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## **Communication Activities of Islamic Organizations to Improve the Image of Islam: Muslim World League Model**

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### **Abstract**

This research aims to identify the communication activities in Islamic organizations to improve the image of Islam through applying to the Muslim World League , It also aims to identify the types of communication activities used by the Association and its role in improving the image of Islam from the perspective of its employees , and to identify methods used communication methods, It also aims to identify the challenges and constraints faced by communicators in the implementation of these communication activities. The researcher adopted the descriptive approach to reach the survey results of the study and its objectives .

The researcher prepared a questionnaire that was applied to all communicators in the media departments of the Muslim World League and their number (73) Single, the research was divided into two chapters Chapter one covers the methodological and theoretical framework of research the second chapter consisted of presenting and discussing the results of the research as well as a summary of the final results and recommendations.

The results showed that the most important communication activities carried out by the Association to improve the image of Islam are the organization of meetings, conferences and symposia , The results of the research also found that the most important role played by these activities is to thwart the false claims of linking terrorism with Islam and combating extremist and terrorist ideas, And that the most important means of communication used during the exercise of communication activities are Indirect personal communication , "electronic" and direct personal communication and Collective communication means, And that the most important communication methods used in the practice of communication activities is the establishment of intellectual forums to open a dialogue with scientists and experts in the West on everything that would highlight the correct concepts of Islam, While the most important

challenges facing communicators in the implementation of communication activities of the Association were the lack of appropriate training.

The research also made a number of recommendations, including work to provide the media departments of the Association with specialists and those with higher degrees in the field of media and public relations to develop their activities in accordance with a studied academic approach, And the need to hold workshops and training courses on a continuous basis for communication in the media departments to improve their skills and raise their level of competence, And to employ the experienced women and benefit from their energies and experiences, This comes in line with the vision of the Kingdom of 2030, which is concerned with the empowerment of women as half of society.

**Keywords:** Communication Activities, Islamic Organizations, the Image of Islam, the Mental Image, the Muslim World League.