



Persuasive Communication and Attitude Change: An Empirical Study of the Effects of Mediated Motivational Videos on Religiosity of Pakistani Viewers

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Abstract

The study tends to investigate role of persuasive communication in bringing up significant changes in the attitude of respondents. Drawing on the theoretical foundation of ELM (Elaboration Likelihood Model) the study investigated how individuals engage and respond towards persuasive videos of popular scholars within religious contexts. Empirical investigation employing experimental design of (Pre-Test) and (Post Test) have been conducted using simple random sampling technique. The manipulated variables of “Exposure to persuasive communication and “Religiosity” have been used for conducting experiment on sample of 110 respondents. The findings proved the undertaken hypothesis with 0.00 significant value that there is significantly positive relationship with exposure to persuasive motivational communication and the level of positive perception about Islam. The more is the exposure to positively inspiring motivational videos the more will be the level of religiosity in terms of positive perception of Islam in Muslim consumers of Pakistan.

Keywords: : Persuasion, Attitude changes, Religiosity, Islam, videos

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INTRODUCTION

Persuasion plays a critical role in human interactions and the scope of persuasion is predominantly widespread extending from religious communication to political, social, ethical and cultural contexts. The nuances of persuasion serve as guiding principle for public speakers, religious leaders, politicians and anyone who wants to have any influential, persuasive and sway communication with others. The concept of persuasive communication within religious context is as old as the human history (Gallo, 2019).

People communicate with each other in order to make some impact or difference, to motivate, gain some desired outcomes or to change attitude of their audience (Gordon, 2023). Religious communication functions as one of the most fundamental facet of human interaction and it encompasses a dynamic array of beliefs, values, culture and practices. The central purpose of religious communication pursues to convey, persuade, reinforce and bring changes in sanctified beliefs, spiritual teachings, ethics and moral values in order to shape respondent's view about life as channelled by divine (Gazniuk, 2019).

Religious communication is integrated by using persuasion as the most pivotal and fundamental approach for the fact that it strengthens the ability to influence beliefs, attitudes and behaviours of respondents towards religious doctrines by employing persuasive communication techniques and strategies (Adam, 2017). Henceforth interpreting the dynamics of persuasive communication within religious contexts is significant for comprehending the whole mechanism of formation, transmission and reinforcement of religiosity among people as consumers of persuasive religious communication.

The study of persuasive communication in religious context is complex, a novel approach, and multifaceted as it ought to employ multidisciplinary approach. Religiosity can be observed by interpreting the concept of social cohesion and integration (Peter & Jemegbe, 2020). The phenomenon required theoretical foundations from multiple disciplines such as communication, anthropology, sociology, psychology and religious studies.

Research scholars have always been intrigued by phenomenon of effects of persuasive communication in formation of religious doctrine. Elaboration Likelihood Model by Petty and Cacioppo (1986) has been recognized as one of the most significant model for interpreting process of persuasion. The model proposed two routes for persuasion: The Central route and the Peripheral route. The central route refers to systematic, logical and cognitive processing of information with high elaboration, whereas peripheral route refers to heuristic and emotional appeal.

Since religion plays role of an institution, ensures provision regarding sanction of ethics, morality, ideology and identity to people. Consequently, persuasion possessing religious discourse and doctrine serves as strong stimulus and have strong effects on behaviours and attitudes of people.

Myers (2011) highlighted the significance of persuasion by stating that a single message can induce transformations and change in attitudes and behaviours of targeted audiences. Persuasion is generally used by experts, policy makers, and leaders, religious clerics or even by corporate trainers sector to create a certain influence on the audience with an intension to encourage them to adopt some idea, behaviour, attitude or a certain course of action. This is power of persuasion that a sermon by some religious scholar can be a life changing moment for an individual making them revert and a practising Muslim.

Molok et al (2018) emphasized on the importance of persuasion in communication by regarding it as one of the key concept used by ancient Greeks who practised rhetoric communication in order to persuade people to adopt some behaviours. Persuasive communication is used as a necessary strategy to communicate in campaigns related to health, education, religious movements, politics, marketing, advertising, and many others. The key intension is to gain maximum attention and to ensure the desired impacts on the audiences. Motivational speakers use strategies of persuasion and rhetoric communication in order to attract and influence their audiences. This persuasion becomes even more powerful by having religious doctrine and it serve as sensitive and strong stimulus for audiences.

Perloff (2003) explained the dynamics of persuasion which make an impact in the process of communication and its impacts on the attitudes in the 21st century and regarded persuasion to be a symbolic phenomenon of communication in which communication experts use some inspiring kind of words, symbols, images, sounds as an deliberate endeavour to influence their recipients. The process of persuasive communication is very interesting indeed because people are not being forced to adopt some idea, attitude or behaviour but they are convinced using certain communication strategies to adopt something new with consent. Messages are transmitted in very fascinating ways to grab the attention or at least to stimulate some thought provoking phenomenon in people.

Villani et al (2019) deduced that religiosity and spirituality strengthen by positive persuasion are reported to be the positive predictors of wellbeing and positive changes in attitudes and behaviours of people. Religious, Social and political leaders, motivational speakers, trend setters, change agents, communication experts, development communication advocates, social activists, corporate sector media managers, marketing experts and many others use their rhetoric communication and persuasive communication skills to attract most of their audience. Social movements can never be successful without using persuasion as an approach in their communication. Because persuasion enable them to gain maximum popularity among their potential audience, to set their agendas, to make them think in a certain way, to set their ideologies and to change their behaviours and attitudes.

Statement of problem

A trend of motivational sessions has been increased over the decade all around the globe. People have started adopting it as a full time profession and use media as a key tool to reach their potential audience. They use the potential power of their

communication to reach masses and inspire them to adopt positive approach towards life. The trend is getting popular in Pakistan as well. There are several communication experts who belong to different professions for instance psychologists, media professionals, public speakers, social activists, artists and others, who are using potential power of social media to reach people to communicate and persuade them to change their mind sets and make them rethink about the flaws in the existing system. This persuasive communication through motivational sessions is one of the most popular trends in Pakistan right now. Where these communicators and speakers are using the potential power of their communication and social media to influence the thinking patterns of people of Pakistan (Qasim, 2021).

Popular speakers of Pakistan such as Qasim Ali Shah, Maulana Tariq Jameel, Imran Khan, media celebrities, social activists or those who are using TED talks for connecting with people and making difference in their lives and behaviours having a huge audience which are active followers of these speakers. Qasim Ali Shah, the award winner of best trainer, the most prominent motivational speaker, life coach, corporate trainer, entrepreneur of Pakistan is serving his country with his effective communication skills. He is the man behind the popularity of trend of persuasive and motivational speaking in Pakistan. (LinkedIn, 2019). Maulana Tariq Jameel is world-famous, religious scholar, preacher, public speaker, communication expert and one of the most respected opinion leader and motivational speaker of Pakistan in terms of religion and Patriotism. He has been listed among the most popular speakers of world 2013/14 at international level. He is believed to be a preacher of positive image building of Islam and Pakistan. The rationale for taking him as the most influential motivational speaker of Pakistan in terms of religiosity is that he is the most popular scholar of Pakistan who is being listened by almost every sector.

Scope and significance of study

By highlighting the effective and directed use of motivational communication, the study is highly significant communication experts, speakers, religious scholars and activists to spread the positive use of media messages. In this era of communication and free interaction this holds a great importance to be studied how the communication is making difference in the lives of people. Motivational speakers and religious leaders of Pakistan have thousands of people as their audience who listen to them, believe in them, try to adopt their ideology, take their content as authentic and effective enough to act upon. The study would help religious leaders and motivational speakers to interpret the power they hold as source of inspiration and persuasion through media which would effectively help them to serve the social responsibility role for bringing positive changes in the attitude of people that will promote collective good and social changes regarding positive perception of Islam among people.

Research objectives

- To explore the effects of exposure to religious mediated motivational videos in terms of positive perception in consumers about peaceful role of Islam among consumers.
- To investigate significant difference between the scores (Religiosity) of respondents before and after getting expose to the stimulus material (Motivational

Videos of Molana Tariq Jameel).

- To investigate the significant difference between the central score (objective approach) and peripheral score (subjective approach) of respondents towards a motivational speaker (Molana Tariq Jameel).

Research Questions

1. Does exposure to mediated motivational videos promote positive perception in consumers about peaceful role of Islam?
2. Is there any significant difference between the scores (Religiosity) of respondents before and after getting expose to the stimulus material (Motivational Videos of Molana Tariq Jameel)?
3. Is there any significant difference between the central score (objective approach) and peripheral score (subjective approach) of respondents towards a motivational speaker (Molana Tariq Jameel)?

Hypothesis

H1 There is a significant relationship between exposure to mediated motivational videos and positive perception in consumers about peaceful role of Islam.

H2 There is a significant difference between the scores (Religiosity) of respondents before and after getting expose to the stimulus material (Motivational Videos of Molana Tariq Jameel).

H3 There is a significant difference between the central score (objective approach) and peripheral score (subjective approach) of respondents towards a motivational speaker (Molana Tariq Jameel).

LITERATURE REVIEW

Valentzas and Broni (2018) advocated the view that communication is an art of conveying ideas, information, thoughts and beliefs which is being used by communication experts, public speakers and influential leaders with an intension to gain shared understanding by using visuals, writing, speech, signals. Communication is termed to be effective and successful if it brings out the desired outcomes. When it is making some difference, bringing some new changes in the existing patterns of social system with the accomplishment of mutual understanding. (Keyton, 2011).

Simons, (1976), p. 21 stated that persuasion is designed to influence people with an intension to modify their attitudes, beliefs or values. Communication experts use certain rhetoric and strategic approaches to reach their potential audience and to design the most strong and effective message with a pre assumption that they are disseminating an accurate message to the most accurate audience with the most accurate approach.

The power of words have magical potential to crystalize perceptions in order to shape belief systems (Sadeghi, 2022). If a persuasive message is being conveyed by an influential person who already has followers in his audience the message will be more impactful. The religious scholars having a certain followership, the

political leaders, motivational speakers who have audience even make persuasive communication meaningful through their daily life actions. (Lunenburg, 2010).

Cacioppo and Petty (1989) conducted several experiments to study the impacts of persuasive communication as a motivational factor for people to adopt certain idea, impacting their attitude and eventually setting their behavioural pattern in the desired way. Kasten, & Osch, & Vries, et al (2019) proposed that all the changes in behaviour due to motivation in people have two distinguished phases; pre motivational phase and the post motivational phase of motivation. The motivation in people is strengthened by some pre-motivational factors and get consistent with post motivational factors as well.

Enormous research has been done by researchers in the field of psychology and behavioural studies to know the predictors of behaviour. What impacts the attitudes of people and set their behavioural patterns. Armitage & Conner (2010) studied the vast literature to review the validity of The Theory of Planned Behaviour (TPB). The study concluded that intentions and self-predictions were the strong predictors of behaviour. If a person has an intention to think in a certain way and he finds motivation to do so the persuasion or motivational words will affect him more than a person who does not have an intention to change his attitude or behaviour.

Efficient Communication experts have insight to understand the process of communication and importance of selection of right medium for it. Media, either mainstream media, social media or internet each media have strong influence and impact on opinions, views and actions of its consumers. This influence may be a result of passive observation or active comply to the message they get from their consumption and interaction with certain media. (Austin, 2019).

Communication experts have realized today that it is not easy to just disseminate a message and get effective outcomes and desired results. Today communication has to be very strategic, directed, planned and effective enough to yield the desired outcomes. So policy makers, communication experts and organizers need to be adapt in their understanding of dynamics of persuasion. Because persuasion plays the most central role in organizing communication campaigns to change behaviours of people. Therefore to assure the success of development communication programs significance of persuasion has to be recognised as an essential. (Slater 2009).

Sarwet & Rasul & Saadia, et al. (2015) studied the factors which are used as motivational factors for persuasion and stated that research and theoretical study on the dynamics of persuasive communication is not a new subject of interest for researchers but it has its roots in the research concerns of ancient Greek philosophers like Aristotle back in 384 BCC. Who studied how communicators get accomplishment in gaining desired outcomes in the attitudes of others with free will. There are some factors surely makes people to respond and act in a certain way even when they had all the chances for not acting in that specific way. Among many other popular techniques there a technique of “pathos” which claims that persuasion can be done effectively using emotional appeal. The most perfect example of this persuasive technique has been used in Quran which persuades people with fear and

praise appeal. Either they will get rewards for doing good deeds or punishment for wrongdoings. The style of communicating these messages in Quran is very ideal as it straight goes to heart of a listener because it has an emotional, compassionate appeal which reflects the love and care of Almighty for His respondent.

Religion has a special significance in one's life and a very sensitive point of influence so the persuasive messages with religious symbols have greatest impact on their audiences. Dotson, M., & Hyatt, E. (2000) founded in their study that advertisers who use religious symbols to target their audience get incredible success for positive response. Because people reacted using peripheral route of persuasion towards their persuasive advertising messages. The peripheral route of persuasion as advocated by the Elaboration likelihood model of persuasion endorse the concept of personal and sentimental involvement of people with sacred symbols of religion like symbol of a cross for Christian audience will surely get high involvement and eventually the response of audience will be very positive just according to the expectations of communicators. Similarly if a communicator uses Islamic appeal to target Muslim audience there are bright chances that he shall successfully get desired outcomes because people will take peripheral route for persuasion due to their level of involvement in their religious sentiments.

Rahman (2016) highlighted the anti-Islamic persuasion and narrative building of western media. Western journalism have deliberately used anti-Islamic persuasion to set mind-sets of people in anti-Islamic narrative post 9/11 era. Ethics of journalism completely failed where Islamophobia became a negative deriving force for western journalism. They used symbols, cartoon characters, visuals, which could serve as persuasive elements to make people think that Muslims are extremists. It was media that used all the possible techniques of Anti-Islamic content in order to persuade people towards negative image of Muslims and Islam as a religion.

Iyer (2019) discussed the significance of religion in the lives of people by stating that religion serves as institution and system of sanctified beliefs and guiding principles. Religion provides cultural identity to its followers by its festivals, customs, norms and values. Religion creates ethical framework in lives of people and provide a system of regulation and guides for character building of followers. It sometimes also serve as agency of socialization and most of all provides spiritual connection between creator and His people. The divine connection of people with their Lord not only affects them at individual level but also has significant effects of their behaviours as part of social system.

Studying persuasion in religious context is an interesting research and novel idea. Munazil and Rababah (2022) analysed persuasive communication strategies utilized by Prophet Hazarat Muhammad (PBUH) in His last sermon. The study revealed that all three persuasive strategies were effectively employed by Prophet (PBUH) in that speech including the logos, pathos and ethos. Furthermore the sermon also offered variety of speech acts for respondents. The study also acknowledges the need to analyse religious discourses by using lens of theories from fields of communication, psychology and sociology.

Theoretical Framework

Elaboration likelihood model

The study has opted to analyse the phenomenon of attitude change in the light of Elaboration likelihood model. The Elaboration likelihood model explains how a stimuli influence the attitudes of people and how they react to that stimuli either taking one of the two routes of persuasion. It provided a theoretical and conceptual framework to study phenomenon that whenever a message is communicated, it undergoes through a process of information processing which can be termed as process of persuasion. This thought process either forms, shapes, changes or reinforces attitude of people (Petty & Cacioppo, 1986).

Teng & khong & Wei (2015) inferred that persuasive communication can be studied most effectively in the context of media using Elaboration likelihood model. Because it is the only model which effectively explain the phenomenon of message and its impacts for persuasion. Elaboration likelihood model has emerged as the most influential theories of persuasion in the field of communication and psychology (Choi and Salmon 2003).

Brino and petty (2009) acclaimed that social scientists and scholars of communication and psychology believe that media has become one of the greatest source of persuasion for people. The model is widely used by the experts of psychology and communication to study phenomenon of attitude change and behavioural patterns. Philip, K., & Gayle, K., et al. (2014) claimed that Elaboration likelihood model is an historical model and the most popular and widely used model to study the major cornerstones of persuasion.

RESEARCH METHODOLOGY

Research design

Since Cacioppo, Petty and Rodrigues (1986) conducted several experiments to test proposition of Elaboration likelihood model. The undertaken research study has also adopted experiment as research design for this study. The Pre-test–Post-test control group experimental design has been selected for study. It is one of the most fundamental research designs where impact of certain stimulus material is studied to observe the change in the attitudes of participants. A group is selected and given a pretext and marked as initial observation (O1), afterwards treated with the stimulus material (X) and later on observed for post-test (O2). The sample of experiment for study comprised on hundred and ten university students selected through simple random sampling initially and lottery method is applied in second phase of sampling.

Pre-Test Post-Test Experimental Design (R O1 X O2)

Experimental design has been selected to investigate effects of mediated motivational videos on consumers. Stanley and Cambell (1963) used following

notations to represent this experimental design

- R represents a random sample taken for conducting experiment and collection of data. The sample (R) for experiment referred to young university students as the study was aimed to investigate effects of motivational video content on youngsters in the light of ELM Model.

- X refers to a stimuli, a treatment or manipulation so that the effects can be measured using variables. The stimuli (X) referred the video clips from popular motivational and religious lectures of Maulana Tariq Jameel and Qasim Ali Shah.

- O represents a process of observation of subjects under experiment or measurement followed by a numerical subscript.

RESULTS

The undertaken research study has tested following hypothesis on the findings of experiment:

H1 There is a significant relationship between Exposure to Mediated Motivational Videos and Positive perception in consumers about peaceful role of Islam.

| Paired Samples Test | | | | | | | | | |
|---------------------|--|--------|----------------|-----------------|---|--------|---------|----|-----------------|
| Paired Differences | | | | | | | | | |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | t | df | Sig. (2-tailed) |
| | | | | | Lower | Upper | | | |
| Pair 1 | Religiosity Pre-Test – Religiosity Post-Test | -.0702 | 0.410 | 0.058 | -0.818 | -0.586 | -12.112 | 49 | 0.000 |

The paired sample T test was applied on data to investigate presence of correlation amongst the taken variables. A significant difference 0.000 was found. So the taken hypothesis has been validated. Consequently, it has been proved that there is a significant relationship between exposure to mediated motivational videos and positive perception in consumers about peaceful role of Islam.

H2 There is a significant difference between the scores of Religiosity of respondents before and after getting exposed to the stimulus material Motivational Videos of Molana Tariq Jameel.

| Paired Samples Test | | | | | | | | | |
|---------------------|--|--------------------|----------------|-----------------|---|--------|---------|----|--------------------|
| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Religiosity Pre-Test – Religiosity Post-Test | -0.702 | 0.410 | 0.058 | -0.818 | -0.586 | -12.112 | 49 | 0.000 |

The Paired sample T test was applied on data to investigate presence of significant difference between the scores of Religiosity of respondents before and after getting exposed to the stimulus material of Motivational Videos of Molana Tariq Jameel. There was a statistical difference increase in Pre-test scores from (M= 3.00) to Post-test (M=3.70), $p < 0.005$ (two-tailed). The mean increase in 0.70 with a 95% confidential interval ranging from -.818 to -.586. The eta squared statistics (0.74) indicated a large effect of size. This interprets that the change was due to the effects of stimulus material.

H3 There is a significant difference between the central score objective approach and peripheral score subjective approach of respondents towards a motivational speaker Molana Tariq Jameel.

| Paired Samples Test | | | | | | | | | |
|---------------------|--|--------------------|----------------|-----------------|---|----------|--------|----|--------------------|
| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Central Route Towards Persuasion of MTJ – Peripheral Route Towards Persuasion of MTJ | -24444 | 0.53914 | 0.0984 | -0.44576 | -0.04312 | -2.483 | 29 | 0.019 |

The Paired sample T test was applied on data to investigate presence of significant difference between the central score objective approach and peripheral score subjective approach of respondents towards a motivational speaker Molana Tariq Jameel. There was a statistical difference increase in Pre-test scores from (M= 3.99)

to Post-test ($M=4.23$), $p < 0.05$ (two-tailed). The mean increase in 0.24 with a 95% confidential interval ranging from -.446 to -.043. The eta squared statistics (0.11) indicated moderate effect of size. This shows that consumers of motivational content of Molana take both routes for persuasion central as well as peripheral.

DISCUSSION AND ANALYSIS

Experiment 1: (O1) - Pre-Test Measure of Religiosity (Perceptions about Islam)

The pre-test was conducted with an approach to get response of people on the preconceived image of Islam they had in their mind already. So people were asked some basic questions about their perception on Islam. So findings of table 5 demonstrated that (56.0%) respondents were undecided and confused about how Islam covered each aspect of their life to provide a complete code of life for them. In a response to question about Islam as a religion of peace and harmony validating the reality of wrong interpretations of Islam as shown in table 6 (22.0%) disagreed, (38.0%) were undecided that the core spirit of Islam is peace and harmony. In response to question about confusions in Islam (30.0%) were undecided, as well as (30.0%) agreed that they feel confused. Responding to question about Islam as benefactor of human rights for all (20.0%) disagreed, (38.0%) were undecided and confused.

So the findings mentioned above clearly demonstrated that most of the people are confused and a significant number of people are even negative. Showing that wrong interpretations of Islam has created a situation of confusion and chaos among people and youth especially. Mostly people only have seen Islam with the lens of perspective of their specific group. People know Islam only at the extent what they have been told by their family belief systems or their peer group or they only learn about Islam from scholar of their sect. This leads to a situation of unclear belief system in people. This lead to make Muslims a confused nation who do not even know about the rationale, practical implication or the logical philosophy of Islam as a code of conduct or code of life. People have been taught that Islam is the best code of life but how this ideology is practically implacable hardly people know. People have an idea that it is obligatory to offer prayers but what is the philosophical or practical spirit of prayer having a connection with ALLAH, or a face to face direct communication with Him, the majority has no realization about it.

Majority people think that because they are Muslims they have enough knowledge of Islam and they do not need to go and get its education formally from educational institutes even the institutes that are being operated in Pakistan for Islamic education are actually or believed to be biased towards some specific ideology of a sect and are seen to be preaching belief system of their sect more than the true teachings of Quran and Sunnah. Respondents (48.0%) disagreed for institutional development for Islamic education and only (30%) agreed (40.0%) disagreed, (52.0%) were undecided, only (8.0%) agreed that they need to learn about practical implication of Islam. Likewise on a question that if people strongly need to learn about true spirit of Islam getting out of mind set of a specific group or sect, (32.0%) disagreed, (46.0%) were undecided, only (20.0%) agreed.

In all this situation of chaos it can be analysed that the emerging and popular trend of motivational communication can play a very positive role to make the situation better. There was a pleasant experience to find positive answer that listening to Islamic lectures still makes people enlightened and proud about Islam here (20.0%) agreed and (12.0%) strongly agreed to the statement so analysing here that Islam and Quran are the best example of persuasive and motivational communication and have power to make people feel motivated and enlightened towards positive and optimistic approach.

O2- Post-test of religiosity

Kasten, et al (2019) asserted in I-Change model of behavioural and motivational changes that motivation can act as catalyst to impact changes in the attitudes of people. The participants were exposed with experimental treatment of a videos with soulful recitation of Quranic verses, Molana Tariq and Qasim Shah's motivational video on Islamic insight. The videos were selected on certain criteria having a strong persuasive impact. The stimulus was observed to be strong enough to make certain impact on participants.

The persuasive communication of these communication experts, motivational speakers, religious scholars have an incredible power to influence people this is evident in Pakistan. Because Pakistanis are majorly emotional in nature. They get influenced from others quite easily due to their emotional approach they are more peripheral and less rationale. People like Molana Tariq Jameel can influence people with his persuasive communication and persuade them to learn practical Islam, taking Islam as motivational force to change their attitudes for better and improve their behaviours.

As the video content explained some practical implications of Islam as code of life with an emotional appeal it touched the hearts of some respondents and they demonstrated a changed opinions from first observation by shifting from disagree to undecided or even agree, as (52.0%) agreed and a significant change was observed in people who were undecided by getting (28.0%) from a higher percentage, In response to the same question about peace and harmony of Islam (48.0%) gave their response on agreement, (36.0%) were still undecided about confusions of Islam due to wrong interpretations but still (40.0%) agreed that there are ways to clear these confusions as well.

As per results of table 18 respondents (36.0%) agreed and (26.0%) strongly agreed that Islam guarantees human rights, as well as success and happiness, primarily in observation people were seen to believe that because they are born Muslims they need not to learn about Islam but the stimulus material had this implication that proper education of practical Islam should be acquired from institutions devoid of every specific mind set (42.0%) were still undecided either they should acquire new Islamic practical knowledge or not but still as per results of table 20 (34.0%) on response to institutional development for Islamic education about (32.0%) were undecided still but significantly (34.0%) agreed and the level of disagreement for learning Islam with a logical and practical approach as per findings of table 22 level of disagreement was decreased with 8.0%, and 42.0% agreed as well as 20.0%

strongly agreed. Majority people had a preconceived image that Islam cannot be learned without sectarian mind set but 13.3% disagreed, 16.0% were undecided, eighteen 36.0% agreed.

Schaus (2019) pointed out that if there is a leader who has a vision to inspire his nation most essential requisite for a nation to be effective It was found in the post test that people still feel touched when they are being called to question their passive life style, they get influenced when they listen to persuasive words of call from Quran, and the communication of scholars like Qasim Ali shah and Molana Tariq Jameel still can inspire people to strengthen the positive perception of Islam. More the exposure to such compassionate motivational scholars more the people will have positive perception about Islam.

CONCLUSION

The study has been concluded with validating proposed hypothesis which have authenticated that persuasive communication within religious setting and context makes serve as a strong stimuli and is powerful enough to bring changes in attitudes of respondents. Findings show a significant relationship between exposure to mediated motivational videos and positive perception in consumers about peaceful role of Islam. This demonstrated that the spiritual, positive and inspirational persuasive communication can be the best source of setting positive and peaceful image of Islam in Muslim consumers of Pakistani nation.

The contemporary era is the age of media war, the images are being shaped through media in the minds of people regarding each aspect of life. The media messages play a significant role in affecting mind-sets of audiences so Muslims must come forward and promote positive image of Islam through positive doctrine of Islam. Muslim scholars such as Maulana Tariq Jameel, Dr. Zaikir Naik, Mufti Menak, Nauman Ali Khan are playing positive role impressively to promote positive image of Islam and shatter the evil and negative stereotypes attached misleadingly to Islam as religion (Omer, 2016). The motivational videos serve as light of hope for believers and practising Muslims at the same time can be source of inspiration for non-Muslims and people who want to learn about Islam as system and way of life. Islam provides a whole system of guidance and light for each aspect of life by providing sanction for principles of ethics and morality such as truthfulness, honesty, righteousness, tolerance, justice, virtuousness, equality and brotherhood. The mediated motivational videos can serve as best media for communication, persuasion and motivation for Muslim and non-Muslims as well for promoting true, positive and progressive image of Islam as divine religion and system of guidance of life.

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