



www.ummabbadacademy.com

THE ROLE OF THE MUALLIMA

IN CREATING
ISLAMIC CONTENT
FOR THE MUSLIM
UMMAH

WHY IS CONTENT CREATION IMPORTANT IN THE MUSLIM UMMMAH?

Presentation by **Shakirah Hunter**

OVERVIEW

Introduction

**IMPORTANCE OF MUSLIM
CONTENT**

**DOUBTS ABOUT BOOKS
AND CONTENT**

**COMBATING
IDEOLOGIES**

CHALLENGES IN DESIGN

**CONTENT CREATION HAS TO BE OF A
HIGH STANDARD**

DESIGN ELEMENTS

**HOW WE TELL THE STORY IS
INCREDIBLY IMPORTANT**

LANGUAGE

**HOW WORDS AFFECT
CONCENTRATION**

**CREATING CONNECTION AND
IMPACT**

**JAZAKALLAHU
KHAIRA**

INTRODUCTION

The young muslim in South Africa lives in a unique position of having a society of strong Muslim faith yet at the same time living in a non Muslim country and a Western world. Understanding the unique position that our children find themselves in , allows us to understand the importance of creating content to combat as well as support the world that they live in.



IMPORTANCE OF ISLAMIC CONTENT

Page

05

THE STORY
CONNECTS OUR
STUDENTS TO A
LARGER
HISTORY.

CREATING A
MUSLIM
IDENTITY THAT
CAN
WITHSTAND THE
MODERN DAY
CHALLENGES

AQEEDAH - PROTECTING BELIEF SYSTEMS

01

Creating content that allows us to connect the classroom to their larger belief systems.

02

Who do I trust? How do I know which author is trustworthy and shares the same belief system that I do?

DESIGN ELEMENTS IN CONTENT CREATION

OVERVIEW

- Draws attention
- conveys the essence of the content
- visual communication
- conveys specific messages
- visual storytelling
- enhances the reading experience

PROPONENTS

- target audiences
- purpose
- context
- combines creativity and technical skills and a deep understanding of visual communication

HOW WE TELL THE STORY MATTERS

Objective 1

Language and conveying a core message.

Objective 2

Spacing of language. Font and holding attention.



STORYTELLING

Storytelling brings language learning alive and creates a participatory and immersive experience that allows Young Learners to enjoy hearing the language in a dynamic, sometimes stylistic and entertaining way.

STORYTELLING

Quantitative

Participation using key vocabulary and phrases can create an awareness of rhythm and structure. This atmosphere of play and creative expression creates an appetite for more similar experiences. Students who have enjoyed storytelling in class often ask for more stories and also feel motivated and encouraged to create and tell, act out or illustrate their own stories in a variety of ways.

Qualitative

Stories also offer a link between the classroom and home. Stories offer everyone a chance to enjoy language and discover new worlds, new words and new things about themselves.

IMPLEMENTATION

Familiar Language

One of the most important functions of language is to build "homophily" or a sense of commonality with one's readers. Language which is foreign and unfamiliar to the reader tends to emphasize the differences between writer and reader, and makes the message difficult to understand. By using language that is familiar to the reader, the message is likely to have more impact.

Precise and Clear Language

Precise and Clear Language
The use of appropriate language is a tricky matter because the meaning of words is relative and situational. In other words, words can be interpreted in different ways by different people in different situations. For this reason, it is important to choose language which is as precise and clear as possible. The more precise and clear one's use of language becomes, the fewer the number of possible interpretations for a message.

Constructive Language

Constructive Language
Constructive language phrases a potentially negative message in a positive way, whereas destructive language directs blame and criticism toward the reader, creating defensiveness.