

IMAGE BUILDING FOR ISLAMIC SCHOOLS THROUGH MEDIA: AN ANALYTICAL PERSPECTIVE

MUHAMMAD NAVEED ANWAR¹, MUHAMMAD HAMID ULLAH² & NASIR KHAN³

¹Ph.D Scholar, University of Management and Technology Lahore, Pakistan

²Dean, Faculty of Social Sciences, Riphah International University, Islamabad, Pakistan

³Ph.D Scholar, National University of Modern Languages, Islamabad, Pakistan

ABSTRACT

While establishing new school chain in Pakistan amid many already established chains that getting good share out of it, is really an uphill task that opens up debate of peculiarity, means which model to adopt for penetration and income; secular or Islamic? There are merits and demerits of tilting toward the one. Islam is considered as the second largest populated religion in the world. The Muslims are scattered in numbers in every part of the globe. Their impression isn't what they think of themselves and what they really are; they are searching respectable recognition necessary for their co existence and identity. Their image is being damaged through media (print, electronic and broadcasting). Their system of education is taken for granted and their educational institutions are tagged as terrorists' nurseries. There is a dire need to devise a mechanism that builds image (artifact that depicts or records visual perception) for Islamic School, a harbinger of transformation in post modern world, society through effectual usage of media.

Having acknowledged issues those are associated with negative image, this study encompasses and undertakes ways to look into it by reviewing established literature, recommendations and suggestion given by noteworthy researchers and media experts encompassing role of media in framing fundamental image of Islamic schools. Unfortunately, the overall picture exhibited by media is negative and detrimental.

KEYWORDS: Image Building, Penetration and Income, Media (Print, Electronic and Broadcasting)