

# Psychological Persuasion Manifestations In Speech Of The Prophet Noah, Peace Be Upon Him, With His People Through Noah Surah

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## Abstract

*The research deals with manifestations of psychological persuasion in speech of the prophet Noah, Peace Be Upon Him, with his people through Noah surah. This is analytic qualitative research that followed the analytical approach of the Quranic verses of the surah in order to identify the main psychological persuasion elements indicated in the discourse of the Prophet Noah. Basically, the study has divided in two chapters. The first one tackles an overview of Noah surah and its main psychological concepts. However, the second chapter exposes the main elements of psychological persuasion in the prophet Noah speech. Mainly, the research could convey the most important psychological characteristics of the Prophet Noah speech through Noah Surah and the features of the psychological stages included in his story with his people. Furthermore, the study found that Noah's speech with his people has included three types of psychological persuasion to make them believe in Allah. These types are emotional psychological persuasion, psychosocial persuasion and mental psychological persuasion.*

**Keywords:** Psychological persuasion - Noah speech- Noah Surah- Persuasion elements.

## A. Introduction:

Persuasion in general is one of the pillars of successful advocacy speech. The preaching discourse in particular cannot fulfill its role if it is not convincing one. Eventually, The Holy Quran has presented many stories of the prophets that embodied for us the persuasive method of preaching in order to achieve the greatest goal which is worshiping God alone. The story of the Prophet Noah, Peace Be Upon Him, is one of the stories that included a repeated speech and dialogue between the prophet Noah and his people whether through Noah Surah or other surahs.

In this study, Noah Surah will be shed light only from a psychological point of view highlighting the nature of his discourse and the types of psychological persuasion that is used in the prophet Noah speech. Noah surah

psychological topics have been tackled by some researchers such as Marwa Muhammad Abdel Azim Abdel Aziz in her article "The Psychological and Emotional Connotations in Noah Surah" in which she tried to expose the major Psychological and Emotional Connotations could be derived from the surah. Also, "The Pedagogical Tenor Derived from Surat Nuh" is another study in which Khaled Ahmed Salmane attempted to present the most significant Islamic pedagogical methods that might be helpful in Daawa filed.

However, In this study, the focus will be on Noah speech psychological persuasion in particular not only the psychological concepts of the surah. Practically, it is qualitative which stand on a descriptive analytical study. Likewise, psychological persuasion theories takes place in this study which ought to prove

its importance since it bears significance because it is considered as a link between the field of interpretation of the Holy Quran "Tafsir" and "Persuasive Psychology". Easily, specialists who interested in public speaking techniques may also benefit from this study.

Furthermore, The research is supposed to analyze Noah Surah psychologically which included a direct speech that could be predominantly psychological and motivational one. Undeniably, This study came to show the most important psychological elements included in this speech, conveying the manifestations of psychological persuasion apparent in it.

B. Overview of Noah Surat and its Main Psychological Concepts

### **I- Overview of Noah Surat:**

Noah surah is one of the Meccan surahs according to scholars' consensus. It was given this name because it mentioned Daawah of the prophet Noah, Peace Be Upon Him, from the surah beginning till its end. Noah surah contains Noah's call to his people, his arguments and their position toward him since the beginning of his call to the flood that happened as a punishment for disbelievers from his people. Historically, Noah -P.B.U.H- was the first prophet was sent by Allah Almighty, and he is called "Sheikh of Messengers".

Noah Surat begins by telling about the mission of Noah -P.B.U.H-. Clearly, it is a small surah in one page and a half in some editions, but it collected the story of a life that lasted nine hundred and fifty years. Actually, it is a tale of nine hundred and fifty years of the call to God, confrontation, discussion, debate, harm, and patience. It is a call in all its aspects starting from the first time God sent Noah -P.B.U.H- until punishment came upon his people.<sup>1</sup>

Noah Surat verses are twenty-eight according to the Kufic count, twenty-nine according to the Levant and Basra count, and thirty according to the others.<sup>2</sup>

## **2- The Main Psychological Concepts Contained in Noah Surat:**

Noah Surat included important psychological concepts that linked to periods which varied according to diversity of temporary atmosphere. These concepts will be explained briefly as following:

### **(I) Psychological Atmosphere Changing: From Optimism to Despair.**

Noah -P.B.U.H- took a long time calling his people for nine hundred and fifty years; God Almighty said: {And We sent Noah to his people, and he remained among them a thousand years, minus fifty years. Then the flood took them away while they were wrongdoers} [Al-Ankabut 1. 4]. Noah Surat expressed this well. Hence, We find that Noah's speech with his people depicts various psychological periods that varied with time, emotions, and reactions as the following:

#### **a-Optimism Period:**

By analyzing the atmosphere of this period through the verses of Noah surah, one may find that Prophet Noah's call -P.P.U.H- was primarily accepted by his people. This period is - apparently - the shortest, and the surah expressed it at the beginning; "He said My Lord" and deleting the "and" before "he said". Thus, it means a shorter time compared to the other two periods. Approximately, let us assume that it is two hundred years. In this period, the optimism atmosphere was evident depicting relation between the prophet Noah -P.P.U.H- and his people. He thought his people

<sup>1</sup> Qutb, Sayyid: Interpretation of Shades of The Quran (Egypt: Dar Al-Shorouk, 1951), p. 4385.

<sup>2</sup> Abu Omar, Al-Dani: El- Byan Fi Addi Ayi El-Quran (Kuwait: Center for Manuscripts, Heritage and Documents, 1994), p. 255.

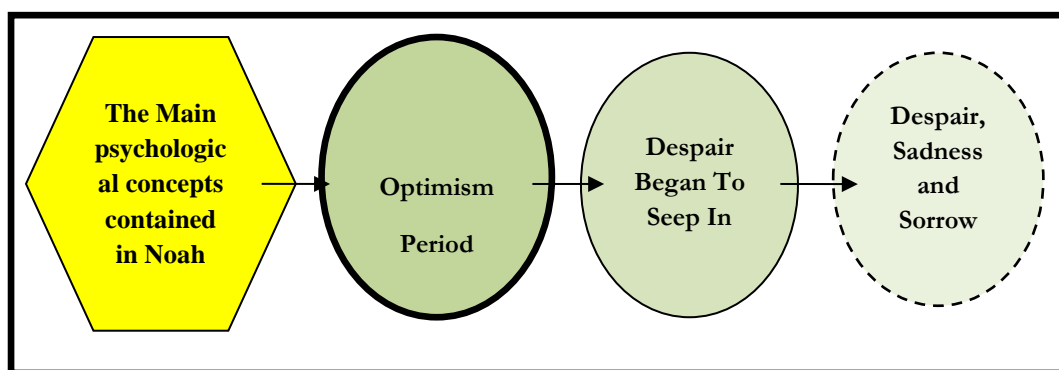
would respond to his call since he exposed arguments and gave them evidence.<sup>3</sup>

### **b-The Period When Despair Began To Seep In:**

Despair was clearly evident in this period because the reaction of people of the Prophet Noah -P.P.U.H- was ridicule, and the surah expressed it ; {Noah said, ‘My Lord}. Here, the addition is that his name was mentioned, so it requires a longer time, and let it be Three hundred years. According to the linguistic rule and the psychological and temporal indication in Noah Surat, adding structure indicates adding meaning. The psychological analysis of the prophet Noah speech depicts the extent of his insistence on his people and his warning to them on one hand; {He said, “O my people, indeed, I am to you a clear warner (2) that worship God, fear Him, and obey (3)}[Noah: 2-3] ,and he conveyed despair that appeared through his speech with his Lord on the other hand ; Where he said: {My Lord said, ‘Indeed, I have supplicated my people day and night (5) but my supplication has only increased their flight (6) and whenever I supplicate them that You may forgive them, they raise their fingers. in their ears, and they covered themselves with their clothes, and they persisted and were arrogant in arrogance} [Noah: 6-8].<sup>4</sup>

### **(2) Atmosphere of Complete Despair, Sadness and Sorrow:**

This psychological period was characterized by its being the longest one, and it was dominated by the theme of complete despair and sadness that overwhelmed the heart of the Prophet Noah -P.P.U.H. Undoubtedly, despair was translated into discontent and anger, especially after the revelation told him that there would be no positive response of his insistence; God Almighty said: {And it was revealed to Noah that none of your people will believe except those who have already believed, so do not despair over what they used to do} [Hud: 36]. This period ended with his praying for his people to suffer torment and punishment. The surah expressed it; [And Noah said, ‘My Lord] and the addition here is the adding of “and” to “he said,” to the mention of his name. In fact, it requires a longer period of time than the two previous periods which is the remaining time of his life. One who contemplates the verses can realize the extent of Prophet Noah’s grief for his people. It is a sadness mixed of two factors: the first is sadness because his people who did not respond to his call despite the long period of his life he spent calling on them to worship God. The second was sadness because his son did not follow him and did not respond to his father’s call.<sup>5</sup>



<sup>3</sup>Al-Rasin Rasin, “Psychological and Temporal Significance in Noah Surat”, Al-Rasin Rasin(22 July 2010), <https://mtafsir.net/forum>, accessed 01 August 2023.

<sup>4</sup> Ibid, accessed 01 August 2023.

<sup>5</sup> Ibid, accessed 01 August 2023.

### 3-Psychological Persuasion Mentioned in Prophet Noah Speech

#### (1) Definition of Speech Psychological Persuasion:

Power and prevalence of persuasion has led to a great deal of psychological research examining the factors that make a persuasive appeal effective. In the 1950s, Karl Hovland and his colleagues at Yale University conducted the first systematic analysis of persuasion in what was known as the Yale Communications Project, identifying the presence of four elements in all settings. Persuasion is as follows:

- a-The source that delivers the persuasive message.
- b- The message itself.
- c- The target person or audience who receives the message "the recipient".
- d-Some context in which the message is received.<sup>6</sup>

Here we have a number of definitions of the term "Psychological Persuasion":

**Definition 1:** Psychological persuasion is the ability that some people have, which enables them to change the behaviors, convictions, and actions of another person or group towards a specific individual, group of individuals, events, or idea.

**Definition 2:** Persuasion is defined in social psychology as an important approach to changing a person's perceptions, feelings, behaviors, or general assessments of attitudes toward an object, issue, or individual, although any method of transformation is sometimes referred to as persuasion regardless of the outcome.

**Definition 3:** The concept of persuasion in social psychology refers to a method of change

in which an individual is deliberately presented with a message containing data aimed at changing some general evaluative judgments, where clear communication is used.<sup>7</sup>

Turning to above definitions, we may say that:

**Speech Psychological Persuasion:** It is the speaker's ability to use elements and techniques in his speech that enable him to change behaviors, convictions, and actions of his listeners. Thus, the prophet Noah, Peace Be Upon Him, has used a set of psychological elements to convince his people through his speech. Also, there have been types of psychological persuasion have manifested in Noah discourse.

#### (2) Types of Psychological Persuasion Mentioned in Prophet Noah Speech:

Human psyche has two powers: power of thinking which needs mental persuasion and power of passion which needs emotional persuasion. Undeniably, emotion is considered a supportive method to using reason in persuasion and influence process existed in the Holy Quran. If mind is sometimes not easier to lead at times even if the argument is featured by its validity and stability, emotion will be helpful in attraction and response. Both mind and emotion are two tools through which the light of guidance and the meanings of goodness enter but in two different ways of form and with identical goals. Hence, the preacher ought to charge his battery with this sophisticated style of persuasion that permeates souls like water permeates crops, and shakes hearts like the wind shakes trees. This is why Noah's speech contained these two types of psychological persuasion when he was calling his people to

<sup>6</sup> Sarah Zaidi and Salsabila Sassi, "The Role of Persuasion in Activating Internal Communication", Master Thesis (Algeria: Oum El Bouaghi University,

2015).

<sup>7</sup> Misbah, Amer: Social Psychology (Algeria: Dar Al-Kitab Al-Hadith for Publishing and Distribution, 2014), p. 224.

the religion of God Almighty. These types are as follows:

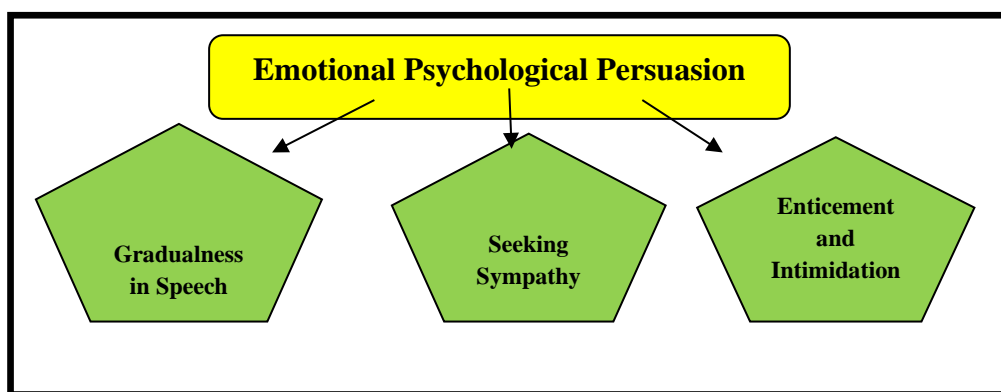
- (a) Emotional psychological persuasion.
- (b) Psychosocial persuasion.
- (c) Mental psychological persuasion.<sup>8</sup>

It is possible to talk about these three types of psychological persuasion mentioned in speech of the Prophet Noah, but we will mention them briefly because they will be explained in detail in a separate part.

#### **(a) Emotional Psychological Persuasion:**

This way is called the emotional persuasion because of its effect on emotion. Clearly, we

may touch this type of persuasion in speech of the Prophet Noah P.B.U.H. Generally , It is used as a way of persuasion and influence in Dawaa<sup>9</sup> as Quran mentions; Almighty's saying: {Invite to the way of your Lord with wisdom and beautiful exhortation}. [An-Nahl: 125] Exhortation means "a command and prohibition with encouragement and intimidation," and good exhortation includes encouragement to the truth and intimidation from falsehood." Additionally, the gradualness in speech, sympathy and enticement are mainly used.



#### **(b) Psychosocial Persuasion:**

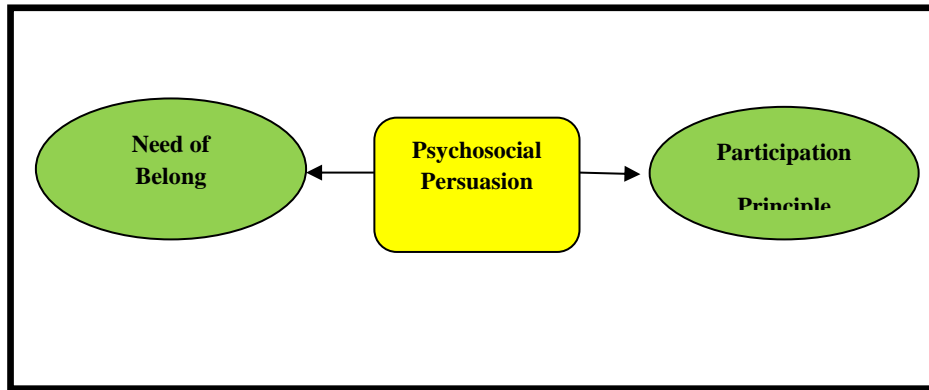
This type of persuasion is based on the ways individuals communicate within a single group, in which we find that the person sending the message makes himself one of them and

searches for common points to deliver his message with all flexibility and ease.<sup>10</sup> The Prophet Noah P.B.U.H demonstrated psychosocial persuasion in his speech whether through principle of social affiliation or principle of participation or others.

<sup>8</sup> Al-Faramawi, Hamdi Ali: The Four Pillars of Psychological Structure (Jordan: Dar Safaa for Publishing and Distribution , 2009), p. 120.

<sup>9</sup> Muhammad Uqla Abu Ghazaleh, "Persuasive Methods in Religious Discourse", Jordanian Journal of Islamic Studies, vol. 10, no. 4(2014), p. 381.

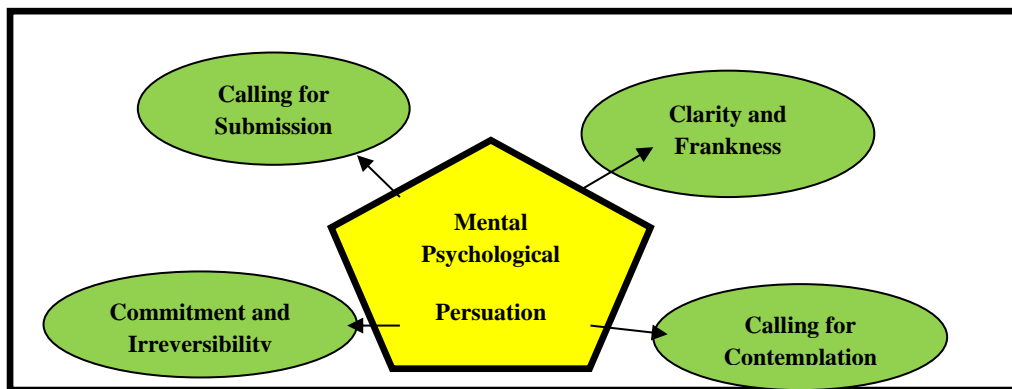
<sup>10</sup> Muhammad Uqla, Abu Ghazaleh, p. 381.



### (c) Mental Psychological Persuasion:

It is a type of psychological persuasion that addresses the mind and logic, and it is based on perception, contemplation, and everything that is objective, away from subjectivity.<sup>11</sup> Among the ways mentioned in speech of the Prophet

Noah with his people, we touch rational persuasion such as clarity, adherence to the principle without retracting from it, as well as activating the process of contemplation that leads to logical submission.



### C- Elements of Psychological Persuasion in The Prophet Noah Speech.

#### I- Taking into Account The Human Emotional Construction :

The element of taking into account the emotional Construction was evident in the speech of Noah, P.B.U.H, through three points that will be detailed as follows

#### (a) Gradualness in Speech and Making Psychological Preparation:

"Getting foot in the door" is a slogan of gradualism and gradualness. Actually, gradualism came in speech of the Prophet Noah, P.B.U.H, as one of the basic elements in

psychological persuasion embodied in his speech. The purpose of it is creating psychological preparation in order to make Noah's people hearing what the Prophet Noah says and making them respond to his call.

<sup>11</sup> Ibid, p. 382.

Basically, It is noted that gradualness was evident through the following:

**First:** The Prophet Noah began with a simple request addressed to his people, which was to ask for forgiveness from Allah.

**Second:** A reminder of the virtue of seeking forgiveness and the sustenance and forgiveness brings.

**Third:** His explicit call to worship God alone and his warning and caution.

One of the examples of gradualness in Noah's speech, P.B.U.H, is what he used to say: {So I said, "Ask forgiveness of your Lord. Indeed, He is Forgiving"}. It means: Ask forgiveness of the Great God ! a small word on the tongue without making effort or taking time! Deeply, hidden movement are made in heart, and its meaning is to regret my sins, as well as I hope that God will forgive me. So, to forgiveness means that I can open a new page with Him. As if he was saying to them: (So what? What fatigue? Any effort? What effort? Religion of God Almighty – is such very simple that it does not disrupt our lives, and it does not take our strength or our money. So ! why do you deny this religion?..<sup>12</sup>

Here, Noah's speech is based on gradualness. Clearly, He began with explaining the simplicity of what was required from them which is asking for forgiveness that is done with the tongue and the heart. The latter contains remorse for what has passed, and it hopes forgiveness, and the tongue translates that into the word: "I ask forgiveness from God Almighty". That means to say: "O Lord, I have sinned, so to whom should I go? You are the Forgiver of sins. Forgive me? Say it in any form, no effort, no trouble, no fatigue, no distress, and yet: (Indeed, He was Forgiving)

meaning because He was Forgiving. God's name is The Forgiving".

Then, Noah P.B.U.H, explains the result of that simple equation. Noah commanded them to seek forgiveness. He used to say to them and repeat: {So I said, "Ask forgiveness of your Lord. Indeed, He is Forgiving. (10) He sends the heaven upon you in abundance. (11) And He will provide you with wealth and children, and will provide you with gardens and will provide you with rivers (12)} Noah: [10-12], and this indicates that whoever seeks forgiveness from God, He will give him many things including the following:

- 1- God Almighty will forgive him his sins.
- 2- God provides him with rain so that the crops, fruits, and plants can grow.
- 3- God will grant him money.
- 4-The children will give it to him too.
- 5- God Almighty will provide him with gardens, rivers and water.

It is as if the speech of the Prophet Noah, P.B.U.H, confirms the simplicity of the equation, and it goes in a strange psychological manner from the simplicity of what is required of his people to the great reward for them if they ask for forgiveness.

### **(b) Seeking Sympathy:**

Sympathy seems to be clear through Noah's speech and Daawa. It is a wise, merciful, compassionate call to Noah's people.<sup>13</sup> He sympathetically calls them, and makes it clear to them that life is passing, then when God's order comes, it will not be delayed. Truly, nothing will extend it: {He will forgive you. of your sins and will delay you until an appointed time. Indeed, God's term, when it comes, will not be postponed, if you only knew} [Noah: 4]. In fact, it means that If you had realized this? The prophets came to warn humanity of the dangers that are approaching them; Allah said: {Indeed, We sent Noah to his people: Warn

<sup>12</sup> Abdul Badi Abu Hashim, "The Purposes of Surat Noah", Abdul Badi Abu Hashim(11 November

2022), <https://khutabaa.com/ar/article>, accessed 12 June 2023.

<sup>13</sup> Qutb, Sayyid, p. 255

your people from before a painful punishment comes to them)[Noah: 10-11].

The prophets are obedient people who obey God in what He commands them, and they are happy with that and honored by it. Noah rose immediately, like every prophet after him, as well: (Warn your people) with all love and with all mercy: (He said, "O my people, indeed, to you I am a clear warner," meaning a warner from God, so fear God and listen to what I say to you, and obey me in what I command you to do, and you will attain happiness and blessing with this seeking forgiveness, with this return, with this turnout; {So I said, "Seek forgiveness of your Lord. Indeed, He is Ever Forgiving. (10) He sends down the heavens upon you in abundance.} [10-11]. Also, if The rain fell on a land where there was no water, and the earth sprouted, it was shaken and raised, and goodness abounded, and the pastures were filled with plants and herbs, and the cattle found their food ready, prepared from God. Moreover, the cattle became fat, and the udders were filled with milk, so people would drink from their milk, eat from their meat, and wear from their skins, fur, hair, and wool as a provision for you.

Thus, all this are considered to be great economic recovery. The question is asked is: what did these people do? However, the answer is: they asked forgiveness from their Lord, an extremely simple equation with the utmost profit, a profitable deal: {Then I said, "Ask forgiveness of your Lord. Indeed, He is ever Forgiving. (10) He sends the heaven upon you in abundance} [Noah: 10-11]. Not only that: {And He will provide you with wealth and children, and make for you gardens, and make for you rivers.} [Noah: 12]. All of this and more have prepared for the repentant seekers of forgiveness who come to Him in Paradise in the Hereafter. Additionally, This is given only in this world, and your world will be temporarily fixed until you meet your day there in Paradise and see you're Lord. It is clear that this speech

contains a great sympathy that attracts soul and addresses heart. Basically, Noah's people ought to be attracted in sympathetic way which is proposed to make them hear Noah's speech and to response positively.

### **(c) Enticement and Intimidation:**

One of the most prominent emotional way used in the Prophet Noah's speech is enticement and intimidation. The both are considered one of the most important methods of emotional persuasion that preachers use to call people and change their behavior. One may be prompted by whims or negligence to abandon a good or commit a sin and evil without opposition to the truth or denial of it.<sup>14</sup>

Ibn al-Qayyim - may God have mercy on him - said in his book 'Madarij al-Salikeen':

"The servant's lack of admonition, which is encouragement and intimidation, only intensifies when his repentance and remembrance are weak. Otherwise, When his repentance and remembrance are strong, his need for reminders, enticement, and intimidation will not increase, but his need will be intense for knowledge of the command, prohibition, and admonition. What is meant by the two commands is command and prohibition which are associated with desire and dread. The repentant and remembering person has a strong need for commands and prohibitions while the heedless one who turns away has a strong need for encouragement and intimidation".<sup>15</sup>

Anyone who contemplates speech of the Prophet Noah, P.B.U.H, will touch an overwhelming pattern of enticement and intimidation. Mainly, enticement is found in his saying: {He will forgive you of your sins and give you a delay until an appointed time} [Nuh: 04] and when he said: { And He will provide you with wealth and children, and make for you

<sup>14</sup> Muhammad Uqla, Abu Ghazaleh, p. 381.

<sup>15</sup> Ibn al-Qayyim al-Jawziyya, Shams al-Din: Madarij al-Salikeen(Syria: Dar al-Kitab al-Arabi, 2003), p. 215.

gardens and He made for you rivers} [Noah: 12]. Among the verses of the intimidation that exists in speech of Noah, P.B.U.H, saying: {If God is postponed, if it comes, it is not delayed, if you knew} and [Noah: 04], as well as his saying: {He said, "O my people, indeed, to you I am a clear warner"} [Nuh: 02].

## **2- Taking into Account The Human Psychosocial Construction:**

Taking into account the psychological construction is evident element in speech of the Prophet Noah, P.B.U.H, through the following principles:

**First:** Principle of the social belonging is present. It is clearly manifested in Noah's speech by using the possessive pronoun of the speaker by calling his people "O my people". So, that symbolizes social belonging. The latter can be motivated element for Noah's people to accept his words and listen to him.

**Second:** Principle of participation is also present by using the possessive pronoun when he addresses his people : (Your Lord). That indicates the principle of participation. This is undoubtedly an incentive for them to listen to what the Prophet Noah , P.B.U.H, would say.

**Third:** Showing how the Prophet P.B.U.H, is ready to serve and help his people with advice and guidance.<sup>16</sup>

### **(a) Individuals' Need to Social Belonging:**

Belonging is a comprehensive and multiple concept that appears in its highest form and mature levels. It certainly appears when the individual is a pioneer in his thought, approach and behavior, and when he believes that his role is not to be a repeater and a follower. Rather, he sometimes or often adopts correcting concepts and clarifying fallacies to his group. Based on the fact that every person, through his position,

carries a message can deliver his messages clearly and confidently when he does not clash with his society. This is because clash is the result of conflict with the other and not integration with it.<sup>17</sup>

A study published in the book "How To Get People To Do Stuff" highlighted people's need to feel a sense of belonging.<sup>18</sup> The words of the Prophet Noah, P.B.U.H, "My people," shows that he was a kind of simplest with them in the call, making himself one of them; he said: {He said, "O my people, indeed, to you I am a clear warner"}[Noah: 02], Because the feeling of belonging is considered one of the basic needs that constitute the structure of the human soul, it is an influential and important need and feeling in a person's self-esteem. Absolutely, Using the word: "My people" is supposed to make them feel appreciated and increase their acceptance of the idea of listening to their Prophet. Feeling of belonging deepens sense of responsibility and takes it out of the world of concepts and resonant terminology to the world of application and tangible reality. In addition, feeling of personal value is achieved by working with and within the group, and this does not mean merely blind compliance.

### **(b) Social Participation Principle :**

Finding commonalities is one of the oldest methods used to build human connection. These points could be anything you can think of, such as a shared discomfort with rainy weather, or a shared interest in a particular type of art. Such things will make the other party feel connected to you in some way, and you can then benefit from these feelings to build mutual trust. The latter is an essential element of persuasion. You will not be able to convince someone of something if he or she does not trust you.<sup>19</sup> It is certain that this principle appeared clearly in speech of the Prophet Noah, P.B.U.H, when he

<sup>16</sup> Al-Shaarawi, Muhammad Metwally: Interpretation of Al-Shaarawi( Egypt: Family Library, 1992), p. 250 .

<sup>17</sup> Ibrahim, Abdel Sattar: Human and Psychology(Kuwait : National Council for Culture Arts and Literature,1978), p. 187.

<sup>18</sup> Hassan Ghanem, Muhammad: Psychology(Egypt: Egyptian Library for Printing Publishing and Distribution., 2004), p. 90.

<sup>19</sup> Misbah, Amer, p. 227.

repeated the word (your Lord) in his saying: {So I said, "Ask forgiveness of your Lord} as if he wanted to say to them: "This God whom I call you to worship is not the Lord of Noah only, but rather He is your Lord and the Lord of the worlds. You and I share in the fact that we have one Lord. The principle of participation came from Dee's perspective as a principle that can be activated as an important element of psychological persuasion in the Prophet Noah's speech to his people.

### **(c) Showing Willingness To Help Others:**

A part from Noah speech consists of serving readiness concept and helping others. Actually, Searching for a way in which we can help them is one of the most important keys to psychological persuasion.<sup>20</sup> This is what was indicated in Speech of the Prophet Noah, P.B.U.H, with his people where he said: {O my people, indeed, to you I am a clear warner} [Noah: 05]. The speech showed the Prophet Noah as an advisor who choose guidance for his people, hoping for goodness and success providing that their belief in God and their seeking His forgiveness. This is supposed to increase their conviction of what he says. It is possible to summarize the elements that indicate that the Prophet Noah was an advisor to his people, not only that he was a warner:

- Reminding them of God's blessings.
- Advising them in different ways.
- The length of the period of his calling.
- Patience with his people.

Hence, we can see the consideration of psychosocial structure clearly and profoundly

evident in speech of the Prophet Noah, P.B.U.H, with his people.

### **3- Taking into Account The Human Mental Cognitive Construction :**

#### **(a) Calling for Contemplation on Human Creation Stages:**

Speech of the Prophet Noah, P.B.U.H, was characterized by invoking the element of reason through opening the door to contemplating of human creation stages symbolizing the God greatness and ability.<sup>21</sup> The purpose of this was that the Prophet Noah, P.B.U.H, wanted to denounce their stubbornness. They remained with this reminder and this call, opposing the disbelievers and the arrogant ones; so he denounced them for that: { What is the matter with you that you do not hope for God in reverence}[Noah: 14]. That is to say: "Consider the reality to which you have been blind, which you have not considered, nor understood, nor recognized". He also said: {And He created you in stages} [Noah: 14]. It is as if the Prophet Noah, P.B.U.H, was calling them to see each one of them look at God's blessing upon him in creating him in his mother's womb. He created him in stages, a great blessing. How did he transform this sperm into an embryo and this embryo into a leech and this leech into a skeleton, then this skeleton was covered with flesh. Lastly, he created this structure in another form, and he depicted it in the best form.

This is The One who did all these blessings to him while he was nothing, and he is something that cannot be mentioned, and he is a piece of flesh, or a pool of congealed and congealed blood. If his mother had seen him, she would have been ashamed to touch him during his first week in that situation. Also, if his father had seen him, she would have abstained from him! But, he is generous to God, so He turned him into a noble creation, a

<sup>20</sup> Al-Fiqi, Ibrahim: The Magic of The Word( Egypt: Thammarat House, 2011), p.91.

<sup>21</sup> Sultan Abdullah Al-Amri, "Daawah's Concepts from Surat Noah", Sultan Abdullah Al-Amri, <https://s-alamri.com>, accessed 01 August 2014.

rational, speaking human being. He is the only creation that walks with his head held high. He is the master of this universe in which there are creatures. All were created to serve him, and God created him only to worship Him. So, why is he arrogant? Why does he not glorify his Lord, who made him something significant? God Almighty said: {Has there ever come upon man a period of time when he was not a thing mentioned} [Al-Insan: 01]. Where does this sophistication come from? It is God's grace upon him. Shouldn't he ask for His forgiveness? Doesn't he obey him? Doesn't he worship him? Doesn't it unite him? He is more deserving of this than anyone else.

Hence, the Prophet Noah's invitation to his people to contemplate the creation of man is considerate as stimulating the rational side. It is clearly stated in his speech, and this is one of the most successful elements of psychological persuasion in the Surah.

**(b) Calling for Submission by Thinking in Allah's Creatures:** The prophet Noah also used with his people a scientific style in his invitation to God, Blessed and Most High. It is a method that is supposed to push them to submit to God's command and believe in.<sup>22</sup> He used to command them to look at the heavens above them, and to contemplate the sun how it shines and radiates heat. Additionally, he commanded them to look at the moon, and how it shines at night. This is a scientific way of calling to God. How did the prophet Noah use it?

Let us read these verses from Noah Surah in which he addresses his people: {Have you not seen how God created seven heavens in layers (15) and placed the moon in them as a light and made the sun a lamp} [Noah: 15-16] So, the seven heavens are layers one above the other. However, the sun is like a bright lamp that burns fuel to give warmth, heat, and light. Modern science has proven that the sun is a

lamp that burns fuel to transmit light and heat. Science has also proven that the moon is a light that reflects the light of the sun on us. This is one of the miracles of the Quran that no one knew about at the time the Quran was revealed, but scientists have recently discovered these universal truths. This indicates that the prophet Noah, P.B.U.H, used the method of scientific facts to call his people to believe in the Creator, Glory be to Him. God Almighty said: {And God has made the earth a carpet for you} [Noah: 19]; it means like a rug, like a mattress, like a mat, like a carpet, on which you rest, sleep, sit, and carry out all your affairs in comfort and tranquility. He made mountains in it, but not all of them are mountains. Even between the mountains there is a flat valley on which you can rest and feel safe between these secure and solid mountains.

**(c) Clarity and Frankness in Speech:** Speech of the Prophet Noah, P.B.U.H, clears up that there is no benefit in turning around when it comes to the afterlife. God Almighty said: {Indeed, We sent Noah to his people: Warn your people before a painful punishment comes to them} [Noah: 01]. Primarily, speech contained a direct aim and message which is a warning to his people and a call to them to worship God alone and seek His forgiveness. This method is motivating to listen to the content of this speech because the latter is a clear and frank.<sup>23</sup>

#### **(d) Commitment and Irreversibility Principle :**

Commitment and Irreversibility is another kind of persuasion. According to psychology, it is often used in dialogues and discussions that address personal ideas, beliefs, and principles. Basically, this method depends on linking the thing that must be achieved with the person's principle and beliefs because people attach a lot of importance to the principles and beliefs that

<sup>22</sup>Abdul Badi Abu Hashim, "The Purposes of Surat Noah", Abdul Badi Abu Hashim (11 November 2022), <https://khutabaa.com/ar/article>, accessed 12 June 2023.

<sup>23</sup> Al-Fiqi, Ibrahim, p.91.

the person believes in, and all matters that conflict with those principles and beliefs are rejected.<sup>24</sup>

The insistence in speech of the Prophet Noah, P.B.U.H, confirms this principle, and the long period of his calling translated to us his patience and adherence to his message, his principle and the purpose for which God Almighty sent him to his people.

#### D. Concluding Remarks

The Prophet Noah, P.B.U.H, used various methods in calling to God, and it became clear through his speech in which there are manifestations of psychological persuasion indicated in Noah Surah. Psychologically, it can be surely a powerful incentive to persuade them to believe. However, they persisted in their arrogance despite of all these methods, and they did not believe.

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<sup>24</sup> Cialdin, Robert: Influence: The Psychology of Persuasion, Translated by: Samer Al-Ayoubi(The

United Arab Emirates: Kalima Publishing House, 2010), p. 75.