

Da'wah (Proselytization) and Qur'anic Moral Excellence: An Exposition

Authors : Attahir Shehu Mainiyo, Ahmad Ibrahim Karfe

Abstract : The Glorious Qur'an, as the central religious text of Islam, addresses various aspects of human life and provides guidance for personal and societal development. It also outlines the moral excellence of individuals and communities, focusing on spiritual, moral, and social dimensions. Da'wah is the act of inviting others to Islam, emphasizing the significance of conveying the message with kindness, patience, and understanding. Qur'anic moral excellence, as evinced in the Qur'an encompasses virtues such as compassion, honesty, humility, patience, and generosity. The Glorious Qur'an, therefore, harps on the importance of embodying these values in daily life, serving as a guide for individuals engaged in Da'wah activities to exemplify moral excellence through their actions and characters. It is in line with this backdrop that this article intends to assess the Da'wah and Qur'anic Moral Excellence. However, to achieve the objectives of the research, the article attempts to answer some basic questions. Emphasizes were laid in the Glorious on the need to invite others to the true path of Islam and the qualities of Da'i necessary for his Da'wah activities. The paper also discussed the impact of Qur'anic moral excellence on the Da'i and those invited to Islam. The paper adopts an analytical methodology and utilizes secondary data for the research.

Keywords : Da'wah, Qur'an, moral, excellence

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