

Research Paper

Using a Common Language in the Process of Persuading and Educating the Audience from the Perspective of the Verses of the Holy Quran

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Extended Abstract

1. Introduction

A common language means understanding each other's language of speech and culture. If this happens in the relationship between the teacher and the student, persuasion occurs first, and then education is included in its process. Since the Holy Quran was revealed to guide mankind, it has considered the language of speech and the language of culture in all its verses and has used them both in persuading and educating mankind and in the process of reforming what was customary among them. Therefore, the

role and importance of empathy and concord with the audience (common language) and the persuasion and companionship resulting from it in educating human beings are not hidden from anyone. Moreover, considering the Quran as a model and guide, it is necessary to know what the communication structure of the Quran with its audience is like. And what the characteristics of the Quran's persuasive process - especially in educating the audience - are and what principles it follows. The present research attempts to discover the Quran's method of educating the audience through

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persuasion and introduces it by presenting some Quranic examples.

2. Methods

Given the importance of documentary and library methods in humanities research, the present study uses the sampling technique method and follows a descriptive-analytical approach.

3. Results

The accuracy of the verses of the Holy Quran and the special methodology that indicates the efforts of the great prophets (peace be upon them) in persuading their audiences and achieving it, lead us to the point that the method of dialogue in the Quran has certain principles based on which we can hope for a logical and correct results, including good debate, presenting evidence, seeking truth and honesty, avoiding suspicion and suspicion, courage, and listening to what is said. However, one of the necessary ways to interact with others is to have a common language; in other words, creating a sense of empathy and sympathy with the audience. Also, one of the most important ways to persuade the audience is to use a common language and a mutual understanding between the teacher and the student. Therefore, the Quran approaches the issue of a common language and mutual understanding with characteristics such as having an executive guarantee, being effective, being easy to access, being universal, and emphasizing commonalities. It could be said that the Quran's interpretation of persuasion and its method of implementation is the same as "the best debate" that it addresses to its messenger

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(PBUH). In summary, the best debate in the Quran is to maintain a common language, that is a dialogue conducted with reason, reasoning, and evidence, and not with controversy and clamor. Therefore, a common language is effective when it is dominated by a moral spirit from beginning to end.

4. Conclusion

One of the most popular and common methods of persuading the audience is argument and debate, the basis of which is the expression of commonalities and their necessary and timely use. Since the most important effect of a common language is the empathy and companionship of the trainee with the trainer, this companionship facilitates the process of persuasion and education so that whatever the trainer deems appropriate for the trainee is embedded in him. It goes without saying that this empathy and common language that has been created strengthens the common language and makes persuasion more comprehensive, more stable, and education more lasting.

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Authors' Contribution

The article was written by two authors, with the entire research responsibility falling on the corresponding author.

Conflict of Interest

The authors declare no conflict of interest.

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