness-Mass Communication." *XLinguae Journal* 10, no. 4 (2017): 96-105.

CNN, it is important that a global Muslim channel is formed that works towards the western media and media imperialism. As through globalization, Muslim scholars are emerging such as Mufti Menk, it is required that a global platform is established with the consent of all the Muslim nation that works toward improving the knowledge and preaching the message of Islam in a better way.

### **Conclusion**

The following research study is based on identifying the concept of globalization and mass communication in Islamic perspective an analytic study of the contemporary Muslim world. It has been comprehended that mass communication plays a key role in Islam. The justification of the aforementioned statement the difference between conventional and modern Islam. Currently, the mass communication along with its transformation in updated version self-mass communication performs a key role in the development of the Islamic information which eventually resulted in the enhanced awareness of the people about the Islamic.

In addition, the research gives the importance of mass communication is taken to the major facilitator in terms of transform of knowledge and communication in the globe. The problem related to the concept of globalization and mass communication in the Islamic perspective is the hindrances in the education of Islam via the execution of conventional mass communication. Further, sustainability in the ideology of Islam is a big issue at the global level because some Islamic dominant countries have different perspectives related to the ideology of Islam. Therefore, this research is aimed to examine the concept of globalization and mass communication in Islamic perspective which fills that specific gap of the research.