

## Dimensions of the Discourse of Guidance and Awareness in the Cultural Strategies of Imam Javād (as)

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### Abstract

In addition to reason, human happiness requires guidance by leaders who have moral virtues and human perfections; according to the Twelver Shiites, the infallible imams (as) were worthy and appointed by Allah the Almighty and were responsible for guiding the people. Imam Javād (as) was surrounded by a complex set of obstacles and internal problems related to Shiites and foreigners (Abbasid Caliphate) in one of the most sensitive periods of Islamic history, and while he was only seven years old, he took the responsibility of Imamate and leading the people. Therefore, it is necessary to carefully evaluate and study how the imam is confronted in each section in order to gain knowledge. The basic issue of this research is that how and with what strategies did the Imam in his speech with different currents and groups act to inform and increase their knowledge? What were his measures to guide the elites and the people in the face of the intrigues of the Abbasid Caliphate, different and sometimes deviant thoughts and ideas? The research method in this article is analytical-descriptive and the method of collecting information is library. The findings of this research indicate that the guidance strategy of Imam Javād (as) are: use of reasoning, discourse according to the Qur'an and Sunnah, gaining people's trust, using the existing capacities even in the Abbasid government to make people aware of true Islam, explaining the position of Ahl al-Bayt (as), expressing the atrocities of the government, not shying away from accepting responsibility, dissemination of divine knowledge and preparation for the period of Imam Mahdi (as) Occult.

**Keywords:** Qur'an, Ahl al-Bayt (as), Imam Javād (as), Cultural Strategies, Guidance.

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