In the history of Islam, the Umayyad period (14-431 AH) was jolted by various...
political, social, cultural, and religious divisions which the early Muslims did not face. These political insurgency, tribalism, disagreement, dogmatism and ethical polarization got deep rooted into the society and threatened the unity of the ummah. To keep the morale high in these adverse circumstances, some poets realized the need for calling da'wa) people to piousness by composing ethical, sermonizing poems. These poets held reforming views towards the society which played a vital role to make people uphold Islamic faith and live morally upright. To the best of my knowledge, there is no research in literature that studies these poems. The aim of the research is to highlight the views, thoughts and meanings of these poems related to Islamic ethics and sermon as well as their technical qualities in order to reveal the coherence between the views expressed and the literary techniques used. This research depends on thematic method, and is composed of an introduction and two chapters. The introduction shades light on the concept of ‘Islamic da'wa literature’, the difference between ‘Islamic da'wa literature and ‘Islamic literature’ and gives a concise view of Islamic ‘da'wa literature’ in the Umayyad period. The first chapter is divided into two sub-chapters; the first one deals with the views, thoughts and meanings of ethical poetry, whereas the second one deals
with sermonising poetry. The second chapter deals with the technical qualities of ethical and sermonising poetry. This study concludes with some findings such as (a) the term “Islamic daÑwa literature” is very specific whereas “Islamic literature” is generic that encompasses the first one, (b) the ethical poetry contains both the dogmatic and behaviour issues, (c) the sermonizing poetry emphasizes on creating interests in blessings of Allah and scaring with hellfire, (d) there are very few poems composed according to the theory of organic unity, (e) most of the poems are composed on longer metres, (f) most of the poetic images are based on the sense of sight. It is hoped that this research would be helpful for those who want to study Islamic daÑwa literature in the .Umayyad period.