

Endorsing a Social Lifestyle Based on the Qur'an and Sunnah and Emphasizing the Visual Arts in the Media

Abstract

From the Islamic point of view, society or communal environment is one of the most imperative factors and contexts in which human personality is formed. The social environment in diverse societies is constantly changing and adapting to the requirements of time and place. In today's world of communication and the age of propaganda, the media has an important place in depicting social ideals and culture. Wide global networks play a central role in shaping public opinion. The religion of Islam has always paid attention to the Islamic way of life and has provided guidelines for aspects of human life that can guide man on the path of growth. Community agents and intellectuals in the fields of behavior and society, due to the rapid changes in society and factors such as the emergence of new ways of life, changing attitudes and norms of life and the emergence of socio-ethical issues, pay exceptional consideration to the need to promote lifestyle; moreover, they have experienced the desired society of Islamic culture. The issue raised here is the role of the application of visual arts in promoting a social lifestyle based on the Qur'an and Sunnah. The present study applies a descriptive and analytical method to achieve a model for promoting Islamic social lifestyle with the media as one of the new communication tools. In this regard, the present study with a strategic approach and with the aim of determining the role of Quran and Sunnah on people's social lifestyle in the media has reached the conclusion that the media has a role beyond program production due to its impact on various areas of life. Hence, adhering to religion and institutionalizing Islamic values and removing anti-religious programs from the media are imperative.

Research aims:

1. Analysis of the desired patterns of social life in Islamic culture with emphasis on the Qur'an and Sunnah
2. Investigating the role of visual arts and media in promoting social lifestyle according to Islamic culture

Research questions:

1. In Islamic culture, what are the criteria for a social lifestyle for individuals?
2. What is the role of visual arts and media in today's society in promoting a social lifestyle in accordance with the Qur'an and Sunnah?

Keywords: social lifestyle, Quran and Sunnah, visual arts

Introduction

Lifestyle is a set of systematic patterns of behavior that originate from the beliefs, values, and norms formed in a culture. Certainly, passive acceptance of the lifestyle is not appropriate for Muslim societies that enjoy valuable treasures in the field of lifestyle, and it is natural that special emphasis should be placed on the Islamic lifestyle due to the Islamic nature of the Iranian society. The prominence of this point is multiplied when we realize that lifestyle alone is not a library issue and includes aspects of individual and social life of human beings. Therefore, it cannot be presented in the form of a law or a letter of intent, but for important parts of it, a proper basis must be shaped based on social norms by constantly propagating religious values. In this case, the role of the national media and, consequently, the provincial media as an important institution in shaping the lifestyle, is quite visible. Media and broadcasting products are one of the most significant factors influencing the formation of new lifestyles or changing standards of living, especially as the media in today's world pushes the boundaries to the farthest and uttermost distance, the most inaccessible parts of the earth have been penetrated. Among these, radio and television have a special place in terms of informal education and modeling, and due to the simultaneous and coordinated use of image and sound, they have an undeniable impact on their audiences; moreover, because of their special attractions and charms bestow a greater role and contribution in transmitting behavioral and cultural patterns. In this regard, the Qur'an and the Ahl al-Bayt (PBUH) are also one of the best role models in the Islamic society who can be a model for everyone in all fields. Accordingly, a person who wishes to align his lifestyle with religious values must listen to a sermon that draws him closer to God and strengthens faith in his heart.

Regarding the background of the present study, it should be said that so far no work has dealt with this issue independently, however, articles in the field of media and its role in individual and social life have been written. The book "Religion and Lifestyle" is a research by "Mohammad Saeed Mahdavi Kani" published in (2008), the results of which are as follows: In this study, the "conceptualism" of religion and lifestyle is discussed and with Etymology and study of definitions of lifestyle and critique and study of them have examined the elements of unity and distinction, objectivity and subjectivity, collective and individual and symbolic or original function of lifestyle. Based on the results obtained in the study "Islamic strategic drawing, in the face of the impact of contemporary media on family and youth lifestyles" in (2008) by Wajdi Mohammad Barakat and Mansour Hassan shows that the comprehensive impact of the world's media that more it is under the control of Western countries, it is not hidden from anyone. This descriptive-analytical study, using a survey, examines the most important negative consequences of the media in changing the lifestyles of families and youth in Islamic countries. Ali Nabiollah in a study entitled "Youth and a desirable lifestyle from the perspective of the Qur'an" (2012) using the verses of the Qur'an and then the explanations of the Imams (AS) and the views of commentators, as well as the views of Imam Khomeini (RA) and the Supreme Leader of the Revolution seeks to achieve the aforementioned goal. Having an Islamic identity and paying attention to the origin and resurrection, making the best use of youthful opportunities, self-improvement and purpose in life, paying attention and respect to parents, maintaining religious boundaries in relation to strangers and those who are not "mahram", as well as national identity and moderation in nationalism, are some of the features of this research that have been addressed. Mohammad Hemmati has achieved the following results with a study entitled "Speech requirements of Islamic lifestyle in the national media" (2012); in this study, the media has general and all-purpose effects on society and is a model of specific style of speech. One of the components of a young man's lifestyle is his speech. Given the importance of the role of national media in the speech style of young audiences and the educational function of national media, in this study, with reference to the responsibility of programmers about common speech in the media, criteria based on religious teachings are extracted. The book "Fundamentals of a Faithful Lifestyle with a Look at Material Schools with Emphasis on Economics" is a research by Gholam Hossein Ayouzi that was conducted in (2012). The present study is an attempt to

explain the faithful lifestyle in the field of Islamic economic system. The conceptual model of research has been formed by passing on the theories formed on the subject of lifestyle with emphasis on Pierre Bourdieu's view. Seyed Hassan Seyedpour Azar in a study entitled "Ethical components of consumption in the lifestyle of agents" (2013) with a descriptive-analytical approach to the moral components in verses and hadiths and the lifestyle of the Ahl al-Bayt (AS) seeks to recognize the ethical components of consumption in the lives of brokers. According to the researches that have been done so far, this research intends to use a descriptive and analytical method and relying on library data on the role of Quran and Sunnah teachings on people's social lifestyle and the role of radio and television, especially the media. A province in culture-making to illuminate the social lifestyle of the people. Authentic virtual resources such as sites and CDs will also be used. Therefore, the writing of this research can play a pivotal role in the preparation and production of lifestyle themed programs in the Qur'an and Sunnah so that they can institutionalize this culture in society through codified and appropriate planning.

Conclusion

Religion uses the media as a tool to convey a religious message. In religious propaganda, he is the sender of God; The media is pure; The message is also the message of God and all are one. Only the receiver is variable. The Qur'an emphasizes the one who is the sender (God), who creates a powerful, reliable and definite source. The message is that whatever the path and towards whomever, the recipient is well structured and specific. The receiver refers to all human beings. Living in a community and interacting with others is a natural or innate human trait. Awareness is one of the functions of the media along with other functions such as socialization, information and acculturation that can be applied in parallel with them. Awareness is one of the functions of the media along with other functions such as socialization, information and acculturation that can be applied in parallel with them. Awareness is one of the basic human needs that the media can address. The greater the awareness and insight of the people, the greater their conscious presence in society and their political and social participation. In other words, awareness-raising is the most common function of the media, which, while embracing other functions, increases the awareness and insight of the audience and comprehends their presence in various fields. The media can influence the audience's inclination and unwillingness to the Islamic way of life, and it is a very valuable opportunity for the media to strengthen Islamic values. Due to its impact on all areas of life, the media has a role beyond the construction and production of the program and must have a religious mission that requires a long way to go to research this mission. Hence, one of the main tasks in this field is to eliminate non-religious norms and programs and to produce programs that can introduce Islamic values and patterns. In the meantime, the role of the provincial media cannot be ignored, because the provincial networks, by producing programs in accordance with the local culture of their region, can direct the audience towards religious and moral values according to the goals which is the Qur'an and the Ahl-e-Sunat.

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