

Indicators and practical components of Islamic lifestyle in outdoor advertising¹

Zahra Faizi²

Masoumeh Omidbakhsh³

Leila Khosravi⁴

Hamid Saber Razam⁵

This article was compiled with the aim of identifying the components and practical indicators of Islamic lifestyle in outdoor advertising. Qualitative method using focal interviews were employed to gather data. The participants included Islamic lifestyle experts and advertising experts. To reach the statistical sample, snowball, purposive sampling method was used. According to the theoretical saturation theory, saturation was obtained through interviews with 12 experts, 7 of whom were present at the focal interview sessions. The results showed that the Quranic lifestyle has 4 components including relationship with God, relationship with oneself, relationship with others, and relationship with nature, as well as 52 indicators. In order to operate and portray lifestyle in outdoor advertising, personal relationship with others was selected as a Quranic lifestyle component, and the golden rule index, easy marriage, cheerfulness in dealing with others, and hopefulness in social relationships were chosen as Quranic lifestyle indicators.

Keywords: Islamic lifestyle, outdoor advertising, easy marriage, cheerfulness and happiness, hopefulness.

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2. PhD student in Religious Research Studies, University of Religions and Madhhabs of Islam and researcher of Jahād-e Dāneshgāhi, Tehran, Iran. (the author)

3. Master of Social Research, Researcher of the Quranic Organization of Academics (Jahād-e Dāneshgāhi), Tehran, Iran.

4. Master of Educational Sciences (Educational Management) and Researcher, Department of Quran and Training, Center for Interdisciplinary Studies of the Holy Quran, Quranic Organization of Academics (Jahād-e Dāneshgāhi), Tehran, Iran.

5. Assistant Professor and Faculty Member, Department of Educational Management, Jahād-e Dāneshgāhi, Quranic Organization of Academics (Jahād-e Dāneshgāhi), Tehran, Iran.