

# JAMIATUL ULAMA

COUNCIL OF MUSLIM THEOLOGIANS

Established in 1923 as Jamiatul Ulama Transvaal

NPO No: 023-957-NPO PBO No: 930019982



Operating in Gauteng, Limpopo, Mpumalanga, North West, Free State and Northern Cape Provinces

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## PRESS ALERT: FOR IMMEDIATE RELEASE

### Concerns over the Use of Sacred Islamic Text in Advertising

The Jamiatul Ulama has recently observed an increasing trend in the use of sacred Islamic texts in print advertising and promotional merchandise. Muslims handle and dispose of such sacred texts with utmost respect. We would therefore like to bring to the attention of publishers, advertisers, printers, publicists and all concerned about the sensitivities the Muslim community has about the use of any type of media with sacred Islamic text.

In particular, as advertising for the 2010 FIFA World Cup gathers momentum, there have been soccer balls bearing the national flags of the Kingdom of Saudi Arabia, Iran and Iraq in circulation. These flags carry Islamic proclamations considered sacred by Muslims. Usage in this manner has the potential of offending adherents of the Islamic faith.

We would also like to take this opportunity to offer our guidance to agencies involved in all kinds of advertising on the appropriateness of the use of Arabic texts, arabesque art and calligraphy which may have subtly embedded sacred text.

**E.I. Bham (Moulana)**

**Secretary General**

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