

﴿it is they who will prosper﴾. Prosperity means achieving what you are seeking and being saved from what you fear. Prosperity is exclusive to them, because there is no way of attaining prosperity except by following their path. Any paths other than that are paths that lead to doom, loss and destruction.

Therefore, when Allah mentions the characteristics of the true believers, He also mentions the characteristics of the disbelievers, who openly show their disbelief, stubbornly opposing the Messenger:



﴿إِنَّ الَّذِينَ كَفَرُوا سَوَاءٌ عَلَيْهِمْ أُنذِرْتَهُمْ أَمْ لَمْ تُنذِرْهُمْ لَا يُؤْمِنُونَ ٦ خَتَمَ اللَّهُ عَلَى قُلُوبِهِمْ وَعَلَى سَمْعِهِمْ وَعَلَى أَبْصَارِهِمْ غِشْوَةٌ وَلَهُمْ عَذَابٌ عَظِيمٌ ٧﴾ (سورة

البقرة: ٦-٧)

- 2:6. As for those who disbelieve, it is the same to them whether you warn them or do not warn them; they will not believe.
- 2:7. Allah has placed a seal on their hearts and on their hearing, and over their eyes is a cover; theirs will be a severe penalty.

Here Allah tells us concerning those who disbelieve – that is, those who have the characteristics of disbelief, which has become a definitive part of their identity – that nothing can deter them from their disbelief and no exhortation can make them give it up. They will persist in their disbelief, so it is all the same to them whether you warn them or not, for they will not believe. The essence of disbelief is rejection or partial rejection of that which the Messenger (ﷺ) brought. These disbelievers do not benefit from the call (to Islam); it is only given in order to establish proof against them. It is as if this was intended to put an end to hope on the part of the Messenger (ﷺ)