

( 2005 17-16 1426 8-7)

**THE FUNDAMENTALS OF THE PERSONALITY & PERFORMANCE FOR THE  
PROPAGANDIST EDUCATOR AS IT COME IN THE HOLY QUR'AN**

**ABSTRACT:** The purpose of this study is to discover the fundamentals of the personality and performance for the propagandist educator as it come in the Holy Qur'an .

The descriptive analytical method was used in this study.

In accordance with the major finding of this study, the researcher concluded that there are some fundamentals should be in the personality of propagandist such as: worship to "Allah", optimistic man, good party man, good tempered, and mannerly man .Moreover, good example to the others, have the scientific and culture efficiency, and have the secrets of good communication, I mean, how to talk to anyone, anytime, anywhere.

Finally, the study recommended the following:

The propagandists have to follow the messengers approach (PRACE BE UPON THEM), in their working. Moreover, they have to focus on continuous improvement to achieve the quality in their calling.

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