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## **THE ISLAMIC CONCEPT OF MASS COMMUNICATION**

Dr. Saqib Riaz,  
Assistant Professor,  
Dept. of Mass Communication,  
Allama Iqbal Open University, Islamabad, Pakistan

&

Mr. Shahid Hussain,  
Lecturer, Dept. of Mass Communication,  
Allama Iqbal Open University, Islamabad,  
Pakistan

### **ABSTRACT:**

*Today is the age of communication, where effective communication can play a vital role in influencing the public opinion. This paper attempts to present the Islamic Model of Communication, which states that the communication should be for the betterment of the society and to encourage good deeds. It forbids its followers to use communication for negative purposes. The paper concludes that the Islamic Model of Mass Communications can play an important role in establishing peace and eternity in the society.*