Strategic Role of Media in Islamic Unity for Defensing the Al-Aqsa Mosque and Conquering the Quds

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Abstract

The theoretical foundation of this study is that how the media can play a role in Islamic unity to defense the Al-Aqsa Mosque by emphasizing on doctrine of messianism. Therefore, if we accept the strategy of west in supporting the Israel regime and deny the Quds status, it is based on strategically supported western countries' media as they are backing the terrorism militarily and financially. It is importantly up to Islamic world media to cope with "media terrorism" through mobilization of Muslims. On this basis, it is necessary to focus on doctrine of messianism to ideally enlightening the formulation of a "media strategies" in order to provide a context for Islamic unity to defense Al-Aqsa Mosque and to conquer the Quds. As it is obvious, "to cope with media messianism" which is being propagated by media of Imperialism as well as Zionist to prevent the ultimate realization of Islamic unity, there should be four cyclic steps: "surveillance, criticism, response and

reflection".

The results of the present study show that strategizing the media messianism focusing on uniting the Muslims with the aim of defensing the Al-Aqsa Mosque and conquering the Quds will not be effective and optimal unless this strategy is a synthesis of three dialectical interactions (face to face, media and pseudo-media). Hence, to make it "operational", it is necessary to focus on those "constructive geographical elements" such as language, tools, media institutions, targeted audience and media products, so that this practical strategy realizes messianism of conquering the Quds as it promised by Surah 7 Al-Asra in Quran:" to go into the mosque the first time they came to the mosque and destroy whatever they could".

Keywords: media strategy, Islamic unity, doctrine of messianism, Quds

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