



Launching the subject of;

# **“CHARACTER BUILDING”** globally



Guiding and Motivating children towards righteousness through Character Education

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## QUOTE

Just as no child should go without food for long, no child should be without guidance during their upbringing when preparing for life's challenges and purpose.

(Sofia Adcem)

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## NEW SUBJECT LAUNCH



**ICE Publishers** (Integrated Character Education) proudly presents a new subject called “Character Building” — a unique program designed for Muslim children and institutions, homeschooling educators, and dedicated parents.

## VISION STATEMENT

ICE Publishers’ mission is to motivate school-going children towards righteousness throughout their developmental years and provide them with guidance based on Islamic ethics, essential life skills and moral support throughout their character formation.

## WHAT IS UNIQUE ABOUT US

Our strength is the use of advanced pedagogical methods behind the course books. While many Islamic educational materials are available on the market, most fall short of the desired impact as they are not attuned to the psychology of children nor developed by field experts. This subject is specifically designed and based on the science of educational psychology, which specialises in human learning and character education. It is a blend of moral education and social & emotional learning, in other words, religious ethics and Psychology - a neglected approach and art that requires enhanced attention in Muslim communities.





## OUR MISSION

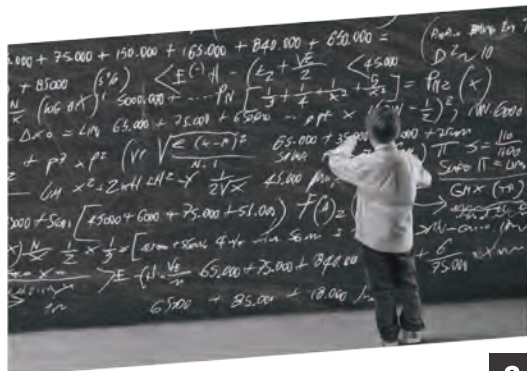
**1.** This Course aims to replace the widespread, old-fashioned approach to religious teachings - often superficial, boring, and ineffective - with progressive methods. We strive to educate the students on applying effective strategies that produce real, positive, and long-term effects on moral education. Our objective is to help children truly understand the concepts behind the rules of Islam. We adopt an in-depth approach to its core philosophy, encouraging them to ask “WHY” questions and explain concepts in a way young minds can comprehend and grasp. We offer a dynamic, interactive teaching environment where children can explore Islamic concepts and values. We go beyond conventional, one-sided teaching style based on endless preaching, memorisation and homework. Instead, we encourage personal involvement and critical thinking, focusing on developing their analytical skills and ethical decision-making.

**2.** Thus, we aim to shape children’s thought processes towards righteousness in the light of the divine rules of Islam, equipping them with practical techniques for character development. Our ultimate goal is to help them succeed in the test of life by becoming enlightened, empathetic, God-conscious, God-fearing and righteous human beings.

## THE CURRENT APPROACHES TO ISLAMIC EDUCATION DOMINATING THE FIELD AND WHAT WE DO DIFFERENTLY:

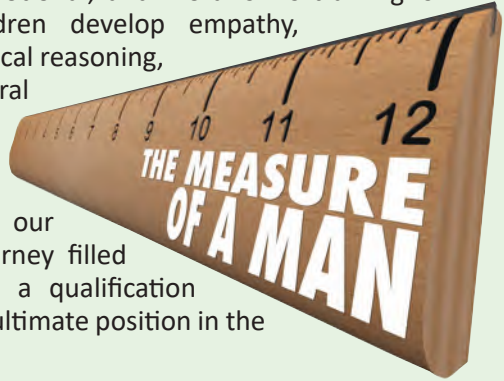
Our Course is not just another Islamic Studies programme covering Islamic history, the A-to-Z rules, and stories of the prophets. We cover different aspects. We stand out through our comprehensive pedagogical methods and eclectic approach, which differs significantly from the conventional religious teaching styles that dominate the field.

While all Islamic syllabi intend and aim to spread knowledge of Islam and strengthen Muslim identity, they often do so using conventional methods, which often fail to engage students due to the following reasons:



**A** A common issue is one-way communication that does not invite student interaction. The language is often too formal and mature, and content relies heavily upon historical stories and religious events that feel distant unless presented psychologically to suit the target audience.

**B** Many Courses are based on a few skills-training techniques that are insufficient to bring about change. A more systematic and extensive course integrating social, emotional, and moral skills training is needed to help the children develop empathy, pro-social behaviour, and ethical reasoning, leading to improved moral judgement. It should also educate them about the rules of life, enabling them to grasp the true essence of our existence - a temporary journey filled with trials to navigate and a qualification process that determines our ultimate position in the Hereafter.



**C** The commonly used negative approaches result in turning young minds away from even the thought of religion as they get intimidated by it. As an example, superstition-based stories and fabricated characters are still used by many to scare children into obedience. This destructive approach has the opposite effect in the long term.



Disciplining children through illogical punishments or pointing out terrifying consequences, particularly the daunting punishments of Hell, is not compatible with the cognitive development and psychology of children of tender age or even primary level. They cannot fairly comprehend abstract concepts such as Hell and Paradise at this stage. Even highlighting the extraordinary

rewards in Heaven will not make perfect sense to them. The “heavy meal” becomes too much for their immature digestive system. Instead, they should be presented with realistic everyday examples and issues to which they can relate and adapt easily and naturally. The hard realities of life must be introduced gradually and casually. Knowing when and how to introduce a concept is crucial when dealing with children and requires mastering the art.



**D** The issues of approach can no longer be attributed entirely to old, outdated traditions. The new trend of “entertaining kids,” which we are witnessing and inviting into our homes and lifestyles, is the exact opposite, but it is just as alarming. It will prove to be a failure, just as junk food and processed food against organic food and cooking.

The question is whether we will stop it in time.



The excessive superficial focus on attracting the audience and receiving immediate positive feedback compromises the purpose of learning. Attractive animated software resembling computer games and books resembling cartoons, even when named “*Seerah*”, are succeeding in drawing the attention of the children of the modern era. However, that does not equate to maintaining concentration and getting to the soul of Islam, which is crucial to long-lasting learning. Creativity and appeal are innovative mediums we should avail, but within the limits of Islam and psychology to maintain balance. Entertainment leads to a rise in dopamine levels. As our sugar levels must be kept in order to avoid a system collapse, so must we use constructive methods of learning that stimulate and further develop the children’s mental and intellectual growth. We are not interested in making the future generation more restless and impatient, always looking for shortcuts rather than searching for the truth – the real deal.





# WHAT WE OFFER

Character education supports religious teachings in innovative and captivating ways aligned with children's psychology. Whether you are a parent striving to raise children enriched with Islamic values, a homeschool educator shaping tomorrow's representatives of Islam, a school looking for an effective, comprehensive curriculum that integrates moral, social and emotional learning, or an Islamic institution seeking a modern, engaging, pedagogical approach to Islamic education, this Course contains the elements to make a lasting impact *Insha'Allah*.



## IS NOT A REPLACEMENT, BUT A VALUABLE ADDITION



Based on fundamental Islamic and universal values, “Character Building” is a subject that complements Islamic studies and Seerah. It is not a replacement but a valuable addition, introducing children to Islam's spirit in a language they can relate to. The subject can be taught alongside traditional school courses or in other combinations, such as homeschooling, as an intensive online class, in after-school clubs or Sunday schools, as a Summer school programme, in Islamic centres, etc.



- **Self-awareness and empathy**
- **Moral reasoning and ethical decision-making**
- **Practical tools for self-regulation of destructive feelings and thoughts**
- **A stronger connection with Allah and training in listening to the voice of their conscience**
- **In-depth knowledge of fundamental principles, concepts and Islamic ethics**

We welcome and invite you to join this transformational journey and experience that delicately integrates the timeless wisdom of Islamic values with psychology, emotional intelligence, and real-world problem-solving.



For more information, please visit our website at:

**[www.characterbuilding.education](http://www.characterbuilding.education)**

Here you will find sample lessons, more aims and objectives, contact details and pricelist.

**[info@characterbuilding.education](mailto:info@characterbuilding.education)**