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Research Paper

Cultural Co-familiarity as Qur'anic Model of Intercultural Communication; Comparative Approach

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Abstract

intercultural thinking is a response to egocentrism in contemporary world that has appeared as westernism, racism and takfir. The main question of this study is what way does Islamic thought suggest for man to behave in encountering "The other" that would not lead to anti-semitism or otherism We are seeking qur'anic intercultural communication model through comparative study by responding five question: why, who, where, what and how. For comparative study, anthropological thoughts of three Geo-Epistemological fields, intercultural communication opinions of thinkers such as Mead and Gudykanst in Anglo-American field, Strauss and Carbaugh in French field and Herder and Wimmer in Germanic field are explained in the form of three intercultural communication models: accommodation, cooperation and polylog. Qur'anic model, in return, is explained by The thirteenth verse of Surah of Hojorat. This verse relate virtue to cultural differences through Ta'arof (co-familiarity) to alternates contempt by respect. This model can name Ta'arof. at the end, the components and process of this sacred model as "Cultural co-familiarity" are analyzed and its distinction with the other three models is clarified.

Conflict of interest:

According to the authors of the article, did not have any conflict of interest.

Keywords:

Ta'arof, Differences, Self and other, Intercultural communication, Virtue, Respect.