



Facultad de Ciencias Humanas y Sociales
Grado en Relaciones Internacionales

Trabajo Fin de Grado

**A Comparative Analysis of Al-Qaeda's
and ISIS' Strategic Communication
Techniques**

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“I have been studying terrorists and terrorism for more than twenty years. Yet I am still always struck by how disturbingly ‘normal’ most terrorists seem when one actually sits down and talks to them. Rather than the wild-eyed fanatics or crazed killers that we have been conditioned to expect, many are in fact highly articulated and extremely thoughtful individuals for whom terrorism is (or was) an entirely rational choice, often reluctantly embraced and then only after considerable reflection and debate.”

– Bruce Hoffman, 2006, p. xv

Image 1: Magnum Chronicles Vol. 1. Larry Towell



A man picks up a paper that was blown out of the towers after the attack of the World Trade Center on Sept. 11, 2001

Source: (Ritchin, 2018)

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A. Index of Acronyms

CAP	Center for Analysis and Foresight at the Guardia Civil <i>Centro de Análisis y Prospectiva de la Guardia Civil</i>
EU	European Union
IS	Islamic State
ISIS	Islamic State of Iraq and Syria
ISIL	Islamic State of Iraq and the Levant
IO	Information Operations
NATO	North Atlantic Treaty Organization
U.S.	United States of America

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“Information technology and the Internet are rapidly transforming almost every aspect of our lives - some for better, some for worse.”

–John Landgraf (2017)

CHAPTER I: INTRODUCTION

At the present time, it is unthinkable to describe the facts and events happening in the World without taking into consideration the enormous influence of the Internet. Almost every aspect of our lives is affected in one way or another by information technology, improving in numerous cases certain restraints related to time, space or location. News, videos, movies, online shopping, or social media platforms, to name a few, are just one click away from our reach. There is no doubt that the Internet improves many aspects of our personal and professional lives, nevertheless the threats that come along as well are very relevant and cannot be ignored, more importantly when it is used for terrorist purposes.

In the case of communication networks, new technologies have allowed for an instant spread of information all around the world with the sole need of a digital device with access to an internet connection. This overcoming of time and space has made it possible to not only communicate with individuals all over the globe, but to access and upload information as well, at any time and place. One important danger in this respect is the facilitation to any person with certain technology skills to upload all kinds of information, true or false, pejorative or friendly, radical or pacifist, with the purpose of creating a discourse of division and conflict between different groups. This is the case of both jihadist terrorist groups, Al-Qaeda and ISIS, which have developed a sophisticated set of digital communication tools to spread their message and ideology, seek support and fundraising, radicalize and recruit fighters, and finally, coordinate attacks. Moreover, the Internet has allowed the terrorist organizations to contact and reach supporters outside the Middle East and encourage them to join their cause, without the need of having to organize personal meetings to connect with them and appeal to their emotions and beliefs. This type of communication has proven to be so effective, that Al-Qaeda and ISIS have developed over the years a number of online propaganda mechanisms written in perfect English with the intention of directly appealing to Muslims living in Western countries. These online networks are a source of radicalization, recruitment and terrorist training that pose an enormous threat for State and civilian security.

1. Purpose and Motives

Communication is indispensable in seeking to implement a change in reality, either by informing, teaching, threatening or asking for support. Without proper communication it is very difficult to achieve a major change, as no participation and coordination can take place. In this regard, terrorist groups Al-Qaeda and ISIS have undoubtedly identified the importance of creating a strong communication network issuing propaganda information in the English language to reach as many readers as possible and radicalize them. The purpose of this paper is to focus on the communication techniques implemented by both jihadist groups in their quest to create an in-group identity, while shaping perception and polarizing support through their respective online magazines.

A total of three motives have driven the author to choose and analyze the communication strategies of these two terrorist jihadist groups in the present final degree thesis.

First of all, the author started University in 2014, just a few months after ISIS proclaimed itself as a worldwide Caliphate. During the first year of academic studies as a double degree student in International Relations, and Translation and Interpretation, an indispensable requirement was to be informed about the affairs and events taking place in the world. It was at this early time of the studying process, where students start developing and learning analytical skills, that much of the international media news and newspaper were mostly reporting on Daesh and its repercussion for the international, political and social arena. Because of this, it became the first major event the author studied and analyzed as part of her International Relations degree.

Secondly, by specializing her IR studies in the sectors of Security and Foreign Policy, the author has predominantly focused on researching topics related to national security, defense and intelligence. In this regard terrorist groups are a complicated but major actor posing a threat to security and stability. As a living organism they adapt, transform and change, making it very complicated to fully eradicate its extremist ideology, even after a military defeat is reached.

Finally, as a student of Translation and Interpretation, the author recognizes the importance of language and communication in a globalized and interconnected world. In this sense, a proper communication is indispensable in promoting the creation and spreading of disputes, including the developing of mechanisms to solve and stop them.

CHAPTER 2: CONTEXTUALIZATION OF THE ANALYSIS

2. State of The Art

In order to provide a coherent and straightforward analysis of the communication strategy of Al-Qaeda and the Islamic State, a number of concepts need to be clarified before.

First of all, the definition of terrorism needs to be addresses due to its conflictive nature, as the popular proverb says: “One person’s terrorist is another person’s freedom fighter” (Freedman & Thussu, 2012, p. 7). The major problem regarding the concept of terrorism is that there is no single common accepted definition of the term on which to base an independent and reliable methodology to establish which indicators compose a terrorist act. Because of this, many actors and institutions as the U.S. Department of State, the European Union or the United Nations have developed their own definitions with similar and differing concepts.

This paper will adopt the rigorously elaborated definition of Bruce Hoffman (2006, p. 40) who concentrates on the differential aspects of terrorist from criminals and fighters and distinguishes terrorism from other types of crime and warfare. Thus, terrorism is:

- ineluctably political in aims and motives;
- violent—or, equally important, threatens violence;
- designed to have far-reaching psychological repercussions beyond the immediate victim or target;
- conducted *either* by an organization with an identifiable chain of command or conspiratorial cell structure (whose members wear no uniform or identifying insignia) or by individuals or a small collection of individuals directly influenced, motivated, or inspired by the ideological aims or example of some existent terrorist movement and/or its leaders; and
- perpetrated by a subnational group or nonstate entity.

In other words, “terrorism is the deliberate creation and exploitation of fear through violence or the threat of violence in the pursuit of political change (Hoffman, 2006, p. 40).

Andrew Kydd and Barbara Walter (2006) address in their article the different ultimate goals terrorists seek to achieve and the strategies they use to pursue these goals. Moreover, both authors empathize on the fact that terrorist actors are weaker in terms of arms. Because of this, violence is a “form of costly signaling” (Kydd & Walter 2006, p. 50), a form to show how far they are intending to go to reach their objectives. Although terrorists’ goals have varied over time in the transition from ethno-nationalist terrorism

after the Second World War to contemporary terrorism in the late 1960s (Hoffman, 2006, p. 62), Kydd and Walter identify five important goals: “regime change, territorial change, policy change, social control, and status quo maintenance” (Kydd & Walter, 2006, p. 52). Regarding Al-Qaeda, its ultimate goals would be the establishment of Islamic regimes in the Middle East, the destruction of Israel and diminishing U.S. influence in the region, which lead to regime, territorial and policy change (Kydd & Walter, 2006, p. 55). ISIS’s ultimate goal (depicted in the article as Al-Qaeda in Iraq by Zarqawi) is to establish a global Caliphate, thus representing regime and policy change. In order to achieve these objectives, Kydd and Walter (2006, p. 58) elaborate a theoretically cohesive set that combines the topics of uncertainty (power, resolve, and trustworthiness) and the targets of persuasion (enemy government and domestic population) to produce five strategy models: attrition, intimidation, provocation, spoiling and outbidding.

Figure 1: Strategies of Terrorist Violence

		Target of Persuasion	
		Enemy	Own Population
Subject of Uncertainty	Power	attrition	intimidation
	Resolve		outbidding
	Trustworthiness	spoiling	provocation

Source: (Kydd & Walter, 2006, p. 59)

In an attrition strategy, terrorists seek to persuade the enemy that the terrorists are strong enough to impose considerable costs if the enemy continues a particular policy. Terrorists using intimidation try to convince the population that the terrorists are strong enough to punish disobedience [...]. A provocation strategy is an attempt to induce the enemy to respond to terrorism with indiscriminate violence, which radicalizes the population and moves them to support the terrorists, Spoiler attack in an effort to persuade the enemy that moderates on the terrorists’ side are weak and untrustworthy, thus undermining attempts to reach a peace settlement (Kydd & Walter, 2006, p.51).

As Hoffman (2006, p. 174-175) describes, the violence caused by terrorists is part of their strategy to communicate a message, and this message has to be spread to a large audience to obtain a major potential advantage in achieving the desired change.

Terrorists will use the publicity caused by their use of violence to drive attention to their cause and thus obtain the influence and power they lack, to achieve a regional or international political change (Hoffman, 2006, p. 41). In this matter the Media plays a major role as the most important spreader of messages, news and information since the

creation of the printing press in the early 1800s until today. As Hoffman outlines (2006, p. 178), the year of 1968 presents a milestone in mass communication with the launching of the first television satellite by the United States, enhancing the transmission and speed of news coverage. Moreover, during the late 1980s the rise of new press technologies increased the capacity of the news media to “provide a constant flow of global real-time news” (Ziv, 2011, p.175), marking the birth of 24-hours of cable news airing or news around the clock. Satellite and cable television have enabled the wider public to see the violence used by numerous terrorist groups, being the Munich Olympic attacks, the hijacking of commercial airplanes in Europe, the attack on the Twin Towers in New York, and the recent wave of jihadist attacks in Europe from 2014 until today, just some of the numerous examples. Nevertheless, the World has experienced another technology revolution, the digital Media that has enabled terrorist groups –in this case Al-Qaeda and ISIS– to enhance their strategy in achieving their objectives. Hoffman (2006, p.2001) structures this new Media in three categories: Internet, video production and duplication process, and insurgent television. These media tools have “given terrorists organizations the capability to directly communicate with global audiences, to directly convey their message, and to amplify the volume (and strategic impact) of their violence” (Bole & Kallmyer, 2016, p.30). According to Hoffman (2006, p. 214), the Internet has three functions for Al Qaeda: to achieve recruitment, fund-raising and shape public opinion in the Muslim world through propaganda, to train terrorist, and to organize and structure terrorist plots through online communication. These purposes do apply to the Islamic State as well but, as it will be shown in the analysis, the audience and objectives will go far beyond the Muslim world. The online mechanism used by both jihadist groups in their communication strategy are Social Media, online magazines, and visual media as videos and videogames.

The literature regarding Al Qaeda and the Islamic State can be divide into authors who analyze general aspects and authors who study communication specific strategies. Peter Bergen’s (2001) *Holy War, Inc. Inside the Secret World of Osama bin Laden* and Rohan Gunaratna’s (2002) *Inside Al Qaeda: Global Network of Terror* present an important literature in the study and analysis of the terrorist organization Al Qaeda. Bergen (2001) outlines Al Qaeda’s history, starting as a regional jihadist group with the Soviet invasion of Afghanistan and developing into an international organized terrorist cell that came to be known as “the Base” in 1988 after the withdrawal of the Soviet troops from the region. Moreover, the author describes the trajectory of Osama bin Laden in the creation of the jihadist cell and the wave of followers that heard his call for action,

including the U.S. role in Afghanistan. It is important to state that the author himself, a CNN's terrorism analyst, interviewed Osama bin Laden in 1997, being it "the first time that bin Laden had told members of the Western press that American civilians might be casualties in his holy war" (2002). Bergen provides an in-depth description of the individuals and the events that led to the founding of Al Qaeda. Gunaratna (2002) yields an extended description of the persona of Osama bin Laden, an educated member of a wealthy family who after co-establishing the Afghan Service Bureau (MAK) in 1984 for coordinating the anti-Soviet jihad, developed his aim of re-creating the Caliphate by pursuing a worldwide *jihad*. This fight became to be coordinated by Al Qaeda. Furthermore, Gunaratna (2002) describes the ideology and ideas behind the terrorist organization, as well as the existing global network of Al Qaeda, its strategy and threat representation.

Stern and Berger's (2015) *ISIS: The State of Terror* and Weiss and Hassan's (2016) *Inside the Army of Terror* provide a crucial literature on the creation, rise and inner-working of ISIS, a terrorist group that has spread a state of terror and fear. All authors focus on the events and the individual, Abu Bakr al-Baghdadi, who led to the creation of ISIS in 2014 from Al Qaeda's cell (ISI) in Iraq, which was led by Abu Musab al-Zarqawi until his death in 2006. Stern and Berger (2015) do not only lay out the affairs but focus on several elements and strategies used by the self-proclaimed Islamic State, as their media campaign and use of violence, intended to spread their influence and message to new recruits. Two elements that highly characterizes the jihadist organization. Weiss and Hassan (2016) center more on the chronological description of events, starting with a portrayal of Abu Musab al-Zarqawi and Al Qaeda in Iraq, continuing with the establishment of the Islamic State in Iraq and al Sham (ISIS) by Abu Bakr al-Baghdadi that separated from the Al Qaeda group. Moreover, the different actors involved in the war in Syria and its interest are outlined, using interview material from Syrians involved in the situation throughout their book. Both authors dedicate a chapter as well on ISIS's use of communication media as Twitter or the Dabiq magazine for propaganda purposes.

The literature regarding the study of communication and media strategy of both jihadist groups has been divided in three main blocks and corresponding subcategories respectively.

Javier Jordán (2002) describes in his article *El terrorismo en la Sociedad de la información. El caso de Al Qaida*, how the terrorist group Al Qaeda has benefited from

the technological advancements in the information sector. According to Jordán (2002) Al Qaeda, “the Base” in Arabic, has adopted a “network structure”, which is composed by different cells and groups that operate in accordance with the objectives defined by the leader Bin Laden. The terrorist group has been capable to manage information, coordinate funds, communicate with their cells and further sympathizers all over the globe, and influence public opinion through the use of technological communication tools as the Internet. Thus, giving it the capacity to confront and oppress national actors beyond the use of arms. Moreover, the author establishes that the purpose of violent attacks, as 9/11, were intended to generate fear and insecurity, as well as questioning the legitimacy of Westerns involvement in the Arab world. The article ends by addressing the necessity to organize a system for faster responses and control of technological communications as counter terrorism methods. Manfred Sterger continues (2009) to approach Al Qaeda’s ideology in a global age characterized by a deterritorialization of Islam, which is focused on spreading its message towards a global audience. Masterminds’ of the organization use modern technology as the Internet to post videos and audiotapes, deliver news and statements, and create websites to spread his message towards targeted audience. Moreover, Sterger (2009, p. 532) states that “the doctrine articulated by the likes of Bin Laden, Ayman al Zawahiri or Abu Musab al Zarqawi is the most prominent example of Islamist globalism.” Regarding the media strategy, Carl Ciovacco (2009, p. 853) examines in *The Contours of Al Qaedas Media Stratgy*, how “Al Qaeda Central employs a cogent media strategy to communicate with its affiliates, win over mainstream Muslims, and inspire the “true believers” into action against perceived enemies of Islam.” Moreover Ciovacco (2009, p. 855) affirms that “one of bin Laden and Zawahiri’s strengths has been their perceptiveness in understanding what Muslims want to hear and when they want to hear it.” The author distinguishes a total of nine strategy characteristics based on the analysis of 46 media releases, 22 from Bin Laden and 42 from Ayman al Zawahiri composed by videos, audio recordings, Internet messages and pamphlets.

1) Al Qaeda’s Top Leadership Exploits Local Sensitiveness With Tailored Statements for Specific Audiences Around the World. 2) Anniversaries Serve as “Message Projection Pppportunities” for Al Qaeda’s Cause. 3) Top Al Qaeda Leadership Emphasizes Koranic and Historical Justification to Provide Legitimacy for Its Actions. 4) Seven Platform Themes Are reinforced in Nearly All Media Releases by bin Laden and Zawahiri [Call to Jihad, Clash of Civilizations, Apostate Muslim regimes, US-Israeli connection, Muslim unity, US weakening, and US stealing Muslim oil]. 5) Release Timing Trends Show That the Time Interval Between a Geopolitical Event of Significance and Subsequent Media Releases is Shorter Following and Al Qaeda “Loos” Than and Al Qaeda “Win”. 6) Top Al Qaeda Leadership Attempts to Prompt Local Al Qaeda Affiliations Into Action by Providing Specific Guidance in their Media Release. 7) Al Qaedas Top Leadership Attempts to Influence Americans Foreign Policy With Targeted Messages Directed Toward

Americans and Critical Moments in Time. 8) Video releases are normally of Greater Significance Than Audio Recordings, Although This Disparity is Decreasing With al-Sahab's Direct Posting of Videos to the Internet. 9) The Degree of Top Al Qaeda Involvement in an Attack and the Actual Results of the Attack itself Figure Prominently in Whether bin Laden or Zawahiri Ultimately Claim Responsibility. (Ciovacco, 2009)

James Farwell's (2010) *Jihadi Video in the 'War of Ideas'* provides an analysis of Al Qaeda's tactic message through visual media. Farwell address two main ideas, first of all, "the power of modern electronic media lies in its capacity to achieve resonance: it affords immediate, direct access to the mind of a listener or viewer", and secondly, effective media needs to stimulate the feelings an audience already possesses and provide a platform for the spectator to express these feelings (2010, p.127). As Farwell (2010, p. 128) describes, Al Qaeda's strategy consists in appealing to emotions and existing postures of targeted audience to generate support for their narrative and drive people to action. The images of Bin Laden's persona as a charismatic political leader, his quotes and references from the Koran, his allusions to God's statements and the justification of using violence as a divine act against Americans, the crusaders, are part of the political message presented in the videos. The power of images relies on the ability to maintain a narrative "about standing up for dignity and integrity of Islam, battling injustice and repression at the hands of the West" (Farwell, 2010, p. 1), while the overall message is negative, legitimizing violent actions as beheadings, suicide bombings and further tactics. Holbrook (2013) centers on the three communicative approaches used by Al Qaeda leadership in its statements to address Sunni Muslims: encouragement, excommunication and exasperation. The author's analysis is based on a study of 245 communiqués from al Zawahiri and Bin Laden, providing three major communicative approaches direct to Muslims (Holbrook, 2013, p. 887):

(1) positive encouragement and guidance with emphasis on benign factors and rewards for participation, as well as consequences for collective failure; (2) criticism of Muslims for lack of support, warnings against incorrect behavior, and direct references to those who neglect to support the causes of the Al Qaeda leadership; and finally, (3) threats and allegations of apostasy directed toward Muslims, with the implication that they can be targeted.

Martin Rudner's (2017) "*Electronic Jihad*": *The Internet as Al Qaeda's Catalyst for Global Terror* focuses on the use of the Internet and social media as a tool of communication for Al Qaeda's cause. Rudner introduces the term of 'electronic *jihad*' as a means "to exploit the strategic capabilities of the Internet and related technologies for promoting the spread of radical Islamist principles and fomenting jihadist militancy among Muslim communities, especially in the Western diaspora" (2017, p. 12).

Moreover, *Jihadist* websites are now a major instrument in the distribution of militant Islam propaganda, organizing potential followers and encouraging terrorist actions (2017, p. 12). Rudner recalls that the Centre for Social Cohesion identifies three main Internet-based functions carried out by jihadist websites, chatrooms, and social media: online libraries, platform for extremist preachers, and forums for radical discourse (2017, p. 13). Furthermore, the Internet provides a platform for terrorist activities that go from incitement, recruitment and training, towards terrorism financing, terrorist operation, and cyberterrorism.

Defense consultant James Farwell (2014, p.49) states in his article *The Media Strategy of ISIS*, that the Islamic State's "communication strategy aims to persuade all Muslims that battling to restore a caliphate is a religious duty." Moreover, as Farwell (2014) argues, even though the terrorist group has used brute force to spread its influence, it has developed a sophisticated strategy of spreading propaganda through social media and further technological communication platforms for both, building credibility and legitimacy, and intimidating opponents and recruiting militants. The use of media devices has enabled the Islamic State to spread their narrative, accompanied with compelling and sentimental images, phrases or life video statements, beyond borders and reach every corner of the world. Farwell (2014) highlights the group's use of social platforms such as Twitter, which has proven to be very effective, Facebook and Instagram to influence both, followers and the enemy. Furthermore, ISIS social media covers the situation on the terrain, making it possible for "prospective recruits can use Facebook and other social media platforms to communicate with foreign fighters engaged in battle to learn what the experience is like, and to contact facilitators who can explain how to join the fight in Syria and Iraq" (Farwell, 2014, p. 50). David Talbot's (2015) *Fighting ISIS Online*, centers as well on the very productive online spectrum of the terrorist organization. As it is presented by the author, ISIS differs in both ideology and territorial control over other radical Islamic movements, emerging after a major technological transformation. "ISIS has been the prime mover among Islamist groups that have lured 25,000 foreigners to fight in Syria and Iraq, including 4,500 from Europe and North America" (Talbot, 2015, p. 72). Moreover, as it is addressed in the paper, the Islamic State's propaganda is intended to appeal towards a younger generation by referring to first-person shooter video games such as Call of Duty, and using Internet slang as YOLO (you only live once) to transform it into YODO (you only die once, why not make it martyrdom), and simulating Hollywood theatrical style (2015, p. 75). Most importantly, Talbot (2015, p. 77) concludes by stating that even though there are victories regarding online radicalization

with young people abandoning this path thanks to people talking to them online and discouraging them to go and fight, ISIS is still dominating the online struggle with young people from Western countries continuing to leave to join the fight. Another scholar focused on this matter is Dr. Haroro Ingram (2015, p.729), who after analyzing Islamic State’s communiqués to study the strategic logic of its information operations (IO) concludes that the overall purpose of ISIS’s “IO campaign is to shape the perceptions and polarize the support of audiences via messages that interweave appeals to pragmatic and perceptual factors,” being the portrayal of graphic violence only a superficial aspect of its campaign. Ingram establishes the following table visualizing the contents addressed in the publications:

Figure 2: Breakdown of IS IO output by content (weekly summary)

<i>Content</i>	<i>Total (51)</i>
<i>Military operations/training</i>	15
<i>Political/governance initiatives</i>	25
<i>Security, law and order</i>	8
<i>Economic reforms</i>	4
<i>Social and civil welfare programs</i>	3
<i>Education</i>	1
<i>Infrastructure</i>	5
<i>Information operations</i>	2
<i>Tribal relationships</i>	2
<i>Message to Sunni Muslims (in-group)</i>	4
<i>Message to enemy (out-group)</i>	7

Source: (Ingram 2015, p. 738)

Regarding the communication strategy of ISIS’s *Dabiq* magazine towards Western Muslims, Haroro Ingram (2016, p. 459) analyzes nine issues and establishes the following two main conclusions:

First, *Dabiq* offers its readership a powerful ‘competitive system of meaning’, that is, an alternative perspective of the world compared to that presented by its opponents, that acts as the ‘lens’ through which it shapes its readership’s perceptions, polarises their support, and drives their radicalisation. Second, *Dabiq*’s architects deploy a diverse array of messaging that fuses rational- and identity-choice appeals as a means to ensure its message and broader ‘system of meaning’ resonates with a broad and diverse spectrum of potential supporters.

Bole and Kallmyer (2016) cover the Islamic State’s digital dominance by stating that the new changing technological environment has allowed its narrative, which is not new, to become surprisingly successful. The digital revolution has enabled terrorist organizations including ISIS to directly communicate with a global audience, transmit their message in a matter of seconds towards all parts of the globe and exaggerate the volume of its violence (Bole & Kallmyer, 2016, p. 30). According to the authors, ISIS

has been able to identify the advantages and disadvantages of digital networks and has established a formula to guaranty an effective communication campaign. On the one hand, the “centralized starter nodes of dedicated, “professional” IS propagandists create a model content and inspire IS’ propaganda”, and on the other hand, “decentralized and loosely connected digital networks provide a mechanism to distribute this content to larger audiences” (Bole & Kallmyer, 2016, p. 33). This division into smaller, active, connected subgroups of IS’s larger network has been the key to its success, addressing vulnerable targets with a narrative of destruction and violence. Simone Molin Friis (2018) offers a very important view focusing on the analysis of ISIS’ public display of violence. She states that since the ‘Jihadi John’ incident, beheadings, mass executions, shootings, decapitations, and many other forms of violence and brutality have become a much-debated topic in the global public sphere. Friis (2018, p. 245) emphasizes on the fact that ISIS “is not only a militant group operating in a territorial battlefield,” as it is also a visual event on a ‘virtual’ battlespace, being the group’s capacity to shape public ideas and politics not only dependent on its military executions. Friis (2018, p. 245) arguments are on the one hand, that the Islamic State’s public display of violence is not a portrayal of random brutality nor evil, “but a contemporary version of a distinct type of political violence.” On the other hand, the new aspect of ISIS’s killings is the “the *public visibility* of the acts and the *global spectacle* that the group has created.”

Regarding the comparative analysis of Al Qaeda’s and ISIS’s communication strategy, Novenario (2016) implements Kydd’s and Walter’s strategies of terrorist violence model in her study (see figure 1) to distinguish the different approaches of both terrorist groups. The author analyzes the content of *Inspire* and *Resurgence* magazines by Al Qaeda from 2010 until 2015 and *Dabiq* magazine by the Islamic State from 2014 until 2016. Novenario’s (2016, p. 953) findings conclude that “Al Qaeda consistently employs attrition to compel changes in the West’s policy and behavior, while the Islamic State has shifted from intimidating populations to outbidding competing groups to solidify its claim to the Caliphate.”

Figure 3: Percentage of articles reflecting strategic logics of costly signaling (in percentages).

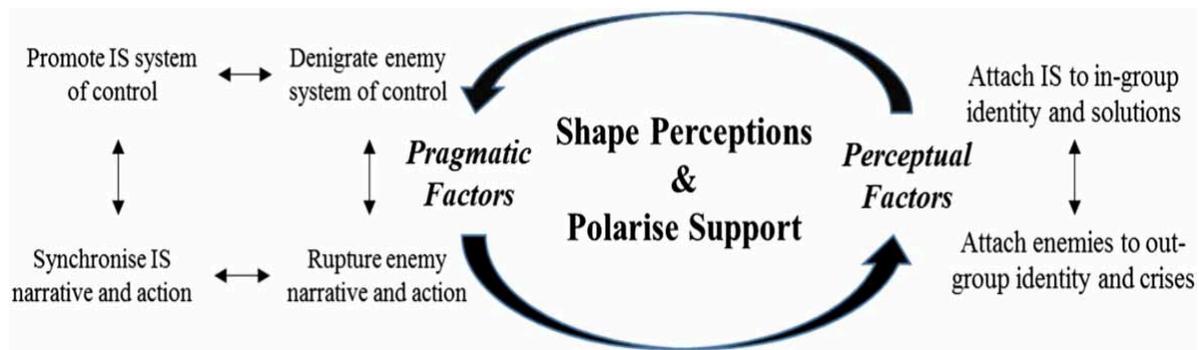
	Attrition	Intimidation	Provocation	Spoiling	Outbidding
<i>Inspire</i> and <i>Resurgence</i>	43	5	6	19	23
<i>Dabiq</i>	13	23	5	15	42

Source: (Novenario 2016, p. 957)

3. Conceptual Framework

With the purpose of analyzing the communication strategies of Al-Qaeda and ISIS, the conceptual framework of the qualitative study of this final degree project is based on Ingram's (2015) strategic logic of information operations. Through the use of social media communiqués, the terrorist group ISIS has been able to “shape perception and polarize support”, creating this an in-group identity. Building upon this framework, this paper will develop a total of four variables and sub-corresponding elements in shaping perception and polarizing support to analyze and compare Al-Qaeda's and ISIS's strength in building an in-group identity through their respective online magazines *Inspire* and *Dabiq*.

Figure 4: The strategic logic of IS IO



Source: (Ingram 2015, p.735)

4. Research Questions

Taking into consideration the above presented information in the state of the art and the respective literature review of Al-Qaeda's and ISIS's communication strategy, a number of issues of concern and subsequent questions come to the surface. First of all, both terrorist groups have submerged themselves in the use of new digital media, a tool that has allowed them to reach a global audience and spread their message all over the world. In fact, both groups have demonstrated to be very persuasive in driving attention from targeted readers and say what many discontent Muslims want to hear. Although they use a wide variety of digital mechanisms such as Facebook, Twitter, Instagram, YouTube, web pages or online chat platforms, a special notice has to be pointed at the high-quality digital magazines elaborated by Al-Qaeda's, *Inspire*, and ISIS's, *Dabiq*, as a major constructor of in-group identity. These magazines are composed by several long articles full of powerful vivid pictures and quotes and have been carefully designed to appeal to an English-speaking audience to achieve their radicalization. Due to the importance of creating narratives in the achievement of their goals -recruit, shape opinion, train or

radicalize readers among others- it is of importance to take a closer look at both magazines. Due to the waves of Islamic fundamentalist terrorist attacks that have scourged Western countries, as many other parts of the world, during the last years, the following questions may be asked:

Is ISIS's communicative propaganda more effective than Al-Qaeda's in creating an in-group identity?

If it is the case, what are the strategic elements that may have contributed to this enhancement of its communicative strategy?

Furthermore, what is the communicative strategy of both terrorist groups and which elements do they share and what are those that differentiate them?

5. Study Research

It is without a doubt that the new digital media technologies have played a major role in enhancing the terrorist groups strategic communication techniques in reaching a global audience at any time and any possible moment. The tools of digital media and its components -social platforms, social media, online magazines or blogs- have been extensively used by both but specially ISIS has proven to be very deft with these online platforms. Because of this, the study objective of this paper is to analyze the statement that Daesh has been able to develop a much more appealing propaganda in its communication networks, while Al-Qaeda has not reached the same extent of global targeting and influence in the West. This idea is based on the following aspects. First of all, *Inspire* magazine -Al-Qaeda- was founded in 2010 as a means to reach English speaking Muslims in Western countries and *Dabiq* magazine -ISIS- was created in 2014 also in the English language, promoting in its number a considerable amount of videos produced by Al-Hayat media with subtitles in different languages, to spread the words and deeds of Daesh. Taking into consideration the years of publication of both magazines, the major terrorist attack of Bin-Laden's organization on Western soil took place almost 18 years ago -9/11- with a continuation of terrific incidents in 2004 -Madrid bombings- 2005 -London bombings- and 2015 -Charlie Hebdo shooting, while important attacks in the name of ISIS go from 2014 until 2016 and even today. This development leads to the assumption that ISIS has been able to more effectively push mujahideen to either pledge allegiance or commit a terrorist attack. Secondly, although *Inspire* magazine extendedly offers step by step images for training purposes on how to build a home-made bomb, a firebomb, or offer training-guides for combat, *Dabiq* magazine opts to not include this

training information on paper but provided it visually by posting images of the several videos made by ISIS and encouraging readers to watch them. As the popular proverb says, “an image is worth a thousand words,” and in this respect the impact is even larger as in a now digitalized society, visual digital media is much more appealing to emotions and viewers thoughts than words are. Finally, *Dabiq* offers the view of ISIS, a self-proclaimed Islamic state arguing to restore the Caliphate all around the world with Allah’s blessing. Moreover, *Dabiq* empathizes on the fact that Muslims have to pilgrim (*hijrah*) to the Islamic territories to build together the Muslim state and those living in Western countries to engage in *jihād* there. On the contrary, Al-Qaeda’s *Inspire* mostly calls for *mujahideen* to perform *jihād* in an overall effort to drive Western forces out of the Middle East, Islamic territory. In this sense, *Dabiq* appears to develop a much more appealing and stronger in-group identity of community and sacrifice over an opposing other.

6. Hypothesis

The hypothesis of this study is based on the notion that the successful propagandistic use of social and digital platforms by the Islamic State has enabled the terrorist group to develop a better and more effective communicative propaganda mechanism than its terrorist counterpart Al-Qaeda. Moreover, the terrorist attacks that have occurred in Western countries during the publication years of *Inspire* and *Dabiq* show the strong success of ISIS in developing a strong in-group identity and triggering actions committed in their name with the use of a violent narrative. Developing upon the information obtained in the state of the art of what characteristics are used in strategic communication, a number of elements have allowed both groups to have a global impact with the use of online magazines. First of all, the articles are written in English and thus target English-speaking individuals in the West. Secondly, they present a vivid collection of brutal images, authority quotes, teachings, allusion to past and recent attacks, encouragement to attack, rivalry towards the opponent terrorist group, and links to videos and further social networks. All these elements are accompanied by a use of radical language to shape perceptions and polarize support. Nevertheless, the narrative employed by Al-Qaeda and the elements visible in their *Inspire* magazine have not actually inspired as many attacks on Western soil as their opponent ISIS. It is because of this, that the in-group identity created by *Dabiq* magazine has demonstrated to be stronger. In order to demonstrate this hypothesis, the 18 *Inspire* and 15 *Dabiq* Spanish informative notes of all magazine numbers developed by the Centro de Análisis y Prospectiva de la Guardia Civil (CAP) (Center for Analysis and Foresight, Technical Cabinet of the Guardia Civil)

will be analyzed on a total of eight elements and two characteristics. The resulting conclusions will be used to address the component of creating an in-group identity based on the strength of the following variables: group presentation and religious legitimation, number of attacks committed on Western soil until 2016, visual material and language allowing for a closer link between the magazine (terrorist group) and the reader, and finally, the capacity for community building.

7. Time Framework

The online magazines used in the analysis will be divided in two timelines, one for Al-Qaeda, as the terrorist group was created in 1988 but did not developed its online magazine until 2010 almost 10 years after its most mediatic terrorist attack in 2001, and a second one for ISIS which, on the same year of its proclamation in 2014, created the online magazine and started very soon with a strategy of terror. According to the information obtained from the CAP, Al-Qaeda's *Inspire* has its first publication in the summer of 2010 and its last in 2017 with a total of 17 numbers and two special editions. ISIS's *Dabiq* has its first article published in 2014 and its last in 2016 after 15 issues and being replaced afterwards with another magazine titled *Rumiyah*. The time-framework used for the analysis in regard to the magazines and the attacks committed on Western soil will be from 2010 until 2016.

8. Geographical Framework

The selected magazines *Inspire* and *Dabiq* are written in the English language to target a much brighter audience, including those living in the West, nevertheless. Because of this, the study is a Western focused framework although it does have indeed a global reach due to its online nature. However, the focus of the study and its analysis is based on the capacity of these magazines on influencing those readers living in the West and their resulting attacks committed in European countries and the United States.

9. Methodology

This paper will use the comparative methodology by analyzing the two online magazines *Inspire* and *Dabiq* from Al-Qaeda and ISIS respectively. As it has been stated before, certain methods are used in strategic communication to develop a group's goal, explain an existing problem it is facing, and propose a single possible solution for it through the use of a radical narrative while creating an in-group identity, as Ingram (2016)

calls it. In order to address the study objectives and research questions of this paper, the following methodology will be carried out.

First of all, the 18 *Inspire* and 15 *Dabiq* Spanish informative notes of all magazine numbers (except for *Inspire* 17) developed by the CAP will be analyzed based on the following eight elements: religious appeals and duties, authority speeches and quotes, legitimization over rival terrorist group, training provided, encouragement to attack, allusion to past and recent events of victory, reception and opinions, and legitimization. In addition, the original English magazines (in exception to the numbers *Inspire* 1 to 6 and *Dabiq* 12 were only the Spanish synthesis are available) will be used as a source to analyze two characteristics: language and visual or media support. The informative notes are an exhaustible synthesis of the contents of each magazine number and they perfectly fit in order to identify and distinguish the above-mentioned elements and characteristics. Moreover, it is important to state that the collected information, which will be included in Annex 1, is not a resume of the magazines but a synthesis of the elements of analysis established in this paper in order to address the research questions.

Secondly, in the analysis section, the information collected in Annex 1 and 2 will be divided into four different paragraphs composing a variable: group presentation and religious legitimation, attacks, visual material and language, and community building. In the analysis, Al-Qaeda's and ISIS's strength of these variables will be analyzed with the help of the information obtained from the magazines in order to verify that a strong in-group identity is created by: a strong group presentation with religious legitimation, a strong wave of attacks committed in the West until 2016, a powerful visual material and language supporting the group's cause and appealing to Muslims, and finally, a high commitment in building a community.

CHAPTER III: ANALYSIS

10. Analysis of Variables

The analysis section is composed by a total of four variables -group presentation and religious legitimation, attacks, visual material and language, and community building- that addresses the eight elements and two characteristics analyzed in the magazines (see Annex 1), including the wave of recent attacks of Al-Qaeda and ISIS in Western countries until 2016 (see Annex 2). In the following, both terrorist groups will be studied based on the strength of each of these variables as presented in their respective

magazines in order to determine the effectiveness of their communication strategy in creating an in-group identity. All the below used information is obtained from the tables of analysis of *Inspire* and *Dabiq* magazine (see Annex 1 for further consultation) and the table of terrorist attacks in Western countries since 2001 until 2016 (see Annex 2 for further consultation).

10.1. Group Presentation and Religious Legitimation

Besides the fact that Al-Qaeda and ISIS are *jihadist* terrorist organizations of radical Sunni-Islam and that the latter originated from a territorial cell in Iraq of the former, both groups have a different group presentation and religious legitimation as presented in the magazines.

10.1.1. Purpose

Al-Qaeda

For Al-Qaeda, the main objective is to drive Western forces and any type of foreign influence out of the territories of Islam. This aim is based on the foundations of the terrorist organization itself which dates back to the Soviet invasion of Afghanistan in 1979 and the establishment of the MAK in 1984. Moreover, although it aims at establishing a new caliphate to rule in the Muslim territories, its media propaganda is mostly based on calls for *jihad*, a duty for all Muslims, to force Western countries out of the Arabian Peninsula and the rest of Islamic regions. Moreover, the group bases its use of brutal force on the proverb, also found in the Quran, “an eye for eye.” This means that those who inflict harm on Muslims will be paid with the same coin for their acts.

ISIS

Abu Bakr al-Baghdadi proclaimed the Islamic State in 2014, leading to the creation and separation of ISIS from an Al-Qaeda’s cell (ISI) in Iraq which was under the leadership of Abu Mus’ab al-Zarqawi until 2006. The group allegedly proclaimed itself a worldwide Caliphate and its main purpose is to expand it globally. Daesh’s media propaganda is mostly based on calls for *hijrah* and *jihad*. The former stands for the pilgrimage of Muslims to the territories of Islam in order to join the Caliphate and build a proper Muslim state. In the case of those not being able to join ISIS, their *jihad* duty is remembered, especially for those Muslims living in the West. In order to justify their use of violence, ISIS creates a narrative of division. It separates the world in two, those standing with Daesh and its values with the blessing of Allah and the rest, non-believers who will succumb in the final battle.

10.1.2. Religious Appeals and Duties

Al-Qaeda

Inspire magazine addresses a number of Islamic elements, being *jihad* the most mentioned religious duty. From the first issue till the last one, the obligation of Muslims to join *jihad* and defend their land has been expressed either by religious figures of Al-Qaeda or contributors of the magazine in every single publication. In addition, Muslims living in the West have been directly targeted to carry out *jihad* in order to comply with their religious morals and contribute in defending the Islamic territory from foreign occupation. Moreover, issue 12 includes a “sister section” in which women are called to join *jihad* as well as their husbands. Many of these commands are accompanied by personal recounts of *jihad* in which Al-Qaeda members describe their personal experience and journey to join the group. After the 2015 Charlie Hebdo attacks in Paris, the magazine explicitly calls for individual *jihad*, mostly in Western countries.

Further religious elements are the prohibition of the niqab, the burning of Qurans and the defamation of Prophet Muhammad with cartoons in Western countries. Al-Qaeda states that the West does not see religion as a serious matter and that democratic countries are religiously intolerant and have laws that allow to commit blasphemy against Islam. Because of this, Muslims have to hate the West because the West hates them. Authority figures state that Allah will guide them in the journey of truth, with Muslims having an obligation to defend the prophet and the Islamic religion. This idea is supported by the remembrance of martyr figures who sacrificed themselves for the cause. Lastly *Inspire* recalls that only *sharia* law will give them rights here and in the other world.

ISIS

Dabiq magazine addresses a number of Islamic elements, being *hijrah* and *jihad* the most mentioned religious duties. In addition, the establishment of the Islamic State and the creation of the Caliphate are exposed in every single publication. According to ISIS, there is no life without *jihad*, an act contained in the Quran and which represents and obligation and commitment for all Muslims. It is referred to in all magazine numbers, stating at one point that *jihad* does not have to be carried out solely on Islamic territory, but that those who are living in Western countries and cannot travel to the Islamic State, are called to join *jihad* from their homes. Regarding the concept of *hijrah*, ISIS seeks Muslims to pilgrim to the Caliphate in order to build a true Islamic State. This message was primarily directed to academic experts of Islamic law, doctors, engineers and staff with military knowledge. Furthermore, homes were promised to Muslim readers and their families, including a proper religious education to children and youngsters. This concept

of *hijrah* is included since the first magazine issue in order to address the establishment of the Caliphate, and the urge to drive *mujahideen*, Muslim families and qualified personnel to Islamic territory in order to properly build the Islamic State.

Further religious elements are the portrayal of *sharia* law, as the only possible form of State ruling, and the notion of “true and pure” Islam. *Dabiq* does not only present Islam as the only and true religion, it presents its own vision of Islam as the only accepted interpretation, stating that Allah is on their side. Several paragraphs are dedicated to recount the history of Islam and present its basis.

10.1.3. Authority Speeches and Quotes

Al-Qaeda

The most emblematic authority figure to be included in the pages of *Inspire* is no other than charismatic leader, Osama bin Laden. The founder of Al-Qaeda writes several articles blaming the West for all the malaises suffered by Muslims. Moreover, he states that Americans are the “real terrorists” and deserve all the terrible things that are happening and that will happen to them. In addition, several messages of Bin Laden are translated and incorporated in the publications to fit the contents of the magazine number. Even after his death, articles of him continue to be published and adapted to fit the topics for *Inspire*.

Other three very important authority figures who numerously appear on the pages of *Inspire* are the following. Ayman Al-Zawahiri, Al-Qaeda’s second in command whose articles address the Muslim community on their duty to *Jihad*. The founder of *Inspire*, Yahya Ibrahim, who appears in all numbers by signing the letter from the editor and writing several articles. Lastly, Abu Mus'ab Al-Suri, a terrorist with Spanish citizenship who mostly addresses *Jihad* related topics, giving his personal experience and providing and combat information and *mujahideen* training for readers to properly engage in *Jihad*. Further common collaborators are Samir Kahn, an editor of *Inspire*, Anwar al-Awlaki and Yahya Gadahn. Furthermore, Hamza bin Laden, the son of Osama bin Laden has an article published for the first time in issue n°14 where he makes a call for *Jihad*.

The last group of authority speeches is included in the interview section that appears in almost all numbers. Here the following supporters or religious figures stand out: AQAP leader, Sheikh Abu Basir, Abu Sufyan, Adil al-Abbab, Samir Kahn, Abu Huraihar, Anwar al-Awlaki Adam Gadahn, and Al-Malahem. The addressed topics of the transcripts go from personal experiences to appeals to join *Jihad* or address concerns of readers and answer to their questions.

Finally, the “sister section”, written by a female Al-Qaeda supporter, that appears in a couple of numbers is seen as one main source of authority for women and their role in *jihad*.

ISIS

The most characteristic element of *Dabiq* is the inclusion of a quote from Abu Mus’ab al-Zarqawi as an introduction in all magazine numbers: “The spark has been lit here in Iraq, and it’s the heat will continue to intensify – by Allah’s permission – until it burns the crusader armies in Dābiq.” This is a direct allusion to the Islamic apocalyptic prophecies of the final battle between Muslims and Christians in the Syrian city of Dabiq. Abu Mus’ab al-Zarqawi was the first leader of Al Qaeda’s cell (ISI) in Iraq, and thus is viewed as the father of Daesh. The inclusion of this quotes directly appeals to the final battle that ISIS states will take place nowadays between Muslims and the “crusade armies.” Moreover, further quotes and speeches are included along the several magazine numbers. Abu Hamzah al-Muhajir, the successor of al-Zarqawi, has several articles published in which he addresses some of the above-mentioned religious aspects, including the provision of advices to readers on how to succeed in *jihad*.

Although the contribution of Abu Bakr al-Baghdadi, leader of ISIS, is very limited the inclusion of his speech after the proclamation of the Caliphate in the first number stands out.

Further important figures who numerously appear on the pages of *Dabiq* are the following. Abu Muhammad al-’Adnani has several extracts of speeches published in which he calls for *jihad* and migration to the territory. John Cantlie, a British journalist kidnapped by Daesh and who allegedly collaborates in the layout and production of the magazine by sharing videos and writing articles, describes his life in the Islamic State and addresses further topics as the fall of the dollar, including as well religious elements. Furthermore, he criticizes in his articles the position of the West towards Muslims and their actions. Finally, Abu Hamzah al-Muhajir who gives training guidance on how to carry out *jihad*.

Other contributors are Abu ‘Amr al-Kinani or Jarir ash-Shamali, a former al-Qaeda member, who describe their personal experiences. In addition, testimonies from martyrs can be found in several numbers.

The last group of authority speeches is included in the interview section that appears in almost all numbers. Here the following supporters or religious figures stand out: a Mossad spy who entered the ranks of Daesh, Sa’id Isma’il Musallam, a foreign fighter from Belgium, Abu Umar al-Baljiki, the leader of the Daesh’s training camp in

Yarmuk, Daesh representative in Libya, Abul Mughirah al-Qahtani and Daesh's representative in Khurasan, Hafid Sa'id Khan. Further mujahideen are interviews with all individuals addressing *jihad* and their commitment to ISIS.

Starting in issue n° 9 female ISIS supporter, Umm Sumayyah al-Muhajirah, writes an article section directed to women in which she addresses several religious topics as their role as spouses of the *mujahideen* fighting in jihad or the fears before *hijrah*. Umm Khalid al-Finlandiyyah, takes over the section in the last numbers.

10.1.4. Legitimization over other Terrorist Groups

Al-Qaeda

Inspire magazine does not address in detail the legitimization of Al-Qaeda over other terrorist groups until issue 4 where it starts a “legitimation routine” providing numerous reasons on why to choose them over others. The most prominent figure in defending the authority of Al-Qaeda over other *jihadist* groups is Abu Mus'ab al-Awlaki who presents along various *Inspire* magazines several reasons on why to choose Al-Qaeda, stating that *jihad* is a medicine. In this sense he claims that it is the most hated Muslim group by Jewish, Christians and apostates and that they give a lot of importance to the brotherhood. Al-Awlaki takes these points from a previous book he wrote titled, *Why I chose Al-Qaeda*, in which he gave a total of 46 reasons.

Another method used to enhance Al-Qaeda's legitimacy over others is the publishing of personal-based articles in which writers explain why they joined Al-Qaeda over other groups and what the group means for them, as it is the case of Samir Khan or Fazul Abdallah.

An interesting fact is that in n°12 of *Inspire* published in 2012, it is stated that Al-Qaeda does not accept to be compared to right-wing terrorist while referring to the recent 2011 Norway attacks. They emphasize the idea that they do not intentionally target children and women. Another striking fact is that *Inspire* published two special editions “Nice” and “Orlando” where they analyze the attacks committed by individuals inspired and pledging allegiance to Daesh, Al-Qaeda's main opponent. Nevertheless, Al-Qaeda ignores this fact and centers its attention on celebrating the attacks on the West. Moreover, no direct opposition is made towards ISIS as the legitimization building was centered on enhancing the figure of Al-Qaeda itself.

ISIS

Since the first number until the last, *Dabiq* starts legitimizing ISIS over other terrorist groups and calls for all Muslims to join them. The basic idea is that Sunni Islam is the only acceptable religion and ISIS hosts this true Muslim community. The most

important authority figure used to legitimize Daesh is no other than Allah. According to *Dabiq*, the Prophet has given to the imam of ISIS (no other group is mentioned) the blessing of making *hijrah* and fighting *jihad* in his cause. Moreover, ISIS has been praised for its noble lineage, intellect, prestigious level of knowledge and religious practice.

The next argument used by ISIS is that it is at war with other *jihadist* groups who are contrary to its teachings of Islam and do not recognize its values, showing the “hypocrisy” of these groups operating in Syria and Iraq. Nevertheless, ISIS highlights the fact that more and more different smaller terrorist groups and tribes have pledged allegiance to ISIS, recognizing its authority. Moreover, *Dabiq* insists that Daesh restores the basic services of the conquered territories, being thus the true caretakers and protectors of Muslims.

Daesh directly targets its most important rival group, Al-Qaeda. For the Islamic State, Al-Qaeda does not punish infidels, nor does it implement *sharia* law, an act of ignorance by the group. Furthermore, in an article section, former Al-Qaeda member, Abu Jarir ash-Shamali describes the organization as unorganized and as a secret agency, where followers could not access to operation figures. According to ash-Shamali al-Zawahiri, leader of al-Qaeda, did not recognize the legitimacy of the Caliphate and decided to take a smoother approach, making the group to fail. The second most criticized groups is the PKK.

10.1.5. Legitimization

Al-Qaeda

In order to legitimize its purpose and use of violence, Al-Qaeda takes a victimization narrative that is dominated by the idea that Muslims are still living and suffering the malaises of a post-colonial era enforced by Western powers. In this sense, they criticize the Sykes-Picot agreement that is still present and alive. Moreover, it is the continuation of a history of aggression initiated by the West against the Muslim world, that has pushed Al-Qaeda to take arms and use violence as a means of protection. It is the “other,” the West, who has not given them any other alternative way to act. Furthermore, *Inspire* maintains that the only useful tool to be used against the West are violence and terrorist acts and that thanks to assassinations operations the teachings of the Prophet Muhammad are continued.

The religious duty of *jihad* is portrayed as a means to defend the territories of Islam and its Muslim population from Western countries that are killing their wives, children, invading their sacred land and discriminating them in Western territories. As it is stated in *Inspire*: “Muslims have to hate the West because the West hates them.” An

element of distinction affirmed by supporters is the very strong level of brotherhood in Al-Qaeda, stating that they would sacrifice their lives for each other, something that the enemy is not open to do.

Although the West in general is portrayed as the enemy of Islam, the United States occupies the first position in the enemies ranking list of Al-Qaeda, describing the 9/11 attacks as a way to pay back to the West the harm that they had done to them in the first place. This idea is drawn from the proverb “an eye for an eye”, meaning that the jihadist group will pay their enemies back with the same coin. It is their right to attack those who attacks them, to destroy the cities of those who destroy theirs, to end with the economy of those who destroy their wealth and to kill civilians of those countries that kill their citizens. Moreover, to be American is to be at war with Islam, thus one cannot be Muslim and American at the same time. The majority of the American population is against Islam. Thus, these people lose the label of “citizens that cannot be killed” and become public combaters who are licit to be killed.

Abu Mus'Ab As-Suri describes Al-Qaeda with the definition of praiseworthy terrorism, the one that seeks to eliminate the injustices suffered by the oppressed. The word terrorist when refereeing to the *mujahidins* is thus not bad, because they are terrorist against their enemies, the enemies of Allah. Nevertheless, the West criticizes the *mujahideen* for defending women and children, for giving them food and water, supporting the Syrian revolution and fighting against tyrants who are not branded as terrorist by the West.

Finally, according to AQAP only *sharia* law can implement a just socio-political order in society. Islam does not allow any kind of injustice while, for example, in the United States the black community continues to be discriminated and history shows how racists Europeans truly are. On the other hand, the *mujahideen* are part of the *ummah*, and no oppression is accepted against any brother. This reinforces the idea of Al-Qaeda as a group that is positively defending and caring of Muslims.

ISIS

Dabiq presents Daesh as the incarnation of the Caliphate, the true Islamic State that brings all Muslims together. In this sense, ISIS's purpose is to defend Muslims, liberate their land, and end with the insurgents and rebels in the Islamic territories. Moreover, as it is numerously stated in the magazine, the victory of the prophetic “final battle” will be theirs because Allah is on Daesh's side, and thanks to him ISIS will restore the Caliphate from Spain to Indonesia. This Islamic State is depicted as a wonder of history where different people are united under the same religion. The Caliphate is

described as a State in which the Arab and non-Arab, the white and black man, the Easterner and Westerner are indeed brothers. Caucasians, Indians, Chinese, Syrians, Yemenites, Egyptians, Zagrebians, Americans, French, Germans and Australians are brought together under one religion with the grace of Allah. It is because of this that *Dabiq* calls for no division among Muslims and the union of all in radical Islam, in order to be part of the true Muslim community embodied and defended by Daesh.

In the thresholds of its duties, ISIS calls for support from its readers, going from material, human capital, weapons and even opinion of tribe people to establish the Caliphate, which allows to develop a sense of belonging and community. When ISIS conquers a territory, it is viewed as a liberated and becomes part of the Caliphate, with the group restoring all the basic services for the people. Moreover, they argue to provide a “welfare” state by opening schools and nursing homes, providing electricity and medical assistance. In addition, *Dabiq* states that Muslims who pledge allegiance to Abu Bakr al-Baghdadi know that Daesh is liberating them from the insurgents and that they, people of different colors and backgrounds, are now united under one true religion. In relation to the composition of the Islamic State, *Dabiq* describes Western democracies, elections, and political parties as something forbidden for ISIS because they go against Allah. Democracies are made by human laws and are thus imperfect while only Allah and *sharia* law are perfection.

Dabiq recounts that Muslims have the option to choose between the good or the bad path. Those who decide to take the good path will be saved by Allah and stand with Daesh and its true values, while those who have chosen the path of sin, as the international community, are at war with Islam. Thus, it is legitimate to use violence and punish those who does not follow or rebel against the Caliphate authority. In fact, the violence in the Middle East and the West is perceived as a ‘divine justification’ that the war between Muslims and Christians continues, with *jihad* being an obligation included in the *Quran*. Moreover, Allah has given to the imam of ISIS the blessing of making *hijrah* and fighting *jihad* in his cause. Because of this, Mujahideen are presented as the persons with better beliefs, as they believe in values of justice and mercy, always complying with Allah’s words. Finally, *Dabiq* states the notion that Islam is not the religion of peace, but the religion of the sword and blood. It does not embrace the idea of peace between Muslims and Christians, but the idea of the “final battle” in *Dabiq* which will lead to their victory.

Comparison

Regarding this first variable, ISIS seems to have a stronger group presentation than its counterpart Al-Qaeda. This is based on the following notions. Firstly, ISIS’s

purpose is to create and expand the Caliphate for which it needs a proper Muslim community, calling and appealing to readers to join them. On the contrary, Al-Qaeda is much more centered on driving Western forces out of Islamic territory and centering on Muslims *jihad* duty. Secondly, although *Inspire* might incorporate more articles of stronger authority figures in a much cohesive and organized way, *Dabiq* legitimizes ISIS over other groups by directly stating that Allah, the most important authority figure in Islam, has given his blessing and authority to the Islamic State which is the only true group representing Islam. Furthermore, Daesh directly criticizes Al-Qaeda for not being a organized group towards its supporters and for not properly implementing *sharia* law. Thirdly, Al-Qaeda's legitimization is based on the premises of the proverb "an eye for an eye," attacking the West and mostly the United States to drive foreign invasion from the Islamic territory. These State powers are viewed as a threat for the Muslims community and they make a call to all Muslims to unite against the Crusader Forces. Nevertheless, ISIS's legitimization is stronger in addressing a group unity as they enforce the idea that Daesh is building a true Islamic State for all Muslims of different backgrounds and colors. In addition, the group states to liberate Muslims from oppression and provide them with the needs of a welfare state without any type of discrimination.

10.2. Attacks

Al-Qaeda and ISIS are two terrorist groups characterized for their use of extreme brutality and violence. Although Al-Qaeda has proven to provide an exhaustible amount of in-depth training in its magazine, the number of terrorist attacks carried out in Western countries in the name of ISIS is dramatically high.

10.2.1. Training Provided and Encouragement to Attack

Al-Qaeda

Inspire provides exhaustive instruction and training information in all its numbers. This training is included in the so called "Open Source Jihad" section which provides readers with home-made methods to carry out *jihad* in any place by addressing the following topics with step by step images: instructions and safety steps to make an explosive artifact with elements that can be found in a house-hold kitchen (making a bomb in the kitchen of your Mom), explanation on how to elaborate a mower, clear procedure on how to organize and prepare an operation in order to attack, facilitation of instructions on how to use a Kalashnikov and a hand-pistol, the fabrication technique of a remote-control detonation artifact, instructions to fabricate and properly use a firebomb depending on meteorological factors in the U.S., indications on how to torch parked

vehicles and cause road accidents, how to manage and use a car bomb, training for the elaboration of a hidden bomb and how to evade the security of airports with the purpose of using the explosive artifact in an airplane, and finally, the properly fabrication and use of a hand-grenade.

Further training to successfully carry out an attack is given by describing the possible technical methods on how to get over security measures such as dogs, metal detectors or X-rays. In addition, field tactics for both, assassination operations and home assassination operations are given. Two ways of killing in the name of *jihad* are explained: *bayat*, which takes place at night, and bombing the cities of infidels.

In the section titled “What to expect in Jihad,” which is present in almost all magazine numbers, tips are provided for those Muslims living in the West and who want to engage in *jihad*. In this respect a general call is made for mostly individual *jihad* in Western countries, explaining its principles and giving advice and tricks on what to do before joining, as for example, reading the Quran, taking care of the body and being very careful. The methods to be used and how to act or behave in the individual or collective *jihad* are a very current topic in *Inspire*. Finally, certain places appear to be of greater interest than others, with U.S. as the first target and Europe as the second priority.

Inspire is full of messages from the above-mentioned authority figures, encouraging Muslim readers to carry out attacks through their articles, speeches or interview transcripts. Not only are Muslims demanded and inspired to join *jihad*, they are also pushed to attack in the West and carry out there an individual *jihad*. Moreover, the argument that *jihad* is an obligation for all Muslims in the world until all their lands are free of occupation is continuously remembered.

In a letter of the editor readers are encouraged to carry out little attacks that need less time and participating members. This is branded as the “strategy of the 100 cuts” that is achieved with smaller but more repetitive attacks that will make the enemy bleed to death. Moreover, readers are incited to carry out suicide attacks, target the Western economy and engage in *jihad* by blowing up buildings and other constructions, including cars, trains, shopping malls and others.

A direct threat is made towards: Unites States, Israel, Great Britain, Australia, France, Germany, Denmark and Holland or any other country that approves the invasion of Afghanistan and Iraq, defames the figure of Muhammad or supports the Israeli occupation of Palestine. Further direct allusion to targeted objectives: individuals that carry out campaigns against Muslims, as NATO and EU civil servants, journalists or any other person that justifies the attacks. It is as well recommended to attack the Western

economy, airports, metro stations, buildings, and to carry out cyberattacks. Furthermore, military bases, most importantly American ones in Europe, and intelligence buildings are to be attacked. Public spaces, excepting those areas where children and women can be as schools, are also a legitimate objective. However, places of prayers, synagogues, have to be avoided.

Regarding the targeted priorities, the United States occupies the first position, followed by Europe and the rest of the West. American citizens are directly threatened and if they continue to support the nation's leaders and hide behind their backs when they kill the wives and children from Muslims, then they have to prepare themselves for what is coming.

ISIS

Dabiq magazine provides a considerably less exhaustive amount of instruction and training information than *Inspire*. The first section of guidance can be described as advices and descriptions given by magazine contributors and authority figures. In the case of *jihad*, readers are guided to travel to a country with a weak central institution to form the *jama'ah*, recruit members and train them, but if this is not possible, the cells can carry out several attacks. Furthermore, Abu Hamzah al-Muhajir provides readers with a number of points on how to succeed in *jihad*. The *mujahideen* have to obey Allah's message with words, deeds and prayers, treating people with respect and kindness in order to make them feel the honor of Islam and avoid them to fear its norms. In this sense, the numerous duties that leaders have in regard with their fighters are recounted as they have to govern over others with love and kindness. Lastly, several obligations of Muslims are laid out. They have to engage in *hijrah*, pledge allegiance to Abu Bakr al-Baghdadi and make a video to be afterwards distributed on the net but trying to maintain the anonymity status before carrying out the attack. These procedures are also addressed when describing ISIS training camps on Islamic territory.

The second section of guidance can be found in the recompilation of important videos that are included in the middle and final magazine numbers. In these *Dabiq* issues, the readers are encouraged to watch some of the selected videos by the Al-Hayat Media Center who deal with the following themes: training of *mujahideen*, executions of prisoners, interviews with *mujahideen*, and the depiction of the day to day life in the Caliphate. These videos serve as a source of information to show the works of the Islamic State and view the training camps and instructions in *jihad*.

Dabiq is full of messages from the above-mentioned authority figures who through their articles, speeches or interview transcripts, incite to violence and demand

Muslims to carry out the following two religious' duties. On one hand, *hijrah*, the pilgrimage to the territories of the Caliphate in order to build and expand the proper Islamic State. On the other hand, after the pilgrimage to the territories of Islam, to engage in *jihad*. Those Muslims who are not able to travel to Islamic territory are pushed to carry out jihad in their countries, most importantly in the West. This form of acting is branded "modern *jihad*" and is considered as a way to correspond to Muslim's religious commitments and obligations. Additionally, ISIS does not describe Islam as a religion of peace but as a religion of the sword and blood. In this sense, Daesh is committed to never stop fighting against Western countries and those Muslim countries that support the fight against terrorism because they are at war against ISIS. Moreover, *Dabiq* pushes readers to attack those who do not share Daesh's views. It calls for a direct targeting of the following groups: members of state's security forces, intelligence services and American, French, Australian and Canadian traitors, military or civil individuals. Martyrdom is as well embraced and promoted by authority figures. Lastly, as the title of the magazine "Dabiq" itself indicates, ISIS addresses throughout its publications the Islamic apocalyptic prophecies of the final battle between Muslims and Christians in the Syrian city of Dabiq. Daesh insists that the end of the world is near, that they will conquer Rome, break the crosses and enslave their women, with the permission of Allah. Only ISIS flag will wave in Rome.

10.2.2. Attacks in Western Countries from 2001 until 2016

Al-Qaeda

Inspire includes passages in many of its numbers to remember the group's past and recent events of victory, including its *mujahideen* lost in the fight. Therefore, numerous odes are dedicated to remember Al-Qaeda martyrs who carried out attacks in Allah's name, and fought for the just cause of *jihad*. There is no doubt that the figure of Osama bin-Laden and the 9/11 attacks stand out the most. Nevertheless, despite this attempt to remember the glorious attacks of 9/11 or the Madrid and London bombings, which were the most devastating terrorist attacks on Western soil at the time, the fact is that only five major attacks have occurred since the publication of *Inspire* in 2010 until the year 2016. These were an attempted car bomb in Times Square on May 2010, a shooting that left three French army soldiers in Montauban and three children and a teacher from a Jewish school in Toulouse dead in 2011, the murder of British soldier, Lee Rigby, in 2013, the Boston Marathon bombings in 2013, and finally, the Charlie Hebdo attacks in France in 2015. Although *Inspire*'s strategy to commemorate past attacks and address recent terrorist events to incite readers to respond to Al-Qaeda's call to join *jihad*

but mostly lone *jihād* in the West, is a useful tool, the number of Al-Qaeda inspired attacks on Western soil are much less than does inspired by ISIS in a time span from 2014 to 2016. In fact, the two *Inspire Guide* numbers cover two events carried out by individuals pledging allegiance to ISIS, the Orlando attacks and the Nice incident in 2016. This is something worth noticing, as both groups are confronted rivals, but *Inspire* describes the perpetrators of both acts as mujahideen heroes and states that the terrorist affiliation of the individuals were not important as long as they committed these types of attacks.

ISIS

Dabiq includes passages as well in many of its numbers to remember the group's more recent events of victory and its *mujahideen* lost in the battle. Therefore, the section "among believers are men" is dedicated to remember ISIS martyrs while the section "last events" is exclusively dedicated to celebrate the victories and battles fought by ISIS in Iraq and Syria. In the case of ISIS, the strategy to commemorate recent attacks and remember terrorist events to incite readers to respond to Daesh's call to join *jihād* in Western territories by those who cannot travel to the Caliphate, has not only proven to be useful but also effective. Since the proclamation of the Islamic State and the publication of *Dabiq* in 2014 a total of 22 major ISIS's inspired terrorist attacks have been carried out in cities of Canada (2) the United States (6), Europe (12), and Australia (2). This shows that the message spread by ISIS's authority figures has not come unheard, doubling in just three years the number of attacks in comparison to its enemy Al-Qaeda in a period of 15 years. Moreover, several of the attackers were inspired to act after searching online information, mostly videos, and expressing online before the attacks their support to ISIS, either by a home-made video and/or by a Twitter or Facebook statement. In addition, ISIS publicly claimed responsibility of these numerous attacks, addressing it on *Dabiq* magazine and praising the graciousness of the individuals, those who decided to take the right path, the path of salvation.

Comparison

Regarding this second variable, *Inspire* provides a more exhaustive and detailed training section with step by step images on how to elaborate a wide range of different explosive artifacts and how to successfully use them in combat to cause as much damage as possible. In this sense Al-Qaeda's magazine has provided to be a much better source of training for lone *jihād* activities pursuing the "strategy of the 100 cuts" than ISIS's magazine. Nevertheless, although *Dabiq* does not provide training as such on paper, it does promote videos that show combat skills, ISIS training camps on its territory, and

executions of prisoners that incite violence and push viewers to do the same activities without having necessarily to travel to Islamic territory, describing it as modern *jihad*. In this sense, although *Inspire* offers the technical aspects and training, *Dabiq* has been able to directly address readers and move them to act in the West. This is based on the notion that a total of 22 ISIS inspired attacks in Western countries comprising North America, Europe and Australia have been carried out from 2014 until 2016, while only 10 Al-Qaeda inspired attacks have occurred from 2001 until 2016. This shows that ISIS, in comparison to Al-Qaeda, has doubled the number of attacks committed in Western countries in a time span of only three years, despite *Inspire* calls for *jihad* and individual *jihad*.

10.3. Language and Visual Material

In order to appeal to readers, both groups use a specific language and employ different visual materials to support and strengthen their respective messages.

10.3.1. Language

Regarding the used language, no major important differences can be found on both magazines. In fact, *Inspire* and *Dabiq* share a very similar structure by employing Islamic words, verses from the Quran and quotes from authority leaders in all of its numbers. This approach of mixing and combining religious Islamic terms, foreign language, within texts fully written in English is a strong tool in remembering the reader the group's commitment and religious roots. While the use of the English language is very important in order to address those Muslim living in Western countries, certain Islamic concepts, ideas, beliefs and visions that Al-Qaeda and ISIS are promoting in their magazines, do not have a translation as such and retain the Arabic form. Because of this, the targeted reader has to be familiar with the Islamic culture and religious terms to not only be capable of participating in the message shared in *Inspire* and *Dabiq* but to share and join the spirit of the *mujahideen* community. Furthermore, it is very common to find articles full of odes, poems and belligerent vocabulary pushing readers to engage in *jihad*, adopting pejorative language and hate speech when referring to the enemies for justifying their targeting and killing. In general terms, the employed language is indented to differentiate between the "good" and the "bad", those who are living in grace and those who are not, with ISIS taking a much stronger and intense approach in labeling everyone who is not on its side, with no exceptions, as an infidel that has to be overcome. Moreover, both magazines seek to describe the right actions Muslims have to follow in order to comply with their religious duty, therefore it is no surprise that verses from the *Quran*

and quotes from religious figures of both terrorist organizations are constantly used in the articles as a source of authority legitimation.

It is also frequent to find different play of words, including slogans and catch phrases that are normally accompanied by a propaganda image to strengthen its message. Moreover, the combination of playful texts with striking images, present in both magazines, has shown to be very effective in catching the reader's attention. The majority of them are propaganda tools serving as a criticism towards Western powers, poking fun on political leaders as former U.S. President Barak Obama, or serving as a radicalization mechanism, encouraging Muslims readers to carry out and attack or join the group in the Islamic territory. Lastly, both magazines prove to master not only the use of written English but of close language as well to directly appeal to emotions and inner beliefs of what path one has to take in life. In the case of Al-Qaeda, its strength of emotional appeal relies on focusing in the malaises causes by the Crusade Armed Forces in the Islamic territories and the hate position of the United States towards Muslims, thus justifying their expulsion to create a Caliphate in the Islamic territories. ISIS strength of appeal on the other hand comes from its portrayal of itself as the true Islamic State and its commitment and help in developing welfare institutions as hospitals, schools or nursing homes for the true Islamic community, which will spread globally, while engaging in *jihad*. *Inspire* and *Dabiq* make their message sound as the only right path, luring readers by portraying it as something appealing and trendy.

10.3.2. Visual and media support

Al-Qaeda

Al-Qaeda's *Inspire* magazine is styled like a comic book, employing a considerable amount of vivid colors, with a layout that combines texts and pictures throughout the pages. This visual structure directly serves the purpose of radicalization, as it is intended to submerge the reader in a combat-styled reality with a "good" and a "bad" group, predominantly providing the efforts and actions of Al-Qaeda to free the Muslim population from foreign occupation. In this sense, the reader is directly presented with the view of the "good" group, learning and knowing first-hand the actions they have taken to pay back to the "bad" group all the suffering and pain they caused to innocent Muslims. Among the visual material, the propaganda pictures stand out the most, with slogans inciting to join *jihad*, take arms or making fun of Western leaders with the portrayal of caricatures. Moreover, pictures of martyrs, past attacks and images threatening the West are included in all magazine numbers. Almost every page has a picture and is visually designed to create a dynamic link between the written message and

the visual support. The most employed pictures are from foreign political enemies, grieving Muslims, recent and past attacks committed by Al-Qaeda, and finally, real pictures of dead martyrs, all of them in a very high quality. This is a very useful tool to make the reader participant of not only the message that Al-Qaeda wants to spread, but of the world-view and reality they are perceiving. With allusion to past attacks of greatness, attacks on Muslims in the Middle East, and criticism to Western leaders, not only with words but also with images, the reader is completely emerged in the world-vision of Al-Qaeda. This allows for a deeper link between the authority figures of the organization and the Muslim reader living in the West who is starting to question his surroundings and does not feel completely integrated nor has found his personal commitment in life. The visual support is specifically used to appeal to emotions and not to reason. *Inspire* pushes readers to feel sadness, grieve and finally indignation and anger, pushing does Muslims living abroad to decide to take action. In order to help those who finally decide to engage in *jihad*, the magazine provides in the “open jihad section” step by step images with very detailed instruction information on how to build a wide number of explosive devices. Moreover, visual instructions are included in several numbers were readers are though combating technics and positions to successfully fight and use weapons. In this sense the magazine can be described as well as a modern training manual comic book, relaying merely on visual support to teach combating skills for its solely use in *jihad*, bur most importantly lone *jihad* in Western countries.

ISIS

ISIS’s *Dabiq* magazine is styled as well like a comic book, employing a considerable amount of darker colors, with a high-quality layout that combines texts and pictures throughout the pages. However, the middle and last publications rarely use colors as decoration, making the magazine to adopt a more professional touch with a stronger sober styling. This visual structure directly serves the purpose of radicalization, as it is intended to submerge the reader in a professional combat-styled reality, with access not only to hyper-realistic images but videos portraying *jihad*, interviews with *mujahedeen*, and most importantly, life in the Islamic State. In this sense, the reader is directly presented with the reality perspective of ISIS in which the world is divided in two groups, one composed by ISIS itself with the approval of Allah and the other composed by those who do not share ISIS’ ideals and have to be targeted, Muslims included. Furthermore, the visual and media composition of the magazine is intended to portray the Islamic State’s position as the only one possible in defending the “true” path in life and with Allah’s blessing, focusing on the depiction of a community of Muslims where there is no

space for discrimination due to race, skin color, origin or background. This message is strengthened with the visualization of welfare institutions for the Muslim community in the Islamic territories under ISIS and the portrayal of *jihad* victories and conquests. Most importantly, the visual support is intended to show the “paternal” and “protective” nature of the Islamic State towards Muslims, while depicting its strength with the numbers of attacks and takeovers of territory.

Many of the pictures in *Dabiq* occupy entire pages while others are accommodated to fit in a smaller section. These propaganda images can be divided in two main groups. Firstly, pictures showing the strength and greatness of the terrorist groups with Daesh fighters retaking territory in the Middle East and celebrating with each other, corps of prisoners and opponents killed by ISIS, supporters, Muslims receiving Daesh fighters with open arms, orphan children helped by *mujahideen*, the Islamic police in action, and medical and nursery institutions helping children and elderly in the Islamic territory. Secondly, those images dedicated to target the opponents with images of political enemies from all around the world who stand against ISIS, including Muslim state, and mostly Western business men. All these pictures are accompanied by a short descriptive title or a slogan, making all of them potential propaganda tools in order to appeal to the readers emotions to both, believe in ISIS’ mandate and join its cause. Despite the high brutality content, the visual support of *Dabiq* highly encourages readers to not only see but feel a belonging to the Muslim community protected by the Islamic State and feel hate towards all the enemies who have oppressed and targeted them throughout the course of history. This propaganda is intensified with the advertisement of numerous videos produced by Al-Hayat Media center in the pages of *Dabiq*. These videos contain interviews with *mujahideen*, show the training camps of ISIS, *jihad* preparations in the territory, life-execution of prisoners, and the life of Muslims in the Islamic State. This media support is without a doubt a very strong source of radicalization for Muslims living in the West and who feel longing for what they are viewing as a true Muslim community and fighting for the just cause of *jihad*, an obligation, as ISIS states, included in the Quran.

Comparison

In order to appeal to Muslim readers, Al-Qaeda and ISIS share the same important language characteristics and both relay on a comic-book layout for the composition of their respective magazines. In this regard, there is no major difference between both magazines. *Inspire* and *Dabiq* have proven to master the use of English written language, using the same type of Islamic words, concepts and ideas as well, only differentiating on

the topic of focus because of their own group objective. Furthermore, the styling of the magazine articles as a comic-book manual to visually depict their reality and world-view is a very strong tool for radicalization. Moreover, there is no doubt that the two jihadist groups are not only aware of the importance of the written message, but of the importance of the visual component as well, because as the popular proverb states “an image is worth a thousand words.” The extensive use of high-quality images, propaganda pictures and colors on the magazine pages make *Inspire* and *Dabiq* the perfect recruiting brochure that directly target the emotions of the reader. While addressing the harm that the West has inflicted upon the Muslim community, showing a combination of images of Muslim casualties in Islamic territory and *mujahideen* working together in brotherhood, the perfect radicalization process is achieved, as the consumer cannot un-see the hate-inciting and compatriotic images or un-fell the wave of emotions that takes over him. Nevertheless, ISIS has proven to take a step beyond and achieve a much more visual magazine with better HD quality and the promotion of Al-Hayat professionally produced videos in *Dabiq*. They allow for a closer connection with Muslims and enormously facilitate the radicalization process without the need to read extensive pages but just to take some minutes to watch the videos that go from showing the life in the Islamic State, interviews to *mujahideen* and *jihad* training to live-decapitation of prisoners.

10.4. Community Building

The messages that Al-Qaeda and ISIS spread through their respective online magazines *Inspire* and *Dabiq* are directed to a specific targeted English-speaking audience, namely Muslims living in Western countries. Both terrorist groups are thus relying on digital communication media tools to inform readers about the events happening in the Islamic territories and radicalize and/or recruit them for their cause. In this sense, Al-Qaeda and ISIS represent a group of individuals who share the same core values and beliefs, relying on the portrayal of an “unified” front against opposing parties. Therefore, in order to influence and recruit new members, the notion of community building is very important in order to provide followers with a strong and powerful reality to be part of.

10.4.1. Reception and Opinion

Al-Qaeda

For *Inspire* magazine the opinions of both, readers and enemies are very important in order to tackle the questions and doubts of the former and ridicule or take in its favor the opinions of the latter. This interest can be seen in the inclusion of the section “hear the

world” in which the fascination, support and questions from readers are addressed, while the concerns and criticism of Western enemies are used to praise and highlight the strengths of the organization. In this section, contributors and religious figures answer the questions that readers have in regard to Al-Qaeda’s messages or on different political decisions taken by Western countries such as banning the headscarf. The responses given to readers are always in justification and defense of Al-Qaeda’s actions, highlighting the righteousness of its activity, “an eye for an eye”. Moreover, several letters and messages send to the magazine contributors are published in which readers praise the work done by the group in creating the magazine and allowing for a better connection and spread of information for them to be aware of. This is a clear strategy tool seeking to spread a favorable image among readers by openly publishing positive personal receptions to consequently confirm its strong and robust support by Muslims. In addition, the opinions of foreign political enemies are included in the section in which they either criticize the terrorist organization or address the success of the magazine among Muslims living in the West, words used by Inspire to show its strength and motivate readers while ridiculing Western countries.

With the intention of promoting a positive image and spread favorable reception among Muslims in Western countries *Inspire* also provides narratives of mujahideen individuals who recount their personal journey in their decision for joining Al-Qaeda, preparing and engaging in *jihād*. These stories are very important due to its power for radicalization, as they portray a journey of self-finding and purpose-seeking in life. Furthermore, the majority of them are personal accounts of Muslims living in Western countries who, after being lost, found the truth and right path in Al-Qaeda and *jihād*, betraying the country they were living in.

ISIS

Dabiq is also interested in portraying the receptions towards the Islamic State, including in the magazine a section branded “Islamic State in the words of the enemy,” that is dedicated to the opinions and statements of Daesh’s opponents over the terrorist group. These include numerous Western politicians, scholars and business men who address the influence of ISIS among Westerners and the ongoing threat they pose to security. These statements of opposing actors are then used in *Dabiq* to highlight the fact that the West is afraid of ISIS and that it is spreading terror and fear among their enemies.

In addition, as a means to promote the positive reception of *Dabiq*, a number of direct connections are established between the readers and the online magazine collaborators to contact them. Firstly, the provision of several e-mails to write them and

discuss. Secondly, the encouragement to write on Twitter certain hashtags supporting ISIS's fights and victories, but more importantly the facilitation and announcement of Daesh's videos. In this sense *Dabiq* moves from more traditional digital communication tools to social media networking and visual media support. This allows for a greater involvement of the reader on a one-hand personal experience without the need of having to leave their homes or engage in *jihad* in order to actually experience a change in their lives and show commitment.

10.4.2. Role of Muslims and their Place in the Group

Al-Qaeda

Inspire's message regarding the notion of Muslims is very clear, one cannot be a Muslim and an American at the same time, this is not possible. Authority figures drive a division line between "us" and "them", an individual is either a Muslim or an American but not both. This statement allows for the creation of a separate and distinguish community under the ruling and world-view of Al-Qaeda with different roles and duties of individuals within the group. *Inspire* directly addresses the role of men by remembering their religious duty to join *jihad*, an obligation found in the Quran. Moreover, Al-Qaeda showed its interest on women's membership that in issue n° 8, publishers were openly looking for female contributors to write a column dedicated for women. Since issue n°10 the role of women is described in the segment titled "sister's section", which is styled in pink colors and decorated with flower pictures. Here it is stated that women have to join *jihad* as well as their husbands. These separate messages dedicated towards male and female readers demonstrate the importance of participation of both genders for Al-Qaeda, showing the establishment of roles in a united community. Nevertheless, although the creation of an Islamic State in the territories of the Middle East is address, there is little focus in *Inspire* on building a community of true Muslims beyond the notion of being part of the brave *mujahideen* in *jihad*, which is mostly the main focus in the magazine.

ISIS

Dabiq directly portrays the notion of a Muslim community by addressing ISIS's mission in building a global Caliphate composed by Muslim families and skilled personnel. This can be appreciated in the numerous advertisings made mostly in the first magazine numbers were the message for *hijrah*, pilgrimage to Islamic territory, is directed to academic experts of Islamic law, doctors, engineers, staff with military knowledge and Muslim families. Most importantly, a fair number of articles and images are dedicated on showing children and Muslim families enjoying the welfare institutions provided in the

Islamic State, thanks to Daesh, such as medical care, electricity and nursing homes. Moreover, homes for the readers and their families are promised, including a proper religious education to children and younger Muslims. Furthermore, the Caliphate is depicted as a community of true Muslims where there is no space for racism, and all individuals are brought together under one true religion. *Dabiq* describes Islam as a “not racist” religion where people’s colors and backgrounds are not important as long as Daesh’s values are shared. Finally, regarding the role of men and women both are important in establishing the true Islamic State with women having a passive role in *jihad*’s combat, focusing most importantly in family caring for future *mujahideen* generations while men have the obligation to actively join *jihad*. In order to appeal as well to women, *Dabiq* includes a section in almost all magazine numbers exclusively dedicated to female reader where their role in the Caliphate and *jihad* is explained.

Comparison

Regarding this fourth variable, *Inspire* and *Dabiq* incorporate several techniques in order to use the opinions and receptions of both, supporters and opponents, in their favor and strengthen its positive influence among readers. Moreover, both terrorist groups address in their magazines the role of Muslims, differentiating between men and women. Nevertheless, concerning the creation of a true Muslim community, ISIS has proven to be more persuasive and direct in this matter, pushing readers to travel to the territories of the Islamic State in order to build the Caliphate, while Al-Qaeda has mostly focused on the obligation to join *jihad*.

CHAPTER IV: CONCLUSIONS

11. Conclusions

For a terrorist group, communication is an essential tool for their own survival, and nowadays with the digital media era, it facilitates the following strategic functions. Firstly, it allows to demonstrate their purposes, commitments and intentions to the outside world, both enemies and supporters. Secondly, it simplifies the contact between organization members and the planning of terrorist attacks. Finally, it is an effective method of propaganda and recruitment, providing as well combating instructions and battle training. The Internet has made it possible to spread information throughout the entire world in just a matter of seconds, only one click away from users. This instantaneity and speed in communication networks has not gone unnoticed by jihadist terrorist groups,

Al-Qaeda and ISIS, which have developed an extensive net of sophisticated digital media tools. Social media platforms such as Facebook, Twitter and further online chat-groups have been extensively used to reach out to disconnect individuals to radicalize and recruit them. Among the similar strategies pursued by both terrorist organizations, the creation and publishing of online magazines *Inspire* and *Dabiq*, by Al-Qaeda and ISIS respectively, particularly stand out. In the case of *Inspire*, the first number was issued in 2010 with one of the last numbers being published in 2017, while *Dabiq* was first introduced in 2014 and finalized in 2016 with the new magazine, *Rumiyah*, taking over. The coincidence in time of the publications of *Inspire* and *Dabiq* during several years made it relevant to analyze and compare them in their ability to polarize support and achieve radicalization through the creation of an in-group identity. The four variables used in the analysis to determine the strength of this in-group identity are: group presentation and religious legitimation, attacks, language and visual material, and lastly, community building.

At this point it is important to stand out the common past of both groups, as ISIS developed from an Al-Qaeda cell in Iraq, leading to the creation of an independent and rival jihadist organization. In general terms, Al-Qaeda can be described as a ‘father-figure’ that recruited, taught and trained many of the members who would later join the Islamic State, an evolution of the former and a much ‘younger-figure’ with a more aggressive approach. This notion can be perceived in the essence of both magazines, with *Inspire* concentrating on providing information, training guidance and encouraging *mujahideen* to attack Western enemies to force them out of Islamic territories, while *Dabiq* focuses on recruitment, demanding Muslims to pilgrim to the territories of the Islamic States and, for those who cannot join, to engage in *jihad* in the West. In other words, Al-Qaeda’s propaganda mainly concentrates on providing information and ISIS’s on pursuing recruitment. Therefore, the strength of and in-group identity as such is much stronger in the case of ISIS’s *Dabiq* as it addresses the purpose of creating a true Muslim community in an Islamic State, reaching to discontent Muslims living mostly in the West and who need a sense of belonging to a group or a community. On the contrary, *Inspire* does not develop a strong sense of community building as such, as it predominantly centers on the expulsion of foreign forces from Islamic territory. Furthermore, the conducted analysis of the strength of the four variables, indicates that *Dabiq* has been able to develop a much more powerful communication approach regarding these elements than its counterpart *Inspire*. This does not mean that Al-Qaeda’s magazine has no important strength regarding these variables, on the contrary, it has indeed a great level

of mastering. Nevertheless, the degree of control reached by ISIS's *Dabiq* magazine is much influential in promoting the creation of a strong in-group identity through the use of digital communication tools. The strategic elements that have contributed to the enhancement of *Dabiq's* communication strategy over *Inspire's* are the visual media support, the number of attacks committed in the West and the community building as the hypothesis of this paper established. In the case of the visual media, *Dabiq* numbers seem to adopt a more professional layout and image quality, with many pictures relating to local Muslims celebrating the help and assistance of ISIS fighters and their commitment in providing welfare assistance of a proper State. Secondly, the attacks carried out in Western countries that have been inspired by ISIS, as stated by the own perpetrators on their Facebook or through self-made videos, from 2014 till 2016 outnumber those who have been carried out in the name of Al-Qaeda in the same time period. Finally, as already stated before, ISIS has strongly supported the building of a Muslim community through the founding of the Islamic State.

12. Future Consequences

In the present time a number of events have occurred that have shifted the latent reality during the years of publication of *Inspire* and *Dabiq* magazines back from 2010 until 2016. Since the proclamation of the Islamic State in 2014, a wave of ISIS inspired terrorists' attacks in Western countries and other parts of the world have taken place. Furthermore, the participation of ISIS fighters in the multifaceted conflicts in Syria and Iraq has enabled the terrorist group to conquer territory and spread its domain. During the first years of its promulgation, Daesh appeared to inflict a great cost of destruction in several MENA regions, spreading fear and horror through their violent and bloodshed attacks. Moreover, Western countries have not been immune either and experienced as well a great amount of deathly attacks in the name of ISIS, while Al-Qaeda has had little impact besides the Boston Marathon bombings in 2013 and the Charlie Hebdo attacks in 2015. However, the territorial control of ISIS in Iraq and Syria has been seriously diminished in the last years, with the US-backed alliance of Syrian fighters announcing in March 2019 "that the jihadist group Islamic State (IS) has lost the last pocket of territory in Syria it controlled, bringing a formal end to the "caliphate" it proclaimed in 2014" (BBC, 2019). This military victory over ISIS however does not imply a victory over its ideology. The reconstruction and strengthening of the group will be only a matter of time and for this a change in their strategic communication will be necessary. The next step in combating the terrorist group is to anticipate how it will use from now on the

digital communication techniques in order to spread its ideology and continue radicalizing. Moreover, although Al-Qaeda has been largely in the shadows these last years, it should by no means be underestimated in its capacity to recruit, inflict harm or strategically communicate with supporters.

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ANNEXES

ANNEX 1: ANALYSIS OF MAGAZINES

The following tables are a scrutiny of the Spanish informative notes made by a CAP staff member (Raquel Tobajas) of all *Inspire* and *Dabiq* issues. These notes are an exhaustible synthesis of the contents of each magazine number and they perfectly fit to identify and distinguish the 8 elements of analysis: religious appeals and duties, authority speeches and quotes, legitimization over rival terrorist group, training provided, encouragement to attack, allusion to martyrs and past and recent events of victory, reception and opinions, and finally, legitimation. In order to analyze and classify the language and visual or media support the original magazines will be used as a source, in exception to the numbers *Inspire* 1 to 6 and *Dabiq* 12 were only the Spanish synthesis are available. The corresponding information collected in the tables will be used in the comparative analysis. At this point it is important to state that the collected information is not a resume of the magazines, it is a synthesis of the elements of analysis established in this paper.

Al-Qaeda: *Inspire*

“Inspire ... and inspire the believers” is the full title of the online magazine *Inspire* issued by Al-Qaeda since July 2010 as part of its media propaganda campaign. As the CAP (*Inspire* 1, 2015) recapitulates, this new propaganda tool presents two very important features: first of all, it is written only in English and secondly, it is directly issued by the Al-Qaeda cell. Elements that differentiate it from previous propagandistic apparatuses. Al-Qaeda’s reason behind this initiative is explained in the editorial of the first magazine issue. There it is stated that for millions of Muslims all over the world, English is their second language, thus the aim of the magazine is to serve as a platform to notify the *ummah* about the important events taken place, and receive comments, articles and suggestions from the own readers (Tobajas, 2014, *Inspire* 1). *Inspire* magazine was launched with a specific structure and different sections. At one point, after the death of Osama bin-Laden, some parts of it disappeared and others were introduced. Nevertheless, a number of important sections can be distinguished in all numbers: a content page, a letter from the editor, a collection of quotes from friends and foes, responses to readers, longer articles of Al-Qaeda members and/or interview transcriptions, articles about *jihad* (experience, description, allusion to past events ...), open source jihad, section dedicated to choose Al-Qaeda over another group, and how to

communicate with *Inspire*. In addition, depending on the number, more articles are included to address in detail specific martyrs or events of importance for the group.

ISSUE: 1	COVER: “May our souls be sacrificed for you” -Shaykh Anwar al-Awlaki	YEAR: Summer (July) 2010
No original article, information obtained from the Spanish informative note made by Tobajas (2014, <i>Inspire</i> 1)		
Addressed topic and content	<ul style="list-style-type: none"> • <i>Jihad</i> duty, attack the West, cartoons, and bomb-making directions. • The 1st issue deals with religious themes and topics, calling on Muslims commitment and duty to join the <i>jihad</i> and attacks towards Wester targets, mostly Americans, are incentivized. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. 	
2. Visual or media support	<ul style="list-style-type: none"> • The 1st issue has different colors and many images and pictures of important figures. • Styled like a comic book. • Propaganda pictures. In a one-page image with the words “The Thirst will Never End” written on it is a direct threat to the artists making Muhammad cartoons. Beneath the slogan the names of the cartoonists and a female supporter can be found, and at the end of the page an image of a gun is displayed. 	
ELEMENTS		
1. Religious appeals and duties	<ul style="list-style-type: none"> • In the section called “questions we should all be asking ourselves” several points are formulated were the West is blamed for Muslim’s malaises. Firstly, they say that American soldiers in Iraq are depressive and end up committing suicide, as they are not serving an honorable cause but a lie. Secondly, they address the fact that in democratic countries such as France and Belgium, the niqab has been forbidden, thus Muslims have to hate the West because the West hates them. • The cartoons of Muhammad are perceived as defamations and not as a joke by the writers. They consider that the West does not see religions as a serious matter 	

	<p>because their religions has a history of intolerance and massacres, but Muslims do honor, respect and feel proud of Islam.</p> <ul style="list-style-type: none"> • In an interview section to Shaykh Abu Basir, AQAP leader, he recalls Muslims duty to join the <i>jihad</i> and defend their religion and land.
<p>2. Authority speeches and quotes</p>	<ul style="list-style-type: none"> • Charismatic leader Osama bin Laden has a three pages long article titled “The Way of Saving the Earth” in which he again blames the West for all the malaises suffered by Muslims. Bin Laden writes about the horrors of Abu Ghraib and Guantanamo and the fact that it is shameful and embarrassing for humanity that Obama has been nominated for the Nobel Peace Prize. The terrorist leader also states that Americans are the “real terrorists” and deserve all the terrible things happening and that will happen to them. Thus, he urges to not consume American products and collapse his economy. • Ayman Al-Zawahiri, Al-Qaeda’s second in command, writes an opinion article as well, “Message to the People of Yemen”, demanding the Yemenis to join the <i>jihad</i>. • An interview is made to AQAP leader, Shaykh Abu Basir where he urges Muslims to join the <i>jihad</i> which is an obligation made by Allah. Furthermore, he explains that Al-Qaeda’s duty and responsibility is to call Islam and defend sacred places, the religion, honor and lands of Muslims.
<p>3. Legitimization over rival terrorist group</p>	<p>(ISIS did not emerge as an independent terrorist group until 2014.)</p>
<p>4. Training provided</p>	<ul style="list-style-type: none"> • “Making a bomb in the kitchen of your Mom”. The section <i>Open Source Yihad</i> animates readers to carry out terrorist attacks. In this first issue instructions are provided to make an explosive artifact with elements that can be found in a house-hold kitchen. It also provides instructions for the safety of the person during the fabrication process. • Mukhtar Hassan provides tips for those living in the West who want to join <i>jihad</i>.
<p>5. Encouragement to attack</p>	<ul style="list-style-type: none"> • The 1st issue threatens the United States directly by saying that if Americans continue to support the nation’s leaders and hide behind their backs when they kill the wives and children from Muslims, then they have to prepare themselves for what is coming. • The U.S. is described by Shaykh Abu Basir in his 5 pages long interview as “Blood-Thirsty Beasts”, a cancer that has to be eliminated. He directly

	<p>encourages young Muslims living in the West to take arms and learn combat skills, as they can cause a lot of harm by using knives, explosives devices, burning buildings or colliding against them with vehicles.</p> <ul style="list-style-type: none"> • A call is made to eliminate all crusaders who are working in embassies. • Former President George W. Bush becomes a direct target in the article, by asking in one segment why no one has jet targeted him.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Numerous odes are made towards martyrs as for example, Umar-al-Faruq, who in 2009 was able to successfully introduce an explosive device inside a commercial airplane flaying to the U.S. without being detected “with Allah’s grace”.
7. Reception & opinions	<ul style="list-style-type: none"> • 1st issue
8. Legitimization	<ul style="list-style-type: none"> • There is no other option but to take arms and engage in <i>jihad</i>, a religious duty for all Muslims. The West has not given us another alternative, they are killing our wives, children, invading our sacred land and discriminating us in Western countries. “Muslims have to hate the West because the West hates them.”

ISSUE: 2	COVER: Photos from the operations of Abyan	YEAR: Fall (October) 2010
No original article, information obtained from the Spanish informative note made by Tobajas (2014, Inspire 2)		
Addressed topic and content	<ul style="list-style-type: none"> • This 2nd issue prizes the fact that Al-Qaeda is the most feared terrorist organization by the United States. Moreover, its first online magazine issue had suffered attacks to be deleted from the Internet. One section is dedicated to the expansion of <i>jihad</i> and how it has evolved over the years. Moreover, it emphasizes its opposition towards the international community. • It mostly calls for attacks on the U.S. and directly threatens the country. It also includes a letter directed to president at the time Barack Obama, giving some advices on what to do for his own sake. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of pejorative phrases. Example: “United Snakes of America”: snakes have a negative connotation on Islam, it is said that Hell is full of them. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • The cover page has a picture of a Muslim fighter and the rest of the sections are also in different colors and images. • The battle of Abyan is recounted as a comic book with the use colorful images, including pictures of the dead bodies of the enemy. • Like a movie poster, a picture of five martyrs is portrayed in this number. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • The magazine criticizes the burning of Qurans and asks the reader whether they belong to those who protect blasphemy or protect people like them. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> • A message of Osama bin Laden talking about the <i>jihad</i> in Palestine is included in this number. 	

	<ul style="list-style-type: none"> • Commander Uthman al-Ghamidi recounts in first person his personal life in <i>jihad</i>, moving from the United States to Afghanistan as he was not happy there. He makes a direct call for joining the <i>jihad</i>, the price one has to pay to enter in Paradise. • In an interview section to Abu Sufyan, AQAP second in command, he recalls his imprisonment in Guantanamo and how the U.S. used women to obtain information from him.
3. Legitimization over rival terrorist group	<p>ISIS did not emerge as an independent terrorist group until 2014.</p>
4. Training provided	<ul style="list-style-type: none"> • Mukhtar Hassan has a section titled “what to expect in <i>jihad</i>” where he calls for individual <i>jihad</i> and gives advice and tricks on what to do before joining the <i>jihad</i>, reading the <i>Quran</i>, taken care of the body and being very careful are just some examples. • In the section “Open Source <i>Jihad</i>” the magazine provides readers with home-made methods to carry out <i>jihad</i> in any place, explaining in this number how to elaborate a mower. In addition, it gives advice on where to attack to reach the highest number of casualties, which means a martyrdom journey. • Attacks have to be innovative and creative.
5. Encouragement to attack	<ul style="list-style-type: none"> • Muslims have to respond to the burning of Qurans by joining <i>jihad</i>. • Carry out the <i>jihad</i> in Palestine. • Figures of authority not only demand and encourage Muslims to join <i>jihad</i>, they also push readers to attack in the West and carry out an individual <i>jihad</i>. • The states to be attacked with the mower are: Unites States, Israel, Great Britain, Australia, France, Germany, Denmark and Holland or any other country that approves the invasion of Afghanistan and Iraq, defames the figure of Muhammad or supports the Israeli occupation of Palestine. • Operation fire-alarm: encouragement to attack a restaurant in Washington D.C. during lunch.

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • 9/11 is mentioned by one reader in the comments section, saying that it was a virtuous act to defend the Muslims against the oppression of the United States. • The battle of Abyan is recounted as a comic book. • Parts of this number are dedicated to remember Al-Qaeda martyrs.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The magazine has a lot of success among readers. Some of them get even in touch and express their fascination and support for the information given in the previous magazine. • Saudi Arabia born Samir Kahn gives a personal stamen describing why he betrayed the Unites States, the country that saw him grow. He took the decision to join the <i>jihad</i> due to all the injustices committed by the U.S. and says that he is a traitor because his religion demands him to be one and that he is proud of it.
<p>8. Legitimization</p>	<ul style="list-style-type: none"> • Until the United States and the West do not stop killing their wives and children, both will continue to be an Al-Qaeda target. Victimization in general is used.

ISSUE: 3	COVER: \$ 4,200	YEAR: November 2010
No original article, information obtained from the Spanish informative note made by Tobajas (2014, Inspire 3)		
Addressed topic and content	<ul style="list-style-type: none"> • This 3rd issue makes direct threats to both, the U.S. and the Saudi Government. Regarding the first, in a message to Obama it is said that they have already attacked American airplanes twice last year and that they will continue targeting America’s interests and allies. This message is a means to spread fear in Western society. • The document addresses the “fear” in the West in relation to security. • Calls to put explosive artifacts on U.S. aircrafts. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • In order to celebrate the “Hemorrhage Operation” an image of a plane occupies an entire page and the words “3/9/2010 the day a tree fell in a forest and no one heard it.” • Propaganda images. For example, an image of a gold bar on top of blood and with a white background can be seen with the words: “Hemorrhage Operation: an advantage operation.” In another one a map of Israel and Palestine is depicted as if all territories belonged to Palestine • Caricature of ex Yemeni president Ali Abdullah Saleh poking fun of him. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Muslims duty to join <i>jihad</i>. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Editors articles and comments on the Hemorrhage Operation”. 	

<p>3. Legitimization over rival terrorist group</p>	<ul style="list-style-type: none"> • ISIS did not emerge as an independent terrorist group until 2014.
<p>4. Training provided</p>	<ul style="list-style-type: none"> • Ikrimah al-Muhajir from AQAP’s explosive department gives technical methods on how to get over security measures (dogs, metal detectors, X-rays).
<p>5. Encouragement to attack</p>	<ul style="list-style-type: none"> • The letter of the editor calls to carry out little attacks that need less time and few participants. He talks about the “strategy of the 100 cuts” that is achieved with smaller but more often attacks that will make the enemy bleed to death. • In the section called “questions we should all be asking ourselves” several questions addressing the oppressors and their attitudes are made, leading all to the same conclusion that Muslims need to attack.
<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • The 3rd issue addresses the “Hemorrhage Operation” (operation that costed \$ 4.200) in which a commercial cargo airplane exploited on November the 3rd 2010 in Dubai. This attack is considered a success because the media of the enemy did not blame the incident on Al-Qaeda, stating that they were able to stay in the shadows and even might attack again. Moreover, they see a victory in damaging Americas economy.
<p>7. Reception & opinions</p>	
<p>8. Legitimization</p>	<ul style="list-style-type: none"> • The director of external special forces recounts that the primary objective of the operations is not to cause victims but to generate economic loses, and it is the continuation of a history of aggression by the West against the Muslim world. The “Hemorrhage Operation” is a right to defend the lands of Muslims, to sacrifice one’s life for a just cause.

ISSUE: 4	COVER: The ruling on dispossessing the disbelievers wealth in Dar al-Harab	YEAR: Winter 2010 (January 2011?)
No original article, information obtained from the Spanish informative note made by Tobajas (2014, Inspire 4)		
Addressed topic and content	<ul style="list-style-type: none"> • This 4th issue remembers the importance of <i>jihad</i> for Muslims to gain back all their territories. Muslims should engage in <i>jihad</i> by blowing up buildings. • Attacks on the U.S. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • The magazine asks for individuals that can translate the texts from English to Arabic. • A pome is included at the end of the 4th issue to inspire believers. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • Colorful images and pictures can be found all over the document to make fun of the West. • Several propaganda images can be seen: An image of a person wearing a white robe having on the right hand the words “hell”, “fire”, “punishment” and “torment” written, while in the left hand the words “paradise”, “Allah”, “<i>Jihad</i>” and “peace” can be seen. Underneath the phrase “Taimour and Roshnara chose Jannah (heaven).” In another page the words “<i>Jihad</i> today, <i>jihad</i> tomorrow” are written on top of an image full of fire arms, fusils and grenades. It is accompanied by a phrase inciting to join the efforts of global <i>jihad</i>. • The magazines searches for individuals with digital skills. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Imam Adil al-Abbab distinguishes in an interview two groups of infidels. The war people who attack Muslims and the infidel who is not at war with Muslims. Building on this, the infidel has to be killed. 	

	<ul style="list-style-type: none"> • Abu Mus'ab al-Awlaki appeals directly to all “brothers”, Muslims, to feel a commitment to join Al-Qaeda, a community with shared principles, a vision.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • In the letter of the editor the founder of <i>Inspire</i> describes the enemies of the Muslim community: the crusade Zionist alliance, apostate regimes (Saudi Arabia), and the worst, Shia Muslims. • Some of Osama bin Laden’s messages are translated and incorporated in the publication. • In an interview in the section “questions and answers” with the imam Adil al-Abbab, the religious figure talks about attacking non-Muslim civilians. Moreover, he addresses the objectives of the terrorist organization: the implementation of <i>Sharia</i> law and the expulsion of the crusader from Muslims territories.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • ISIS did not emerge as an independent terrorist group until 2014. • Other terrorist groups are wrong. • Abu Mus'ab al-Awlaki presents in the 4th number two of his total 46 reasons portrayed in his book, <i>Why I chose Al-Qaeda</i>. For him “Jihad is a medicine.”
4. Training provided	<ul style="list-style-type: none"> • A terrorist with Spanish nationality describes methods to be used and how to act or behave in both, the individual and collective <i>jihad</i>. Moreover, the terrorist describes certain elements that the place of attacks should have to cause a greater impact. • In the section “Open source <i>Jihad</i>” a clear procedure is given on how to prepare, organize and act in order to attack. Instructions are facilitated con how to use a Kalashnikov.
5. Encouragement to attack	<ul style="list-style-type: none"> • The editor of the magazines remembers that joining the <i>jihad</i> is an obligation for all Muslims in the world until all their lands are free from occupants. • In the section “Open source <i>Jihad</i>” the magazine encourages readers to engage in jihad by blowing up buildings and other areas as cars, trains, shopping malls and others.

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • This 4th number celebrates the battles that occurred in Al Jawf, Saudi Arabia, to defend the Sunni Muslims. • The figures of several martyrs as Taimour Abdulwahab al-Abdaly who detonated two bombs in Stockholm, are remembered. • In bin Laden’s message allusions are made to 9/11.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • According to a journalist and writer, Phil Rees, the West has a distortional view of Bin Laden by describing him as an insane man. • Several letters from readers acknowledge the writers of the magazine and the excellent work they are doing. • A Syrian terrorist with Spanish nationality describes his experiences of <i>jihad</i>, talking about the individual jihad and the call for the global Islamic resistance.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • The events of the battles in Saudi Arabia are committed in the name of Allah and for the protection of Sunni Muslims.

ISSUE: 5	COVER: The Tsunami of Change	YEAR: Spring (March) 2011
No original article, information obtained from the Spanish informative note made by Tobajas (2014, Inspire 5)		
Addressed topic and content	<ul style="list-style-type: none"> • The Arab Spring has arrived and the 5th issue also addresses this event, criticizing the governments of Egypt, Tunisia and Libya. Moreover, Al-Qaeda seeks to use these revolts in order to gain more supporters. • In the interview sections the characteristics of a modern apostate army are given. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • In the section Inspire reactions: comments are made on the use of a close language to attract young people and make the <i>jihad</i> look as something cool and trendy. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • Colorful images and pictures can be found all over the document. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Elements of <i>jihad</i>. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The interview in this number is with Abu Huraihar, who empathizes the responsibility to defend themselves from oppression or otherwise those who attack Muslims will continue. • The terrorist with Spanish citizenship, Abu Mus'Ab As-Suri, disagrees with the definition of terrorism used by the West. He distinguishes between the censurable terrorism and the praiseworthy terrorism, the one that seeks to eliminate the injustices suffered by the oppressed. • Ayman al-Zawahiri writes a number of articles related to the Arab Spring, encouraging the readers to stand up against the governments and make a direct call for <i>jihad</i>. Al-Zawahiri also criticizes the U.S. and Egypt and blames mostly the first one for the malaises. 	

<p>3. Legitimization over rival terrorist group</p>	<ul style="list-style-type: none"> • ISIS did not emerge as an independent terrorist group until 2014. • Abu Mus'ab al-Awlaki presents 3 more of his 46 reasons portrayed in his book, <i>Why I chose Al-Qaeda</i>. For him “Jihad is a medicine.”
<p>4. Training provided</p>	<ul style="list-style-type: none"> • In the section “Open source <i>Jihad</i>” continues to explain how to use a Kalashnikov. • In the section “what to expect in <i>jihad</i>” information is given about the training camps and the religious rituals to be followed.
<p>5. Encouragement to attack</p>	<ul style="list-style-type: none"> • In the interview, Abu Huraihar states that al-Saud is a legitimate target as it against pure Islam. He calls for <i>jihad</i> and to attack the West. • Apostate Muslims need to be eliminated.
<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • In the “New Flash” section, it is said that an American drone has been taken down by the local people. This is used to state that the people are in favor of the <i>mujahidin</i> and that they want to get rid of the American hegemony in the world.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • In the segment of <i>Hear the world, a collection of quotes from fiends and foes</i> a student says that he is against the visions presented in the magazine, that it is incoherent to attack the West but use their technologies and that he thinks that the group is pretending to be God, judging others and telling what to do. The magazine says that his vision of the world is shared by millions of Muslims and that they hate the West due to their policies towards the Islamic world. Finally, the recommend the student to read a book that can be found online. • Another student who wants to join the <i>jihad</i> writes for advice as he cannot contact other <i>mujahidin</i>. • A terrorist recounts his experience in <i>jihad</i> and the battle of Faluya.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • Abu Mus'Ab As-Suri identifies Al-Qaeda with the definition of praiseworthy terrorism, the one that seeks to eliminate the injustices suffered by the oppressed. The word terrorist when refereeing to the <i>mujahidins</i> is thus not bad, they are terrorist against their enemies, the enemies of Allah.

ISSUE: 6	COVER: Sadness, contentment & aspiration	YEAR: Summer (July) 2011
No original article, information obtained from the Spanish informative note made by Tobajas (2014, Inspire 6)		
Addressed topic and content	<ul style="list-style-type: none"> This 6th issue is dedicated to the death of Osama bin Laden, in an attempt to brighten the figure of Al-Qaeda's most charismatic leader. With this event, several other martyrs are remembered and praised as well in the 6th issue. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. 	
2. Visual or media support	<ul style="list-style-type: none"> Styled like a comic book. A one-page picture of Osama bin-Laden is seen in the front page of the magazine. Propaganda pictures. An example is a picture of a knife over stones with the slogan "it is ready, it only needs your first step" incites the readers to take the arms and start <i>jihad</i>. A number of pictures of martyrs can be found in the document. Odes in the form of an advertisements with an enormous picture are used to remember the martyrs. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> One reader asks about the prohibition of the <i>niqab</i> and how several imams approve this action. Al-Awlaki response is that it is a disgrace that some imams underpin this initiative, a racist decision with no arguments. <i>Jihad</i> is a duty of all Muslims. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> The letter of the editor is signed by Yahya Ibrahim who apologizes for taken so much time in releasing the 6th number. He addresses some words to Osama bin Laden, mastermind of the greatest attack against the U.S. and its allies, 9/11. Samir Khan also addresses the figure of Bin Laden explaining the title of the issue. Sadness because he has been one the greatest, contentment because he has 	

	<p>achieved shahada (profess Islam) and aspiration because <i>jihad</i> will continue until the end of days.</p> <ul style="list-style-type: none"> • A post-mortem letter of Bin Laden is published talking about the Arab Spring.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • ISIS did not emerge as an independent terrorist group until 2014.
4. Training provided	<ul style="list-style-type: none"> • The Spanish jihadist of Syrian origin, Abu Mus'ab Al- Suri, provides in a section a total of seven principles to carry out the individual jihad. The process has to be something organized and the <i>jihad</i> in the West needs to be individual. Moreover, certain places are of greater interest than others (the U.S.). In this segment it is mentioned that jihadist do not only need military training but political education as well. • In the section “open source jihad” instructions on how to use an AK-47 are still given. It also gives preventive advice for the safety of the readers.
5. Encouragement to attack	<ul style="list-style-type: none"> • In the section “open source jihad” indications to the modern fighter are given.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • The figure of Osama bin-Laden and other martyrs is commemorated in this magazine. Bin-Laden is described as the best man in the world and no one will end with Al-Qaeda. • The figures of several martyrs are remembered, some of them were targeted by the CIA and others carried out suicide attacks. • The figure of Shaykh Abu Yahya al-Libi who died in a drone strike is remembered.
7. Reception & opinions	<ul style="list-style-type: none"> • Several statements of the enemies are collected in the passage “hear the world”. • Supporters as, Umer Khalid threaten the West, saying that Al-Qaeda is not standing still but remodeling itself. • One reader asks about the Arab Spring and its intentions and the answer given is that the people of the dictatorship are seeking freedom and liberty, elements that can be found in <i>sharia</i> law.

8. Legitimation

- Imam Abu Mus'ab al-Awlaki continues to give motives on why to choose Al-Qaeda in the fight against the West, as being the only organization fighting for the interest of the Muslims.

ISSUE: 7	COVER: The greatest special operation of all time	YEAR: Fall (September) 2011
Addressed topic and content	<ul style="list-style-type: none"> This number commemorates the 10th anniversary of 9/11, considered by the group the biggest operation of all times. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Slogans are written on the pages with images of recent attacks perpetrated by Al-Qaeda. 	
2. Visual or media support	<ul style="list-style-type: none"> Styled like a comic book. This issue has a very strong visual component to remember the 9/11 attacks. Almost every page has a picture and is visually designed to create a dynamic link between the text and the visual support. The pictures are from foreign leaders, grieving people (Muslims), planes, images of a devastated New York, and pictures of recent attacks committed by Al-Qaeda (Madrid bombings 2004), all of them in a very high quality. Several propaganda images can be found: in one case the picture of a Western city at night is depicted with the words “Brace yourself for war with Muslim. I am just the first drop in what will be a flood” written on one side. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> Democracies have laws that allow to commit blasphemy against Islam. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> Yahya Ibrahim signs the letter from the editor and celebrates the after the attacks the Western society had psychological sequels. Although Osama bin-Laden has died, the magazine continues to incorporate articles written by him. In this abstract he outlines U.S weaknesses, fear, cowardice and the lack of a fighting spirit of the American soldier. 	
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> ISIS did not emerge as an independent terrorist group until 2014. 	

4. Training provided	<ul style="list-style-type: none"> •
5. Encouragement to attack	<ul style="list-style-type: none"> •
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • The events of 9/11 are recounted and explained, praising the actions of the hijackers. • Several of the pictures are from recent attacks committed by Al-Qaeda, as the Madrid bombings 2004.
7. Reception & opinions	<ul style="list-style-type: none"> • Comments from opponents are displayed in the section “hearing the world”. • Samir Kahn talks about the importance of the media and the fact that the U.S. has not been able to deal with Al-Qaeda’s propaganda, being jihadist propaganda very effective. This media has been based on quality and content, security in the Internet and dissemination. Moreover, he states that there is a natural sentiment in the Muslim person against Americans.
8. Legitimation	<ul style="list-style-type: none"> • According to the editor, 9/11 was the way to pay back to the West the harm that they had done to them in the first place. Al-Qaeda had to defend itself. Moreover, the story of 9/11 is the story of <i>jihad</i>.

ISSUE: 8	COVER: Targeting Dar al-Harb Populations	YEAR: Fall 2011 (May 2012?)
Addressed topic and content	<ul style="list-style-type: none"> • With the death of Osama bin-Laden the format of the magazine changes, some sections disappear, and others are incorporated. Numerous threats against the West are issued by members of Al-Qaeda in this number. • In certain parts of the document, Al-Qaeda writers poke fun on the West as for example their inability to detect its flag among the revolts in Egypt. • They are looking for sisters to write about women in <i>jihad</i>. • Calls for attacks on U.S. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • The text is supported with visual elements, a way to keep the reading of the magazine much more interesting and appealing. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • This magazine is full of high-quality images supporting the content of the texts. • On the one hand one can find images of political leader and real pictures of dead people (martyrs). On the other hand, step by step images of how to train with a handgun, the pose one has to adopt to shoot, or images of the step by step fabrication of a remote-control detonation artifact with additional pictures of its use can be found in an 8 pages-long section. • Several colors are used in the publication and there is almost no page with a visual element, a gun or a flag among others. • In the past issue a videoconference with Anwar was announced. • Visual propaganda incentivizing <i>jihad</i> and the call for arms. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Call to <i>jihad</i> by Adam Gadahn to those Muslims living in the West and points out that it is their duty and way of showing gratitude. 	

<p>2. Authority speeches and quotes</p>	<ul style="list-style-type: none"> • Interview with imam Anwar al-Awlaki to analyze what the <i>Sharia</i> law says about killing civilians living in countries that are at war with Islam. The answer given is that this topic is very difficult, and the studies agree that the direct combaters need to be eliminated. However, women and children do not have to be a direct target, if they are killed it has to be by accident. Nevertheless, they become objectives if they participate in the fight against Islam or contribute economically or in opinion to it. • Samir Khan, an editor of the magazine, writes about a BBC program over American Muslims, asking if one can be both at the same time. The final answer he provides is no.
<p>3. Legitimization over rival terrorist group</p>	<ul style="list-style-type: none"> • ISIS did not emerge as an independent terrorist group until 2014. • Abu Mus'ab al-Awlaki gives two reasons to choose Al-Qaeda over another organization. Firstly, it is the most heated Muslim group by Jewish, Christians and apostates. Secondly, they give a lot of importance to the brotherhood.
<p>4. Training provided</p>	<ul style="list-style-type: none"> • In the section “open Source jihad” a manual of modern fighter is provided. Here instruction with the help of images are given on how to use a hand-pistol and how to fabricate a remote-control detonation artifact. • The two ways of killing in the name of <i>jihad</i> are explained: <i>bayat</i> (by night) and bombing the cities of infidels.
<p>5. Encouragement to attack</p>	<ul style="list-style-type: none"> • According to Khan, the West is a good provider of terrorists, they sacrificed their lives for a good cause. • Western countries should be the target of <i>jihad</i>. • A one-page image of a soldier holding a Kalashnikov with the slogan “there’s only one way, fight those adjacent to you off the kuffar and let them find in your harshness” seeks to incentivize participation.
<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • Martyrs of the organization are mentioned. • An attack in which 30 American soldiers were killed by jihadists is celebrated. • This number includes a section with the figure of three martyrs, models to follow: Abu Ayman, Muwahid and Aaidh al-Shabwani.

<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “hearing the world” englobes testimonies of enemies and supporters regarding topics of importance (appearing in almost all issues): Israel, <i>jihad</i> or U.S. attacks. In this number the power of the media is addressed in relation to <i>Inspire</i> magazine and its strategic propaganda to reach out to lone wolves. • <i>Inspire</i> answers the questions it receives per email. Here it responds to one of the readers that Al-Jazeera has reported a different story of events when analyzing the 9/11 10th anniversary.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • To be American is to be at war with Islam, thus one cannot be Muslim and American at the same time. • The level of brotherhood in Al-Qaeda is very strong according to the writers, they would sacrifice their lives for each other.

ISSUE: 9	COVER: Winning on the ground	YEAR: winter 2012 (May 2012?)
Addressed topic and content	<ul style="list-style-type: none"> • This 9th number covers the figures and works of imam Anwar al-Awlaki and editor of <i>Inspire</i> Samir Khan who have been killed. • Money is a very important topic that was as well documented in the previous number, the magazine urges the readers to take the possessions of the enemy during the battle, as the <i>jihad</i> has to be sustained. • Emphasizes on suicide missions. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Play of words: Stinking Rottenyahu. • A poem is dedicated to Omar al-Faruq al-Nigri, terrorist who traid to blow off an airplane with explosives hidden in his underwear. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • Pages full of colors and accompanied by high quality images can be found in this number. • The figures of Anwar al-Awlaki and Samir Khan are remembered with numerous images of them, smiling and holding machine arms. Their faces are full of joy and commitment to the cause. Other propaganda images are dedicated to their cause as one with the words “the walk of honor”. • In the section of “open source jihad” the explanations provided to carry out attacks are supported with step by step images of how to elaborate and use a firebomb. • Propaganda images making fun of the West can be seen as well. In one case, in a made-up poster, two men can be seen on electric stairs with one of them hiding a gun. In the middle of the page the slogan “Yes we can” in allusion to Obama’s phrase campaign for presidential elections is written, meaning that they can attack. In another case, a whole page showing fire in a black background can be seen with a message saying that those who did not obey Allah will regret it. • Readers are encouraged to watch a movie to understand the individual jihad: “you are only responsible of yourself”. 	

ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • Yahya Ibrahim states that the people participating in the Arab Spring went to the street not only demanding human rights but the implementation of <i>Sharia</i> law, which will give them their rights here and in the other world. • The issue of the burning of <i>Qurans</i> in an American base in Afghanistan is addressed as well to mobilize the readers. • Experiences of jihad are provided.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The letter of the editor is signed by Yahya Ibrahim where he makes references to the importance of the magazine. Moreover, he states that the deaths of two important figures does not stop the production and development of the magazine. According to him, <i>Inspire</i> is an will continue to be an effective tool regardless of who manages it. • Ayman al-Zawahir sends a message to Syria, criticizing the West for trying to use it as a puppet and making Syria deny its history and religion. The West wants Syria to be weak. • Abu Mus'ab al-Suri writes about his experiences in <i>jihad</i>. • A last letter of al-Awlaki is rpublished in this number.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Al-Qaeda does not accept to be compared to right-wing terrorist with the recent case of Norway. They emphasize the fact that they do not intentionally target children and women.
4. Training provided	<ul style="list-style-type: none"> • In the section “open source jihad” three themes can be appreciated. First, “the convoy of martyrs”. Here instructions are provided to those who want to join jihad but cannot contact the <i>muyahideen</i>. Secondly, instructions to fabricate and properly use a firebomb depending on meteorological factors in the U.S. are given. Finally, the explanation of the qualities of an urban assassin are presented.
5. Encouragement to attack	<ul style="list-style-type: none"> • Abu Mus'ab al-Suri specifies several objectives to be attacked: individuals that carry out campaigns against Muslims, as NATO and EU civil servants, journalists or any other person that justifies the attacks.

	<ul style="list-style-type: none"> • Al-Suri recommends as well to attack the Western economy, the U.S., airports, metro stations and buildings to carry out cyberattacks. Furthermore, military bases, most importantly American ones in Europe, and intelligence buildings are to be attacked. Public spaces, excepting those areas where children and women can be (schools), are also a legitimate objective. Places of prayers (synagogues) have to be avoided. • Al-Suri says that any person not involved with the “events” cannot be targeted, this is very important in order to maintain the reputation of the resistance in the public opinion. • The U.S. is the first target while Europe is the second target. • Encouragement to set forest on fire.
<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • Ibrahim al-Rubaish enhances the work of Al-Qaeda and remembers the figures of killed members Anwar al-Awlaki and Samir Khan. According to him, the secret to the success of the <i>mujahideen</i> is that they work for the wellbeing of the group, the sacrifice their soul, blood and richness for them.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • In the section “hearing the world”, the magazine makes fun of the opinions expressed by opponents but is also includes the ideas of supporters. • In the section “questions we should all be asking ourselves” the writers make fun of the West by formulating questions related to the Arab Spring.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • Yahya Ibrahim attacks the values of Western democracies because during the Arab Spring detentions and assassinations with apparently no reason are committed. • In the section remembering the figure of Anwar al-Awlaki, the writer criticizes the fact that the American drone that killed al-Awlaki also killed his son, proving that Americans are the ones who target children. • Al-Qaeda seeks to establish a just socio-political order through <i>Sharia</i> law.

ISSUE: 10	COVER: We are all Usama	YEAR: Spring (March) 2013
Addressed topic and content	<ul style="list-style-type: none"> • This 10th number presents more images than the previous numbers. • <i>Gaidi Mtaani</i> is another magazine firstly presented in this number, which was inspired by <i>Inspire</i> magazine. It is written in Swahili and belongs to Al Shabaab. • A special section dedicated for women in jihad is introduced for the first time in number 10, containing a publication of a women’s Facebook. • Calls for lone wolf attacks in the U.S. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Many of the slogans are written in rhyme to catch the reader’s attention: “a bullet a day keeps the infidel away”. • The language used to refer to the enemy is pejorative: “France: imbecile invader”, “field negro vs. house negro”. • A poem dedicated to the disappeared Samir Khan with the title “the thirst will never extinguish” can be found. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled in a magazine way. • It is full of colors and images of propaganda, supporters, opponents and attacks showing the victims in Muslim countries. • Images threatening the West can be observed. • One page is dedicated for those individuals who are an Al-Qaeda target due to “crimes against Islam”. Pictures and names are provided. • Many pages are dedicated in this number for propaganda to inspire the readers to attack or engage in lone <i>jihad</i>. • The section dedicated for women is styled with pink colors, images of furniture and flowers. • Step by step images are included in the section “open source jihad” to show how torch parked vehicles and generate road accidents. 	

ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • In an article, an American movie is addressed for offending Muhammad. For all Muslims to defend the prophet Muhammad is an obligation.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The letter of the editor is signed by Yahya Ibrahim in which he celebrates the publication of the current number, a tool feared by the West. • Ayman al-Zawahiri writes an article criticizing an American movie which is offending Muhammad. • The number includes an interview with Adam Gadahn, who calls for jihad in NATO countries, especially in the U.S., France and Great Britain. He also addresses those individuals who work in <i>jihadist</i> media to continue their work and reach the youth by using social platforms as Facebook and Twitter.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Fazul Abdallah, an Al-Qaeda activist, explains what the organization means for him.
4. Training provided	<ul style="list-style-type: none"> • Guides are given on how to carry out the individual jihad in response to questions from the readers. • In the section open source jihad information and instructions are given on how to torch parked vehicles and cause road accidents.
5. Encouragement to attack	<ul style="list-style-type: none"> • Al-Qaeda advocates to expel all and kill the American diplomats living in Muslim countries.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • The group alludes to the assault of the American embassy in Lybia committed by supporters of Gadafi, which ended with the death of three diplomats. • A battle in Yemen where 100 apostates were killed is celebrated in the magazine.
7. Reception & opinions	<ul style="list-style-type: none"> • In the section “hearing the world” <i>Inspire</i> recollects the opinions of Western and Oriental personalities to gain the reader’s supports. Many foreign personalities recognized the impact and use of online propaganda of the group, appealing directly to young people through new technologies.

8. Legitimation	
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ISSUE: 11	COVER: Who & why	YEAR: Spring (May) 2013
Addressed topic and content	<ul style="list-style-type: none"> • This 11th number celebrates the Boston Marathon Bombings occurred in April 15th, 2013. • Moreover, numerous threats are send to the U.S. and the Western world in general. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • The use of slogans and catchphrases is very present. • Most of the text is accompanied by visual support to strengthen the message. • <i>Stand Up America</i> (a Western newspaper) considers that <i>Inspire</i> uses a good English • Verses of the Quran are present (as it is the case in all numbers as the title: inspire ... and inspire the believers, is part of a verse). • Poems 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled in a magazine way. • It is full of colors and images of propaganda, supporters, opponents, attacks and martyrs. • Many pictures of <i>mujahedeen</i> in combat positions with fire arms or just guns can be found all over the document. • Several one-page propaganda pictures can be seen. On one of them a picture of Obama is displayed, followed with a “+” sign and a picture of a dead Muslim with a “=” sign that leads to a final image of the Boston bombings. These three images show the correlation that “bad political decisions” lead to “bombarding Muslims”, which result in the Boston bombings. In another picture a bloodied knife with the inscription “an eye for an eye” can be seen, refereeing to the Boston Bombings. • Several twits over the bombings are collected. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Encouragement of individual <i>jihad</i>. 	

	<ul style="list-style-type: none"> References to Allah
2. Authority speeches and quotes	<ul style="list-style-type: none"> The section “words of wisdom” englobes short messages from a total of eight Al-Qaeda members: Osama bin-Laden, Abu Hamza al-Muhajir, Mukhtar Abu Zubeir, Anwar al-Awlaki, Ayman Adh-Dhawahiry, Abu Abdul Ilaah Ahmed, Abu Bassar al-Wuhayshi, Al-Hafidh Abu Talha al-Almani. Qassim Ar-Reimy threatens the U.S. Yahya Ibrahim writes an article about the important role <i>Inspire</i> is having in the Muslims world.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> Abu Mus'ab al-Awlaki gives two reasons why to choose Al-Qaeda over another group.
4. Training provided	<ul style="list-style-type: none">
5. Encouragement to attack	<ul style="list-style-type: none"> Yahya Ibrahim states that it is the duty of all Muslims to fight against the U.S. and its allies. Moreover, it is an obligation to fight against infidels. Incitement to commit suicide attacks.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> Celebrates the Boston Marathon Bombings occurred in April 15th, 2013.
7. Reception & opinions	<ul style="list-style-type: none"> In the section “hearing the world” <i>Inspire</i> recollects the opinions of Western and Oriental personalities to gain the reader’s supports. Several individuals recognize the interference of the U.S. in foreign states internal matters and its misuse of power. New York police addresses the creation of the Boston bomb as easy but effective and fears the creation of more with <i>Inspire</i> 1st. issue.
8. Legitimation	<ul style="list-style-type: none"> Abdul Bari'Atwan states that the only useful tool to be used against the West are violence and terrorist acts, as the Boston Bombing demonstrates. The use of drones by the U.S. is highly criticized and give no other option but to act.

ISSUE: 12	COVER: Shattered: a story about change	YEAR: Spring (March) 2014
Addressed topic and content	<ul style="list-style-type: none"> • This 12th number calls for car bomb attacks in U.S. cities. • Continuation of the narrative against the U.S. and the West, stating they have not recovered since the 9/11 attacks. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • AQIM has translate the instructions of how to elaborate a bomb of the 1st issue to Spanish, Arabic and English. • Appeals to the sensibility of the reader. • <i>Wirtschaftswunder</i>: German for “economic miracle.” 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • This number uses more dark colors, black and different shades of grey. • It includes many images of supporters, enemies (Obama), propaganda, attacks and martyrs. • In the “open jihad” section step-by step images are found on how to elaborate a car bomb inside America. • Several propaganda images can be found as well. In one picture a young man is depicted sitting alone in what seems to be an empty building with the phrase: “for how long will you live in tension? Instead of just sitting having no solution, simply stand up, pack your tools of destruction. Assemble your bomb, ready for detonation.” This clearly encourages bomb attacks and for reader to join <i>jihad</i>. • Several pictures are dedicated to Muslim casualties, including children due to attacks. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Encouragement to join <i>jihad</i>, mostly to those living in Western countries. • Protection of Islam, its territories and believers. 	

	<ul style="list-style-type: none"> • In the “sisters section” it is said that women have to join <i>jihad</i> as well as their husbands.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Yahya Ibrahim signs the letter from the editor and addresses the failed attack of Feisal Shahzard who in 2010 put a bomb in a car in Times Square that did not go off. He mentions this incident to say that many believers living in America only need to know how to build bombs. • Translated message of Al-Zawahiri reviewing the attacks of 9/11 is included in this number. • Anwar Al-'Awlaki" responds in the section “questions and answers” to the readers. • An article of deceased Samir Khan (killed) is included where he explains his reasons to join Al-Qaeda, saying that it all started while watching videos at home. • Abu Mus'ab Al-Suri describes the process of preparation for <i>jihad</i>.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Samir Khan explains why he joined Al-Qaeda over other groups. • Abu Mus'ab Al-Awlaki continues with his reasons to join Al-Qaeda over any other group.
4. Training provided	<ul style="list-style-type: none"> • Instructions are given on how to elaborate, manage and use a car bomb. The magazine specifically insist to its use in the U.S. Moreover instructions are given on where to attacks, when and during witch seasons of the year. • Abu Mus'ab Al-Suri describes the process of preparation for <i>jihad</i>.
5. Encouragement to attack	<ul style="list-style-type: none"> • It demands to carry out bomb attacks in U.S. cities. • Obama is the real enemy, as he is responsible for allowing the FBI to torture Muslims. • Al-Zawahiri pushes readers to take the arms.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Several martyrs are remembered who supported the cause of Al-Qaeda as Nidal Hassan, the Boston Marathon brother and José Manté.

<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • In the section “hearing the world” the opinions of supporters and opponents are collected. Statements from Obama and the <i>CNN</i> can be found where the magazines highlights that even the Western political sphere knows that they have to adapt in their tactics, building now bombs in the basement.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • A comparison is drawn between the <i>mujahideen</i> and Bashar al Assad, the Syrian dictator. The writer says that the dictator is accepted by the international community while having killed over 150.000 people, used chemical weapons and committed violations with war weapons. On the other hand, the <i>mujahideen</i> are criticized by the West. Muslims who defend women and children, give them food, water, support the Syrian revolution and fight against tyrants. • The 9/11 attacks are once more justified. • This number criticizes the U.S. and describes it as racist and insecure country for children.

ISSUE: 13	COVER: N€UROTM£\$!\$: cutting the nerves & isolating the head	YEAR: Winter (December) 2014
Addressed topic and content	<ul style="list-style-type: none"> In this 13th number instructions are given to create a “hidden bomb”, evade airport security and encourage Muslims to target the airlines with this instrument. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of pejorative language. The title of this 13th number is a word play: N€UROTM£\$!\$ = neurotmesis. A poem making fun of Obama is written in one page: “Humpty Dumpty sat on a wall, Humpty Dumpty had a great fall, all the king’s horses and all the king’s men, couldn’t put Humpty Dumpty together again.” Humpty Dumpty is an egg, this means Obama is fragile. A poem empathizes the love of a mother towards his son and her understanding of his duty to <i>jihad</i>. 	
2. Visual or media support	<ul style="list-style-type: none"> Styled like a comic book. The plane on the cover pages directly relates to the central topic of the number. This number uses as well darker colors as black and different shades of grey. An appeal to act in the shadows and not be detected. It includes many images of supporters, enemies (Obama, Bill Gates), propaganda, attacks (9/11) and martyrs. Several propaganda images are making and criticizing Obama. In the “open jihad” section step-by step images are found on how to elaborate a hidden bomb. Several propaganda images can be found as well. In a one page-image a man walking alone on the street at night is carrying in one hand a bag and in the other a gun. At the bottom the phrase “... destination Airport and guess what is on the menu” is written. Some pictures are also dedicated to Muslim casualties, including children. 	

ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • Encouragement to join <i>jihād</i>. • Personal narrations of <i>jihād</i>. • Remembrance of martyrs.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Yahya Ibrahim signs the “letter from the editor”. In this section he talks about the retirement of American troops from Afghanistan and that the <i>jihād</i> of the <i>ummah</i> will not be stopped. • In an interview with Al-Malahem, producer of <i>Inspire</i> and writer of the “open <i>jihād</i>” section, the figure of the lone wolf is addressed. Here the tactical advantages of the individual <i>jihād</i> are laid out. • Ayman Al-Zawahiri sends a message to the U.S. through an article “letter to the Americans.”
3. Legitimization over rival terrorist group	
4. Training provided	<ul style="list-style-type: none"> • In the “open <i>jihād</i>” section step by step instructions (40 pages) are given on how to elaborate a hidden bomb and evade the security of airports with the purpose of using it in an airplane.
5. Encouragement to attack	<ul style="list-style-type: none"> • The <i>jihād</i> can be carried out at home and there is no need to travel to the terrain battle. • Individual <i>jihād</i>. • The apostate regimes (naming as well Israel, India, Russia and the Philippines) are puppets of the U.S. and the West is responsible for the death of millions of Iraqi children during the embargo. • Propaganda images inciting to act in the shadows to not be detected. • Targets: personalities from the economic world and businessmen or enterprise owners.

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • The perpetrators of the Boston Marathon attack are remembered in a segment.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • In the section “hearing the world” the opinions of supporters and opponents are collected. Statements from Western sources can be found where they express their fear over <i>Inspire 12</i>.
<p>8. Legitimation</p>	<p>Principal idea:</p> <ul style="list-style-type: none"> • It is our right to attack those who attacks us, to destroy the cities of those who destroy ours, to end with the economy of those who destroy our wealth and to kill civilians of those countries that kill our citizens. • “An eye for an eye.”

ISSUE: 14	COVER: Assassination operations	YEAR: Summer (September) 2015
Addressed topic and content	<ul style="list-style-type: none"> This 14th number covers assassination operations and addresses the racism lived by the black population living in America, analyzing their positions and rights over time in order to convert them. Finally, a military analysis of the Carlie Hebdo shooting is made. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of slogans: “who plays with fire might get burned” 	
2. Visual or media support	<ul style="list-style-type: none"> Styled like a comic book. The <i>mujahideen</i> holding a fire arm in the cover makes a direct allusion to the issue of this number: “assassination operations.” This number uses as well dark colors as black and different shades of grey, but it includes other lighter colors, making it less “harsh” at first sight. It includes many images of supporters, enemies (Joe Biden, Bill Gates, Warren Buffet and other American businessmen), propaganda, attacks (9/11) riots during the segregation period of black Americans in the U.S. and Muslim martyrs. Several propaganda images are making fun of the West or show how to harm the Western economy. Several propaganda images can be found as well. An example is a one-page image of the World Trade Center attack with the following phrase: “some things are too beautiful to be forgotten. Will we ever experience such a sight once more?” This issue was published some days before the 14th anniversary of the attacks. In the “open jihad” section step-by step images are found on how to elaborate a time hand grenade. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> Call for individual <i>jihad</i>. Personal narrations of <i>jihad</i>. 	

	<ul style="list-style-type: none"> • The aggressions against Islam made with the Charlie Hebdo cartoons are addressed. • Remembrance of martyrs.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Yahya Ibrahim signs the letter from the editor. • Text from Anwar Al-Awlaki and Yahya Gadahn are also present. • Hamza Bin Laden, the son of Osama bin Laden, appears for the first time in <i>Inspire</i> and makes a call for <i>jihad</i>. • Adapted texts from dead leaders (Osama bin Laden) to fit the content of the magazine are included. • The allegiance pledging of Qassim Ar-Raymi, the new leader of AQAP is presented. • Anwar Al-Awlaki.
3. Legitimization over rival terrorist group	
4. Training provided	<ul style="list-style-type: none"> • In the “open <i>jihad</i>” section step by step instructions are given on how to elaborate a time hand grenade. It also includes field tactics for assassination operations.
5. Encouragement to attack	<ul style="list-style-type: none"> • According to the present and the future of the <i>jihad</i> are the lone wolfs, pushing Western Muslims to join the individual <i>jihad</i>. • An attack with a pressure cooker is suggested. • Targets like in <i>Inspire</i> 13: personalities from the economic world and businessmen or enterprise owners.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Analysis of the Charlie Hebdo Attacks committed in January 7, 2015 by brother Said and Chérif Kouachi. • Personal narrations of <i>jihad</i>. • Remembrance of martyrs. • 9/11 and Boston Bombings.

<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • In the section “hearing the world” the opinions of supporters and opponents are collected. Statements from Western sources can be found where they express their fears or address the success of <i>Inspire</i>.
<p>8. Legitimation</p>	<p>Principal ideas:</p> <ul style="list-style-type: none"> • Islam continues to be assaulted, the <i>mujahideen</i> had to fight in order to defend the honor of the Prophet Muhammad. • Islam does not allow any kind of injustice (this is not the case of America were the black community is discriminated and history shows how racists Europeans are). The <i>mujahideen</i> are part of the <i>ummah</i>, and no oppression is accepted against any brother.

ISSUE: 15	COVER: Professional assassinations	YEAR: Spring (May) 2016
Addressed topic and content	<ul style="list-style-type: none"> • This 15th number calls lone wolfs to carry out any type of attacks in the West. • As the title indicates “professional assassinations” this number focuses around this topic and focuses as well on the fabrication of home-made bombs. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of pejorative language • Use of quotes from leaders. 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • The cover page makes direct allusion to the issue of this number “professional assassinations”. In the picture, what appears to be a lone wolf wearing a dark hoody, is standing at night outside a Western family home, presumably waiting until the family goes to sleep to then start the assassination operation. • This number uses as well dark colors as black and different shades of grey, but it includes other lighter colors, making it less “harsh” at first sight. • It includes many images of important supporters, enemies (Barack Obama and American businessmen), propaganda or attacks (9/11). • Several propaganda images are making fun of the West or show how to harm the Western economy. • Several propaganda images can be found as well. In one example the following message can be read: “Did you know that 77% of Americans are not confident that the government can protect them from a lone wolf attack?” • In the “open jihad” section step-by step images are found on how to act in home assassinations, build and use a parcel bomb, a magnetic car bomb and a door-trap bomb. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Authority figures state that Allah will guide them in this journey of truth. 	

	<ul style="list-style-type: none"> • Lone <i>jihad</i>.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Yahya Ibrahim signs the letter from the editor and states that assassination is an effective tool in war. • Interview with Abu-Khubeib as-Sudani. • Phrases from Osama bin-Laden are adapted and included in the texts. An article is dedicated to the leaders personal sotry. • Article from Ayman al-Zawahiri claiming to defend Palestine. • A section is dedicated to Khalid Sheikh Muhammad, mastermind of the 9/11 attacks and imprisoned in Guantanamo.
3. Legitimization over rival terrorist group	
4. Training provided	<ul style="list-style-type: none"> • This number focuses on providing training to lone wolfs. • The “open jihad” section includes training on home assassinations. Moreover it provides the instructions to fabricate and use a parcel bomb, a magnetic car bomb and a door-trap bomb, specifically designed for assassination operations.
5. Encouragement to attack	<ul style="list-style-type: none"> • Direct appeal towards lone wolfs to carry out attacks, as the West has increased its security levels. • Attack Western economy. • Muslims are encouraged to use knives to attack Americans and Jewish.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • The 3 <i>mujahideen</i> who, in the name of AQAP, put explosives the “Splendid” hotel in the capital city of Burkina Faso, and cost the lives of 30 people from 18 different nationalities, are remembered.
7. Reception & opinions	<ul style="list-style-type: none"> • In the section “hearing the world” the opinions of opponent governments are collected. • Questions and answer section.

8. Legitimation

- Yahya Ibrahim states that thanks to assassination operations the teachings of the Prophet Muhammad are continued. Moreover, there is no other alternative but to take the arms.

ISSUE: 16	COVER: The 9/17 operations	YEAR: Autumn (November) 2016
Addressed topic and content	<ul style="list-style-type: none"> This 16th number makes a recapitulation of the three incidents that took place in the U.S. (bombings in New York and New Jersey and a stabbings in Minnesota) several days after the 15th anniversary of the 9/11 attacks. In addition is focuses in the use of pressure cooker bombs. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of pejorative language. Use of quotes from leaders. 	
2. Visual or media support	<ul style="list-style-type: none"> Styled like a comic book. The cover page makes direct allusion to one of the issues of this number “pressure cooker bombs”. In the picture, what appears to be a <i>mujahideen</i> (lone wolf), as his face and body are out of sight, is holding with two hands a pressure cooker that takes almost the whole page. This number mostly uses dark colors as black and different shades of grey, adding a more somber view to it than the previous one. It includes many images of important supporters, enemies (Barack Obama), propaganda or attacks (9/11, Boston Marathon bombings). Several propaganda images are making fun of the West or trying to win the minds of the readers. In one page an image of the burning Twin Towers has the words “those who defy injustice” written on top. Step-by step images are found on how to fabricate and use pressure cooker bombs. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> Lone <i>jihad</i>. Figures of martyrs. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> Yahya Ibrahim signs the letter from the editor and commemorates the 15th anniversary of the 9/11 attacks. 	

	<ul style="list-style-type: none"> • Ayman az-Zawahiri has a section in this number to address the readers. • Abu Khubeib as-Sudani recounts the attack on the USS-Cole ship in 2000.
3. Legitimization over rival terrorist group	
4. Training provided	<ul style="list-style-type: none"> • In the “Inspire guide” writers show how using a pressure cooker bomb can be successful during operations.
5. Encouragement to attack	<ul style="list-style-type: none"> • Encouragement for individual <i>jihād</i>. • Direct message to brothers living in the U.S.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Three incidents that took place in the U.S. on September 17, 2016 are praised. Nevertheless, AQAP did not claim responsibility of the attacks, stating that the tactics of terrorism are changing.
7. Reception & opinions	<ul style="list-style-type: none"> • The opinions of opponents about AQAP and the <i>Inspire</i> magazine are collected. • Hameed at-Tameemi addresses the questions of the readers in regard to the individual <i>jihād</i>.
8. Legitimation	<ul style="list-style-type: none"> • Islam is the only salvation.

ISSUE: Orlando	COVER: Inspire Guide: Orlando Operation	YEAR: 2016
Addressed topic and content	<ul style="list-style-type: none"> As part of its new strategic propaganda, AQAP, has included a new individual segment in its magazine, the <i>Inspire</i> Guide. This special edition analyzes the Orlando shooting committed by Omar Mateen in the homosexual night-club <i>Pulse</i>. Although, Mateen pledged allegiance to ISIS, AQAP celebrates all aggressions against the West. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of triumphal language and expressions. 	
2. Visual or media support	<ul style="list-style-type: none"> Only a medium-size image of Omar Mateen, the attacker, is seen on the cover. The rest of the three-pages of text does not include any other visual support. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> Islam and Allah. Lone <i>jihad</i>. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> The entire article is signed by the “Lone <i>Jihad</i> Guide Team.” 	
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> Although the attack was committed by an individual pledging allegiance to ISIS, AQAP enemy, Mateen is rather described as lone <i>jihad</i> hero. Moreover, the writers state that the terrorist affiliation of the individual is not important as long as he commits these types of attacks. 	
4. Training provided	<ul style="list-style-type: none"> The article provides information about the attack, giving strategical advantages that can be used and implemented in the future. 	
5. Encouragement to attack	<ul style="list-style-type: none"> The article states that these special editions are a continuation of Osama bin Landen’s messages. The article calls for more lone attacks. 	

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • The entire article describes the Orlando attack.
<p>7. Reception & opinions</p>	
<p>8. Legitimation</p>	<p>Principal idea:</p> <ul style="list-style-type: none"> • The majority of the American population is against Islam. Thus, these people lose the label of “citizens that cannot be killed” and become public combaters who are licit to be killed.

ISSUE: Nice	COVER: Inspire Guide: Nice Operation, France	YEAR: 2016
Addressed topic and content	<ul style="list-style-type: none"> As part of its new strategic propaganda, AQAP, has included a new individual segment in its magazine, the <i>Inspire</i> Guide. This special edition analyzes the Nice operation where a Frenchman of Tunisian origin drove a cargo truck on civilians celebrating France’s National Day in Nice. Although, this attack was inspired by ISIS, AQAP celebrates all aggressions against the West. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of triumphal language and expressions. 	
2. Visual or media support	<ul style="list-style-type: none"> Only a medium-size image of a cargo truck is seen on the cover. The rest of the three-pages of text does not include any other visual support. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> Islam and Allah. Lone <i>jihad</i>. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> The entire article is signed by the “Lone <i>Jihad</i> Guide Team.” 	
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> Although the attack was committed by an individual inspired and having links to ISIS, AQAP enemy, the individual is rather described as a <i>mujahideen</i> hero. 	
4. Training provided	<ul style="list-style-type: none"> The writers address the main purpose of the attacks: spread terror and crumbling Nice’s tourism and economy. 	
5. Encouragement to attack	<ul style="list-style-type: none"> The strategy of using a vehicle to run over people was already proposed by AQAP in <i>Inspire 2</i>. The article calls for more lone attacks. 	

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • The entire article describes the Nice attack.
<p>7. Reception & opinions</p>	
<p>8. Legitimation</p>	<p>Principal ideas:</p> <ul style="list-style-type: none"> • According to AQAP, Muslims are still living and suffering the malaises of a post-colonial era (Sykes-Picot agreement) enforced by Western powers. In this sense, for <i>ihadists</i> colonialism is still present and alive. • As stated by AQAP, Nice is a racist and extremist right-wing city, known for its opposition towards Islam.

ISIS: *Dabiq*

In the year 2014 Abu Bakr al-Baghdadi led to the creation of ISIS - a jihadist terrorist group following Sunni Islam- from Al Qaeda's cell (ISI) in Iraq. Daesh, the Arabic acronym of the Islamic State of Iraq and al-Sham, separates its propaganda apparatus from rival Islamist group Al-Qaeda, and develops its own digital communication mechanisms with the publishing of *Dabiq* online magazine in the English language with Alhayat Media Center conveying messages of ISIS in several other foreign languages. The election of the name "Dabiq" for the magazine's title is no coincidence as it makes reference to a Syrian town where the last and definitive battle between Muslims and Christians will supposedly take place. This city is part of an Islamic apocalyptic prophecies in which it is believed that "Prophet Muhammad said that "the last hour will not come" until Muslims vanquished the Romans at "Dabiq or al-Amaq" - both in the Syria-Turkey border region" (BBC Monitoring, 2016). A direct allusion to the group's purpose of establishing a global Caliphate. Another important factor is that the publication dates are all given according to the Islamic calendar. In this sense, the first magazine number was issued during the month of Ramadan in the year 1435 -July 5, 2014 according to Gregorian calendar- almost at the same time as Daesh established the caliphate in Syria and Iraq (Tobajas, 2015, *Dabiq* 1).

Dabiq magazine is composed by a number of sections which change and vary over time through the course of the publications. Nevertheless, the majority of its numbers include the following contents: a foreword (not signed), description of operations, from the pages of history (addressing events through the lenses of radical Islam), among the believers are men (section dedicated to the experience of particular martyr *mujahideen*), in the words of the enemy, an interview section, to our sisters (only section written by a woman, to address the sisters role in the Caliphate and *jihad*), pages dedicated to the sole promotion of a wide number of videos about: the life in the Caliphate, interviews with *mujahideen*, military training, brutal executions of prisoners or child soldiers being trained and killing hostages. The overall extension from the numbers varies between 20-40-60-80 pages. The majority of the magazine issues address the conquering of territories in the Middle East, depict the evolution of recent events and battles from a radical perspective of Islam and mostly promote the pilgrimage to the Caliphate or the execution of attacks in Western countries by those living there. Training as such is not included in the documents but it promotes a wide number of videos that incite to violence and to join the Caliphate, blessed by Allah, over other jihadist groups as al-Qaeda which are not pure.

ISSUE: 1	Title: The Return of Khilafah	YEAR: 5 July 2014 (Ramadan 1435)
Addressed topic and content	<ul style="list-style-type: none"> • This 1st number present the “return of the <i>Khilafah</i> and addresses the concepts of: <i>tawhid, manhaj, hijran, jihad and jama’ah</i>. • This number addresses ISIS history in building up ties with tribes inside their territories to strength the Muslim community, bring them together under one imam and work together to establish the caliphate. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Hate speech: us (Daesh sympathizers) vs. the rest (non-belivers). 	
2. Visual or media support	<ul style="list-style-type: none"> • Styled like a comic book. • The 1st Dabiq number shows the perfect HD visual quality of the used colors and images. Although <i>Inspire</i> does as well incorporate HD visual support, the layout of <i>Dabiq</i> seems more professional and harmonic in combining images and text. • This number uses brighter and intense colors (orange, yellow, red, blue) that catches the reader’s attention and makes more interesting to reader. • It includes many images of Daesh <i>mujahideen</i> retaking territory and waving ISIS flags, corps of fighters killed by <i>mujahideen</i>; corps of individuals killed by Bashar al-Assad’s regime; pictures of both, children playing and dead; enemies of the West, attacks and operations. • Many of the images are inciting the use of violence with in one image, Western soldiers holding a third person covered in flames. • This number includes less propaganda images with slogans. On one page the following phrase is written: “There is no Islam except with Jama’ah, and no Jama’ah except with Imarah (Leadership), and no Imarah except with Ta’ah (obedience).” But the images are carefully selected to serve as propaganda without any text. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • Establishment of the Caliphate. 	

	<ul style="list-style-type: none"> • <i>Jihad</i>. • Call for <i>hijrah</i>, pilgrimage to Islamic territory, Daesh territory. Message directed to academic experts of Islamic law, doctors, engineers and staff with military knowledge (idea: to construct a true Islamic State). • Explanation of the concept of <i>imammah</i> over 10 pages.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Quote from former Al-Qaeda leader in Iraq (cell from which ISIS was created), Abu Mus'ab al-Zarqawi, addressing the fight in the city of Dabiq. • Extract speech of Abu Bakr al-Baghdadi after the proclamation of the Caliphate. • Speech of Abu Muhammad al-'Adnani.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Sunni Islam: ISIS as the true Muslim community • Allah has given to the imam of ISIS (no other group is mentioned) the blessing of making <i>hijrah</i> and fighting <i>jihad</i> in his cause. Moreover, it has been praised for its noble lineage, intellect, prestigious level of knowledge and religious practice.
4. Training provided	<ul style="list-style-type: none"> • Conseils on <i>jihad</i>: travel to a country with a weak central institution to form the <i>la jama'ah</i>, recruit members and train them. If this is not possible, the cells can carry out several attacks.
5. Encouragement to attack	<ul style="list-style-type: none"> • Purpose: establish a global Caliphate. • Join Islamic territory.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Soviet <i>jihad</i>. • The section of "last events" is exclusively dedicated to celebrate the victories of ISIS. • Territorial victories and occupations: Nineveh (Iraq).
7. Reception & opinions	<ul style="list-style-type: none"> • Dabiq includes a section as well dedicated to what their opponents think about them: "Islamic State in the words of the enemy." • Quotes and writings from Douglas A. Ollivant, former UN Security Council director and Brian Fishman, former director of CTC at West Point, are included.
8. Legitimation	<ul style="list-style-type: none"> • ISIS calls for support: material, human (men), weapons and even opinion of tribe people to establish the Caliphate. This triggers a sense of belonging and community. • ISIS is the true Muslim community.

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| | <ul style="list-style-type: none">• ISIS preserves the <i>imammah</i>, thus carries out the doctrines of Allah.• Allah has given to the imam of ISIS the blessing of making <i>hijrah</i> and fighting <i>jihad</i> in his cause.• Daesh concludes that it is legitimate to use violence and punish when a person does not follow or rebels against the Caliphate authority.• According to <i>Dabiq</i>, every time Daesh “liberates” a territory, its individuals join them. |
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ISSUE: 2	Title: The Flood	YEAR: 27 July 2014 (Ramadan 1435)
Addressed topic and content	<ul style="list-style-type: none"> • This 2nd number is a continuation of <i>Dabiq</i> magazine in which it aims at legitimizing its territories in Syria and Iraq, demonstrate to the West that it is indeed a true state and push Muslims living abroad to come back to the territories of Islam. Moreover, every time a new territory is taken, all the elements contrary to its teachings are destroyed, many of them considered cultural places. • Dabiq defends that Islam is not the religion of peace, but the religion of the sword and blood and that only Daesh's followers will be saved. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech: us (Daesh sympathizers) vs. the rest (non-believers). 	
2. Visual or media support	<ul style="list-style-type: none"> • This number has more the format of a visual magazine. • The 2nd Dabiq number (also in HD quality) continues with the visual combination of text and images. • This number uses less bright and intense colors (dark blue, green, yellow and red) that make it look more professional. Moreover, the colors are used more as a styling aspect and the text pages mostly have a white background. • It includes many images of Daesh <i>mujahideen</i> retaking territory and waving ISIS flags, corps of fighters killed by <i>mujahideen</i>, supporters, enemies (John McCain), propaganda, attacks, Muslim families enjoying Ramadan together, orphan children helped by <i>mujahideen</i>, Islamic police in action. • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases. • Many propaganda images in favor of ISIS's cause and the spreading of its message. An example is the phrase: "it's either the Islamic State or the flood," a direct allusion to the flood or deluge myth. 	

ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam. • <i>Hijrah</i>: pilgrimage to Islamic territories. Homes for the readers and their families are promised. • Flood myth. • <i>Jihad</i>: there is no life without <i>jihad</i>.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Quote from Abu Mus’ab al-Zarqawi. • Text of Abu ‘Amr al-Kinani comparing ISIS with Noah’s Ark that survived the flood myth. • Speech of Abu Muhammad al-’Adnani, ISIS spokesperson, in which he calls on the exposal of the lies of its enemies, including other <i>jihadist</i> groups.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Allegiance pledging to ISIS over others. • Opposition towards the PPK, a group helping the allied forces. • ISIS is at war with other <i>jihadist</i> groups (although others have pledged allegiance to Abu Bakr al-Baghdadi). It shows the “hypocrisy” of these groups operating in Syria and Iraq, with one group stating that wearing <i>hijab</i> was a matter of personal freedom and another declaring friendship with other Arabic countries. Positions and ideas contrary to ISIS’s teachings.
4. Training provided	<ul style="list-style-type: none"> • A number of obligations for the readers (Muslims) are laid out: <i>hijrah</i>, need to pledge allegiance to Abu Bakr al-Baghdadi and make a video to be afterwards distributed on the net and try to maintain the anonymity status.
5. Encouragement to attack	<ul style="list-style-type: none"> • The letter of the editor incites violence. • Daesh is committed to never stop fighting. It is not only a threat to Western countries but to neighboring Muslim countries.

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • The event of <i>Mubahala</i> is mentioned in which Muslims won over Christians in the year 10 of the Hijri year. Christians of Najran agreed to not convert to Islam and thus decided to pay a fee to Muslims to live in peace. According to ISIS this agreement is no longer in place and Islam has to become the only prevailing religion. • Battle of July 1st 2014 against the PKK.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “in the words of the enemy” the words of John McCain about ISIS’s victories are collected.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • 2 paths in the world: the true and pure Islam (Daesh) or the one defended by the allied forces against terrorism. According to ISIS, this last path is a path of sin, as the international community is at war with Islam. • Muslims have the option to choose between the good or the bad path (allusion to the flood myth in the Genesis). • ISIS is standing with true Islam. • Mujahideen are the persons with better beliefs, as they believe in values of justice, mercy, Allah’s gift.

ISSUE: 3	TITLE: A Call to Hijrah	YEAR: 10 September 2014 (Shawwal 1335)
Addressed topic and content	<ul style="list-style-type: none"> As the name of this 3rd issue “a call to <i>hijrah</i>” anticipates, <i>Dabiq</i> calls for all Muslims from around the world to leave all their belongings behind and join the Caliphate. <i>Dabiq</i> addresses the kidnapping of American photojournalist, James Foley, and the negativity of President Obama to negotiate his liberation, being live-decapitated on August 19, 2014. What could be Foley’s lasts words are published in this number. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of quotes from leaders. Belligerent language Hate speech: us (Daesh sympathizers) vs. the rest (non-believers). 	
2. Visual or media support	<ul style="list-style-type: none"> Visual magazine (more professional comic book) The 3rd <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. This number uses less bright and shrill colors as well (dark blue, green, yellow and red) that make it look more professional. Moreover, the colors are used more as a styling aspect and the text pages mostly have a white background. It includes many images of: Daesh <i>mujahideen</i> retaking territory or going to what can be the Caliphate while waving and showing ISIS flags, corps of enemies (Shu’aytāt and Nusayrī, local groups) executed or imprisoned by <i>mujahideen</i>, supporters, enemies (Barack Obama), propaganda, attacks, Muslim families (men) showing pledging to ISIS, children smiling with ISIS flags, and destruction of places against Daesh (mostly of cultural importance). Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. Propaganda images in favor of ISIS’s cause and attacking Muslim groups who do not share their view. An example is the phrase above the picture of flying bird at 	

	<p>down: “if you were to rely upon Allah as he should really be relied upon, Allah would provide you like he provides the birds. They fly in the morning hungry and return full at night.”</p>
ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam. • Establishment of the Islamic States • <i>Hijrah</i>: pilgrimage to Islamic territories. Homes for the readers and their families are promised, including a proper religious education to children and younger Muslims. Moreover, qualified and educated personal is needed. • <i>Jihad</i>: there is no life without it.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Quotes from Abu Mus’ab al-Zarqawi have become a propagandistic slogan of ISIS. • Testimonies from martyrs as Abu Dujanah al-Khurasani.
3. Legitimization over rival (terrorist) group	<ul style="list-style-type: none"> • Daesh seeks to gain support from social groups, tribes, living in the territories it is conquering. Those who fail to pledge allegiance and don’t follow the true Islam are executed. • Daesh explicitly states that it is against Muslims groups who do not share their view. There are branded apostates.
4. Training provided	
5. Encouragement to attack	<ul style="list-style-type: none"> • The end of the world is coming, and ISIS is ready for the battle. • ISIS declares its enemies: the West and its allies against terrorism, in which some Muslim States are present as well.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Daesh describes itself as the true Islamic State and uses Dabiq, including this number, to convince the readers of its greatness and uniqueness. The Islamic State is composed by a variety of colors, languages and backgrounds, all united under the same religion, according to Dabiq, a wonder of history. • Conquering of territory: Dabiq and others.

<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses Barack Obama’s words about ISIS. • The Section: Alhayat Media Center provides readers with emails to contact with them, know their opinion and answer their questions.
<p>8. Legitimation of its cause</p>	<ul style="list-style-type: none"> • Dabiq condemns the missile attacks ordered by Obama on Daesh’ territory. Moreover, it says that while they are branded as terrorist, the U.S. kills thousands of Muslims families while pressing a single button. • The Islamic State as a wonder of history, different people united under the same religion. • According to Dabiq: Daesh’s purpose is to defend the Muslims, liberate their land, and end with the insurgents and rebels. To show this it provides pictures: opening religious schools and handing over religious material.

ISSUE: 4	TITLE: The Failed Crusade	YEAR: 11 October 2014 (Dhul-Hijjah 1435)
Addressed topic and content	<ul style="list-style-type: none"> • This 4th issue includes various political and religious articles, as well as threats to the West and its allies. Moreover, the messages of two prisoners, Steven Sotloff and John Cantlie, are published in this number. • Dabiq encourages its readers to commit attacks in their countries if they are not able to pilgrim to the Caliphate. • The last words of journalist, Steven Sotloff, decapitated on September 2, 2014, are included in this number. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 4th Dabiq number (also in HD quality) continues with the visual combination of text and images. • This number uses less bright and shrill colors as well (dark blue, green, yellow and red) that make it look more professional. Moreover, the colors are used more as a styling aspect and the text pages mostly have a white background. • It includes many images of: Daesh <i>mujahideen</i> retaking territory or driving in Caliphate territory while waving and showing ISIS flags, corps of enemies (local groups) executed or imprisoned by <i>mujahideen</i>, supporters, enemies (Barack Obama, Putin, Assad, George W. Bush, Kissinger, Chuck Hagel), propaganda, attacks, Muslim families (men) showing pledging to ISIS, Services for the Muslims • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS's cause with only an explanatory title. These pictures show the "services for Muslims" that are taken 	

	<p>place thanks to Daesh. A child is seen being attended by a doctor, elderly people are gathered together and taken care of in what appears to be a nurse home, checkpoints are established for the protection of Muslims and the Islamic police can be seen in action, accomplishing its duty to safeguard.</p>
ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam. • Establishment of the Islamic States • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • Foreword by Abu Mus'ab al-Zarqawi. • Extract from a speech of Abu Muhammad al-'Adnani in which he threatens Daesh's enemies and addresses the costs they will pay. • Abstract of Ibn Rajab al-Hanbali's book analyzing the war provision of <i>ghanimah</i>. • John Cantlie, (a British journalist kidnapped by Daesh and who allegedly collaborates in the layout and production of the magazine by sharing videos and writing articles), writes an article about himself and his activities.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Only Daesh followers will be saved • Allah stand on Daesh's side. • Daesh restores the basic services in the conquered territories (true caretaker and protector of Muslims). • Daesh seeks to take over all smaller jihadist terrorist groups. One of them is Ansar al-Islam who pledged allegiance to ISIS.
4. Training provided	
5. Encouragement to attack	<ul style="list-style-type: none"> • Dabiq encourages its readers to commit attacks in their countries if they are not able to pilgrim to the Caliphate. • Dabiq pushes readers to attack those who do not share Daesh's views. It calls for a direct targeting of the following groups: members of state's security forces, intelligence services and American, French, Australian and Canadian traitors (military or civil).

	<ul style="list-style-type: none"> • Dabiq insist that the end of the world is near. They will conquer Rome, break their crosses and enslave their women, with the permission of Allah.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Conquer of territory and establishment of services. • Description of battles and operations in Syria and Iraq, including the rest of the Caliphates territory.
7. Reception & opinions	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Secretary of Defense, Chuck Hagel, about ISIS.
8. Legitimation	<ul style="list-style-type: none"> • Daesh states that the victory will be theirs because Allah is on their side, and thanks to him ISIS will restore the Caliphate from Spain to Indonesia. • <i>Dabiq</i> states once more that Islam is not the religion of peace, but the religion of the sword and blood and that only Daesh’s followers will be saved. • ISIS legitimizes the slavery of Yazidi women and children due to their religious deviation. Affirming their free conversion to the true Islam. • <i>Sharia</i> law allows to use women as concubines. • <i>Dabiq</i> states that a conquered territory by ISIS is liberated and becomes part of the Caliphate, restoring all the basic services for the people. Moreover, they argue to provide a “welfare” state, opening schools and nursing homes, providing electricity and medical assistance (curing cancer of children).

ISSUE: 5	TITLE: Remaining and Expanding	YEAR: 21 November 2014 (Muharram 1436)
Addressed topic and content	<ul style="list-style-type: none"> • The title of this 5th number directly addresses the principal objective of Daesh: “to remain and expand.” It is here to stay and all those actors fighting against it are losing time because Daesh will prevail. Furthermore, it is stated that more and more territories are pledging allegiance to Abu Bakr al-Baghdadi, the current leader. • In an attempt to incorporate elements of a state, ISIS introduces in this number its currency. It calls for a return to gold coins to become independent from the traditional financial system. • This number includes an article of John Cantlie, a British journalist kidnapped by ISIS. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 5th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • This number uses less bright and shrill colors as well (dark blue, green, yellow and red) that make it look more professional. Moreover, the colors are used more as a styling aspect and the text pages mostly have a white background. • It includes many images of: Daesh <i>mujahideen</i> retaking territory or driving in Caliphate territory while waving and showing ISIS flags, corps of enemies (local groups) executed or imprisoned by <i>mujahideen</i>, supporters, enemies (Ben Connable and Andrew Liepman, Rand Corporation, Obama), propaganda, attacks, Kurdish village embracing and welcoming ISIS and its fighters, burning of tobacco and drugs, currency and new coins of the caliphate, 	

	<ul style="list-style-type: none"> • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS's cause with mostly only an explanatory title. These pictures show how Kurdish Muslims (adults and children) welcome ISIS fighters and celebrate the victory on the streets. In another propaganda picture, a child can be seen depicted in camouflage uniform, image that was taken from a video which ended in the execution of a prisoner.
ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • History of Islam. • Establishment of the Islamic States-Caliphate. • <i>Jihad</i> can be carried out at home and not only on the territory.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The foreword is once again issued by Abu Mus'ab al-Zarqawi.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • <i>Dabiq</i> highlights how 40 Kurdish populations pledged allegiance to Daesh, celebrating the new incorporations. • <i>Dabiq</i> explains that it is only at war with infidel Kurds. • According to <i>Dabiq</i> further groups from the Arabian Peninsula, Yemen, Libya or Argellia (including several other regions), pledged allegiance to Abu Bakr al-Baghdadi.
4. Training provided	
5. Encouragement to attack	<ul style="list-style-type: none"> • Allusions to the final battle. • ISIS flag will wave in Rome. • ISIS encourages the mujahideen to show the failure of the West in their fight against terrorism.

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • Conquering of territory: Ayn al-Arab/Islam. • Description and photo-gallery of the battle of al-Anbar.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses RAND Corporation, an American think tank. It includes the opinions of Liepman, Linda Robinson and Angel Rabasa.
<p>8. Legitimation</p>	<p>Basic ideas:</p> <ul style="list-style-type: none"> • ISIS follows the true religion. • ISIS conquering of territory is embraced by true believers who pledged allegiance to Daesh. These Muslims know that Daesh is liberating them from the insurgents and that they, of different colors, are now united under one religion.

ISSUE: 6	TITLE: Al Qa'idah of Waziristan: A Testimony from Within	YEAR: 29 December 2014 (Rabi' Al-Awwal 1436)
Addressed topic and content	<ul style="list-style-type: none"> • This 6th number addresses the rivalry between Daesh and al-Qaeda with two long articles aimed at undermining the prestige of the information given by Osama bin-Laden. • Interview with Mu'adh al-Kasasibah, a Jordanian pilot captured by Daesh. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 6th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • This number only uses dark blue for titles, but no further colors are used as decoration. • It includes many images of: Daesh <i>mujahideen</i> retaking territory, gathering together or in action, <i>mujahideen</i> training camp, supporters, Osama bin-Laden, enemies (Netanyahu), propaganda, recent attacks (Sydney), past attacks (9/11). • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS's cause with an explanatory title. This number collects how mujahideen's are training in the camp and the exercises they make. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • Allusions to the Islamic States-Caliphate. • <i>Jihad</i>: an obligation for all Muslims. 	

	<ul style="list-style-type: none"> • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The foreword is once again issued by Abu Mus'ab al-Zarqawi. • Abu Hamzah al-Muhajir, who has succeeded al-Zarqawi, provides readers with advices on how to succeed in the <i>jihad</i>. • Abu Jarir ash-Shamali, a former al-Qaeda member, describes his personal experience in <i>jihad</i>, long before the 9/11 attacks, praising the figure of al-Zarqawi. • John Cantlie, the kidnapped British journalist, has an article published addressing the coming economic crisis and fall of the dollar.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • <i>Dabiq</i> assures that people from neighboring countries have pledged allegiance to ISIS but have refused al-Qaeda. • For Daesh, al-Qaeda does not punish infidels, an act of ignorance. • Abu Jarir ash-Shamali describes al-Qaeda as unorganized and as a secret agency. According to ash-Shamali al-Zawahiri, leader of al-Qaeda, did not recognize the legitimacy of the Caliphate and decided to take a smoother approach, making the group to fail.
4. Training provided	<ul style="list-style-type: none"> • Abu Hamzah al-Muhajir provides readers with a number of points on how to succeed in the <i>jihad</i>. They have to obey Allah's message with words and deeds, pray ... Although Muslims have been blessed with the Caliphate, the attacks of the enemy are feared, thus they (<i>mujahideen</i>) have to treat people with respect and kindness, make them feel the honor of Islam and avoid them to fear Islam or its norms. Daesh's leader will always have the last word on decisions. • Description of its training camp for <i>jihad</i>.
5. Encouragement to attack	<ul style="list-style-type: none"> • Allusions to the final battle. • <i>Dabiq</i> warns about more attacks, after the Sydney event, in their countries.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Allusion to the recent lone-wolf attack committed in Sydney by Man Haron Monis. • Conquest of territory and battles

7. Reception & opinions	<ul style="list-style-type: none">• The section “in the words of the enemy” addresses the words of Israel’s Prime Minister, Benjamin Netanyahu, on ISIS.
8. Legitimation	<ul style="list-style-type: none">• ISIS as the only path to salvation.

ISSUE: 7	TITLE: From Hypocrisy to Apostasy: The Extinction of the Grayzone	YEAR: 12 February 2015 (Rabi' al-Akhir 1436)
Addressed topic and content	<ul style="list-style-type: none"> • This 7th number was published after the Paris attacks on January 2015. It continues with threats towards the West and its allies, with Japan directly threatened. • This number includes an extent part to address the decapitation of prisoners: Japanese, Jordan pilot and Coptic Christians. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 7th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • This number only uses dark blue for titles, but no further colors are used as decoration. • This number includes very disturbing images that might hurt the sensibility of some readers. • It includes many images of: Daesh <i>mujahideen</i> waving ISIS flag, gathering together and in action, images from the decapitation and life-burning videos of hostages, hostages (from the Coptic Church) in orange suits marching along black dressed <i>mujahideen</i>, dead children, tribe locals joining ISIS and holding its flag, operation attacks: punishing infidels, enemies (Patrick Cockburn, George W. Bush, David Cameron), attacks (Madrid, London bombings). • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS's cause with an explanatory title. An example is the picture of a sword with the written title: 	

	<p>“Islam is the religion of the sword, not of pacifism.” Another one shows two Muslims holding a sign with the inscription “Islam = Paz (peace)” and the magazine title reads: “deviants claiming that Islam equals peace.”</p>
ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • Allusions to the Islamic States-Caliphate. • <i>Jihad</i>: an obligation for all Muslims.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The same quote as in all previous numbers from Abu Mus’ab al-Zarqawi introduces the magazine. • Abu Hamzah al-Muhajir, the new successor of al-Zarqawi, writes an article in this number. • Recompilation of messages from Ayman al-Zawahiri to Muhammad Morsi, Egypt former president. • Interview to a Mossad spy, Sa’id Isma’il Musallam, who entered the ranks of Daesh. • Interview to Abu Umar al-Baljiki, a foreign fighter from Belgium. • John Cantlie has an article published in which he criticizes the position of the West towards Muslims.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Now that al-Zawahiri is commanding al-Qaeda, the group has lost his essence. • Allegiance pledging of other groups to al-Baghdadi.
4. Training provided	<ul style="list-style-type: none"> • Abu Hamzah al-Muhajir provides in his article a number of steps and advice on how to properly combat and organize <i>jihad</i>. A number of duties are given to the leaders with regard to their fighters. They have to govern over others with love and kindness.
5. Encouragement to attack	<ul style="list-style-type: none"> • Call to carry out attack to those living in Western countries.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • According to <i>Dabiq</i>, ISIS executed 12 Christian Copts as a vengeance for the Egyptian Coptic Church killing Muslim women.

	<ul style="list-style-type: none"> • Recompilation of recent attacks. • Section “among believers are men:” remembrance of martyrs.
7. Reception & opinions	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of British writer Patrick Cockburn, on ISIS.
8. Legitimation	<ul style="list-style-type: none"> • Allah is on the side of Daesh. • Only Allah is perfect, his rules have to be followed. Thus democracies, elections, and political parties are forbidden for ISIS, as they go against Allah.

ISSUE: 8	TITLE: Shari'ah Alone Will Rule Africa	YEAR: 30 March 2015 (Jumada al-Akhirah 1436)
Addressed topic and content	<ul style="list-style-type: none"> • This 8th number celebrates the rapid expansion of the Caliphate and the fact that more and more terrorist groups are pledging allegiance to Abu Bakr al-Baghdadi. Moreover, as the title indicates, only <i>sharia</i> law will rule in Africa. • Soldier children are “the lions of tomorrow.” 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 8th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • This number only uses dark blue for titles, but no further colors are used as decoration. • This number includes images that might hurt the sensibility of some readers. • It includes many images of: Daesh <i>mujahideen</i> waving ISIS flag, gathering together and in action, images of child soldiers, Boko Harm, corps, destruction of temples and figures of cultural art, enemies (Rick Santorum, Gary Berntsen, Richard Black, Obama), attack operations, and supporters. • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS’s cause with an explanatory title. An example is the picture of a soldier child with a gun in his hand and a dead prisoner on the ground with the inscription: “the lions of tomorrow.” • Some pages promote videos made by ISIS, being one of them an interview. 	

ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • Allusions to the Islamic States-Caliphate. • <i>Hijrah</i>: pilgrimage to Islamic territories. • <i>Jihad</i>: an obligation for all Muslims, men and women. • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. • Abu Muhammad al-Adnani calls readers to migrate to Africa. • Umm Sumayyah al-Muhajirah, a woman, writes articles directed to women, the spouses of the <i>mujahideen</i> fighting in <i>jihad</i>. She writes about the fears before <i>hijrah</i>. Their enemies are not only Western women but PKK women. • Interview with Abu Muqatil at-Tunisi, a <i>mujahideen</i> fighting in the name of Daesh. • John Cantlie promotes ISIS in his articles.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Opposition against al-Qaeda. • Boko Haram already forms part of Daesh by pledging allegiance to al-Baghdadi.
4. Training provided	
5. Encouragement to attack	<ul style="list-style-type: none"> • Readers are encouraged to travel to Africa if they are not able to go to Iraq, Yemen or the Arabian Peninsula.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Conquest of territory. • Recompilation of most important attacks and battles in Yemen and Tunisia. Bardo Museum attack on March 18, 2015. • Section “among believers are men:” remembrance of martyrs.
7. Reception & opinions	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case Republican politician, Rick Santorum, ex-CIA agent, Gary Bertsen, and Republican president, Richard Black.

8. Legitimation

- *Dabiq* offers a description of the Caliphate: it is a State in which the Arab and non-Arab, the white and black man, the Easterner and Westerner are brothers. It is the Caliphate the one that brought Caucasians, Indians, Chinese, Syrians, Yemenites, Egyptians, Zagrebians, Americans, French, Germans and Australians together. Allah brought their hearts together and made them brother in his grace.
- Innovations in religion are dangerous.

ISSUE: 9	TITLE: They Plot and Allah Plots	YEAR: 21 May 2015 (Sha'ban 1436)
Addressed topic and content	<ul style="list-style-type: none"> • This 9th number calls Muslims to either carry out <i>jihad</i> back home or make <i>hijrah</i> to the Caliphate. • The Arab Spring is addressed. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 9th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • It includes many images of: Daesh <i>mujahideen</i> waving ISIS flag, gathering together and in action, high-quality medical services (children in hospital beds, people getting checked, doctors), operation attacks, advertisement to propaganda videos (attacks and beheadings) with subtitles in different languages, enemies (John Kerry, Obama, Salmān Ibn ‘Abdil-‘Aziz, Ministers from Germany, China, Russia, France, UK, and U.S., George W. Bush) and supporters. • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS’s cause with an explanatory title. • Some pages promote videos made by ISIS, being one of them an interview. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • Allusions to the Islamic States-Caliphate. • <i>Hijrah</i>: pilgrimage to Islamic territories. • <i>Jihad</i> 	

	<ul style="list-style-type: none"> • Muhammad cartoons. • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. • Umm Sumayyah al-Muhajirah, a woman, writes an article titled “slaves-girls or prostitutes?” stating that according to Islam it is legitimate to take as wives war prisoner women. • Part of an al-Baghdadi’s speech. • Interview with the leader of Daesh’s camp in Yarmuk. • John Cantlie writes an article for this number.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Rivalry with al-Qaeda.
4. Training provided	<ul style="list-style-type: none"> • This number includes a recompilation of important videos (as well as in other numbers) produced by Al-Hayat Media Center. • <i>Dabiq</i> includes a number of actions that need to be carried out during <i>jihād</i>, so that the <i>mujahidin</i>’s actions can be rewarded.
5. Encouragement to attack	<ul style="list-style-type: none"> • Calls for <i>jihād</i> or <i>hijrah</i>. • The final battle is near
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Conquest of territory. • Description of recent attacks and military operations. • Allusion to past attacks: two individuals opened fire at a Muhammad cartoon contest in Texas on May 5, 2015. • Section “among believers are men:” remembrance of martyr figures: Hudhayfah al-Battawi.
7. Reception & opinions	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case several articles are analyzed.

8. Legitimation

- An article addresses the medical care provided in the Caliphate and the opening of medicine schools to freely train doctors.
- ISIS as an incarnation of Allah's plans.

ISSUE: 10	TITLE: The Law of Allah or the Laws of Men	YEAR: 13 July 2015 (Ramadan 1436)
Addressed topic and content	<ul style="list-style-type: none"> This 10th number is published during Ramadan and calls Muslims to pilgrim to the Islamic State and those living in the West to commit attacks. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of quotes from leaders. Belligerent language Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> Visual magazine (more professional comic book) The 10th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. It includes many images of: Daesh <i>mujahideen</i> gathering together and in action, advertisement of propaganda videos (attacks and beheadings) with subtitles in different languages, enemies (John Kerry) and supporters. Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. This number includes many propaganda images in favor of ISIS's cause with an explanatory title. Several of them are calling readers to join the Islamic State and travel to the Caliphate. Some pages promote videos made by ISIS. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> True and pure Islam, the true religion. Allusions to the Islamic States-Caliphate. <i>Hijrah</i>: pilgrimage to Islamic territories. <i>Jihad</i>. <i>Sharia</i> law. 	

<p>2. Authority speeches and quotes</p>	<ul style="list-style-type: none"> • The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. • <i>Dabiq</i> cites Abul-Abbas ibn Qudamah who establishes the levels of <i>hishbah</i>. Children need to be taught the values of the holy war as they are they are the soldiers of tomorrow. • Umm Sumayyah al-Muhajirah, a woman, writes an article in which she states that if the husband does not follow Islam, then she has to abandon him. The marriage is also over once the husband apostates. • Abu Samir al-Urduni recounts his personal story of why he joined Daesh. In an interview.
<p>3. Legitimization over rival terrorist group</p>	<ul style="list-style-type: none"> • Other Islamist groups are against Daesh. • <i>Dabiq</i> sends a message to al-Qaeda stating their rivalry. Moreover they criticize them for not implementing <i>sharia</i> law. • A Fatwa is launched in this number which prohibits to recognize Omar as the Calipha of Muslims.
<p>4. Training provided</p>	<ul style="list-style-type: none"> • Videos addressing many aspects: training, executions, interviews, day to day life in the Caliphate ... serve as a source of information.
<p>5. Encouragement to attack</p>	<ul style="list-style-type: none"> • Muslims States with relations to Western countries are apostates.
<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • Three attacks occurred during Ramadan in France (decapitation), Kuwait and Tunisia are addressed. • The figures of new martyrs are remembered.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case several articles are analyzed. • In a section of questions and answers several concerns of readers are addressed.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • Democracies are made by human laws and are thus imperfect. Only Allah and <i>sharia</i> law are perfection.

ISSUE: 11	TITLE: From the Battles of Al-Ahzāb to the War of Coalitions	YEAR: 10 September 2015 (Dhul Qa'Dah 1436)
Addressed topic and content	<ul style="list-style-type: none"> • This 11th number is published a few hours before the 14th anniversary of the 9/11 attacks. It addresses the recent events, always from a religious point of view, in the territory and Western countries efforts to stop terrorism. Moreover, <i>Dabiq</i> pushes Muslims to leave everything behind and join the Caliphate, <i>hijrah</i>. • As the title of the number indicates, the principal topic of this issue are the battles of Al-Ahzāb 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language • Hate speech 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 11th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • It includes many images of: Daesh <i>mujahideen</i> gathering together and in action, advertisement of propaganda videos (gold dinar, attacks, beheadings, community, aid to people in the territory, military operations, executions, interviews) with subtitles in different languages, soldier children being trained, the dead body of a Syrian child (Aylan) at the coast in the West (for Daesh it is a sin to abandon the territories of Islam), destruction of temples (Baalshamin, Bel), enemies (Obama, Erdogan, Ali Babacan, David Cameron, Putin, NATO, Assad, Pope Francis with a Muslim Scholar), and supporters. • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. Two of them are and advertisements of a Norwegian and a Chinese prisoner for sale. Date and place of birth, name, occupation and home address are given. 	

	<ul style="list-style-type: none"> • This number includes many propaganda images in favor of ISIS’s cause with an explanatory title. In one page a gold coin is seen in a black background with the inscription: “the rise of the Khilafah (probably a mistake, “Khalifa”), return of the Gold Dinar,” promoting the idea that ISIS is indeed a state with its attributes, and they are building the Caliphate, an already palpable reality. • Several pages are exclusively promoting videos made by ISIS.
ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • Allusions to the Islamic States-Caliphate. • <i>Hijrah</i>: pilgrimage to Islamic territories. • <i>Jihad</i>. • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. • <i>Dabiq</i> publishes the farewell letter from Abu Sinan an-Najdi. • Umm Sumayyah al-Muhajirah, the only woman writing in <i>Dabiq</i>, describes a woman’s role in <i>jihad</i>. Her duty is to conceive new warriors and be patient in the absence of their husbands during <i>jihad</i>. Moreover, to abandon the territories of Islam is a sin and the children are the soldiers of tomorrow who need to be trained. • Interview with Abul Mughirah al-Qahtani, Daesh representative in Libya.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Continuation of rivalry with al-Qaeda and other groups. • Rivalry over PKK.
4. Training provided	<ul style="list-style-type: none"> • Videos addressing many aspects: training, executions, interviews, day to day life in the Caliphate ... serve as a source of information.
5. Encouragement to attack	<ul style="list-style-type: none"> • Calls for Muslims living in the West to carry out attacks.

<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • Conquered territory. • Military operations.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case analyzed an article of Michael Scheuer’s, former CIA agent, is analyzed.
<p>8. Legitimation</p>	<ul style="list-style-type: none"> • ISIS depicts itself as a true State, offering its ‘citizens’ all needed services in the Caliphate. According to <i>Dabiq</i>, hospitals, schools and a luxury hotel have already been built. Now it is time for a currency, gold coins, news it announced on Twitter and further social media sites. • Caliphate: Laws made by Allah and not the men. • <i>Dabiq</i> calls for no division among Muslims and the union in radical Islam. • There is no place for racism in Islam. This idea is supported with the picture of two men, one Asian and one Arab. Moreover, it is said that more Westerners are joining the Caliphate.

ISSUE: 12	TITLE: Just Terror	YEAR: 18 November 2015 (Safar 1437)
NO ORIGINAL		
Addressed topic and content	<ul style="list-style-type: none"> As the title of the 12th number indicates “just terror,” this issue is in honor of the Paris attacks on November 13, 2015 and the bomb explosion on a Russian airplane. All two incidents have the seal of Daesh. 	
CHARACTERISTICS		
1. Language	<p>Based on the CAP analysis and previous magazines:</p> <ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of quotes from leaders. Belligerent language. Hate speech. 	
2. Visual or media support	<p>Based on the CAP analysis and previous magazines:</p> <ul style="list-style-type: none"> Visual magazine (more professional comic book) The 12th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. It includes images of: Daesh <i>mujahideen</i> gathering together and in action, executions, advertisement of videos, enemies (John Kerry), supporters, and attacks (Paris 2015). 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> True and pure Islam, the true religion. Allusions to the Islamic States-Caliphate. <i>Hijrah</i>: pilgrimage to Islamic territories. <i>Jihad</i>. <i>Sharia</i> law. 	
2. Authority speeches and quotes	<ul style="list-style-type: none"> The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. 	

	<ul style="list-style-type: none"> • Article of Isa ibn al Ushan offeres guidance to <i>mujahideen</i>. • Umm Sumayyah al-Muhajirah, the only woman writing in <i>Dabiq</i>, publishes and article about polygamy, a right of men established by <i>sharia</i> law. • Abul Harith ath Thaghiri addresses the bad feeling of living in the West and the difficulties he went through as a Muslim person outside the territories of Islam. • Abu Thabith al Hijazi addresses all the evils spread in the Western education system, which advocate to respect other religions and celebrate pagan festivals as Halloween, Christmas or Easter. • John Cantlie appears again in the magazine. • Interview with Au Surayh as-Silani a mujahideen who has pledged allegiance to Abu bakr al Baghdadi.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Continuation of rivalry with al-Qaeda and other groups. • Rivalry over PKK
4. Training provided	<ul style="list-style-type: none"> • Videos addressing many aspects: training, executions, interviews, day to day life in the Caliphate ... serve as a source of information.
5. Encouragement to attack	<ul style="list-style-type: none"> • <i>Dabiq</i> seeks warriors open to die in martyrdom.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • More allegiance pledging of other groups to Daesh. • Selection of 13 military operations of the last months.
7. Reception & opinions	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case Abu Firas as Suri words are addressed.
8. Legitimation	

ISSUE: 13	TITLE: The Rafidah from Ibn Saba' to the Dajjal	YEAR: 19 January 2016 (Rabi' al-Akhir 1437)
Addressed topic and content	<ul style="list-style-type: none"> This 13th number is published a couple of days before the Charlie Hebdo attack and after a wave of violence in the East and West. It continues to threaten the United States and Muslims states that ally themselves with the West 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of quotes from leaders. Belligerent language. Hate speech. 	
2. Visual or media support	<ul style="list-style-type: none"> Visual magazine (more professional comic book) The 13th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. Use of dark colors for titles. It includes many images of: Daesh <i>mujahideen</i> gathering together and in action, advertisement of propaganda videos (attacks, beheadings, military operations, executions, interviews, children soldiers) with subtitles in different languages, recent attacks (San Bernardino), military operations, enemies (George W. Bush, Saudi Arabia King, Obama, Michael Morell), and supporters. Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. This number includes many propaganda images in favor of ISIS's cause with an explanatory title. An example is a page full of mujahideen fighters over a background images of the Paris attacks with the title: "let Paris be a lesson for those nations that wish to take heed ..." Several pages are exclusively promoting videos made by ISIS. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> True and pure Islam, the true religion. 	

	<ul style="list-style-type: none"> • Allusions to the Islamic States-Caliphate. • <i>Hijrah</i>: pilgrimage to Islamic territories. • <i>Jihad</i>: its importance is addressed. • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The same quote from Abu Mus'ab al-Zarqawi introduces the magazine as in all previous numbers. • Umm Sumayyah al-Muhajirah, writes about the rules during <i>ihdād</i>, mourning, and what women can and cannot do during this time. • Interview with Hafid Sa'id Khan, Daesh's representative in Khurasan.
3. Legitimization over rival terrorist group	<ul style="list-style-type: none"> • Continuation of rivalry with al-Qaeda and other groups.
4. Training provided	<ul style="list-style-type: none"> • Videos addressing many aspects: training, executions, interviews, day to day life in the Caliphate ... serve as a source of information.
5. Encouragement to attack	<ul style="list-style-type: none"> • Modern <i>jihad</i> can be carried out without the need of moving from home. In order to become part of Daesh one has only to share its view of Islam and pledge allegiance to Abu Bakr al-Baghdadi.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Description of the San Bernardino attacks on December 2, 2015. • Report of military operations • The death of Jihadi-John, a martyr, is confirmed. • Section "among believers are men:" remembrance of martyrs.
7. Reception & opinions	<ul style="list-style-type: none"> • The section "in the words of the enemy" addresses the words of Daesh's enemies. In this case the opinion and statements of Michael Morell, former CIA deputy director, are analyzed.
8. Legitimation	

ISSUE: 14	TITLE: The Murtadd Brotherhood	YEAR: 13 April 2016 (Rajab 1437)
Addressed topic and content	<ul style="list-style-type: none"> • This 14th number includes a different content table organization than all previous numbers, including the announcement of several articles. • It is issued after the Brussels attacks in 2016 and criticizes the Muslim Brotherhood on the cover of the magazine. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> • Use of verses from the <i>Quran</i>. • Islamic words. • Use of quotes from leaders. • Belligerent language. • Hate speech. 	
2. Visual or media support	<ul style="list-style-type: none"> • Visual magazine (more professional comic book) • The 14th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. • Less images than in previous numbers. • It includes images of: Daesh <i>mujahideen</i> gathering together and in action, advertisement of propaganda videos (attacks, beheadings, military operations, executions, interviews, children soldiers) with subtitles in different languages, recent attacks (Brussels attacks), military operations, enemies (Prince Charles of Wales, Obama, Ban Ki-moon), and supporters. • Several pages are dedicated to the sole portrayal of powerful images with a title or short description, addressing one of the mentioned cases in the number. • This number includes many propaganda images in favor of ISIS's cause with an explanatory title. An example is a page with an image of Obama having a funny face expression and the title: "the blood of shame," to blame the now former U.S. President for his actions regarding the liberation of hostages and that he only reacts when violence takes places. • Several pages are exclusively promoting videos made by ISIS. 	

ELEMENTS	
1. Religious appeals	<ul style="list-style-type: none"> • True and pure Islam, the true religion. • Allusions to the Islamic States-Caliphate. • <i>Hijrah</i>: pilgrimage to Islamic territories. • <i>Jihad</i> as an obligation • <i>Sharia</i> law.
2. Authority speeches and quotes	<ul style="list-style-type: none"> • The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. • John Cantlie writes about his experiences as a hostage. • Interview with Daesh leader in Bangladesh.
3. Legitimization over rival terrorist group	
4. Training provided	<ul style="list-style-type: none"> • Videos addressing many aspects: training, executions, interviews, day to day life in the Caliphate ... serve as a source of information.
5. Encouragement to attack	<ul style="list-style-type: none"> • Encouragement to those living in Western countries to commit attacks.
6. Allusion to past and recent events of victory	<ul style="list-style-type: none"> • Description of the Brussel attacks, including the access to a video of the events. • Martyrs of Brussels attacks. • Description of the military operations of the last months. • Section “among believers are men:” remembrance of martyrs.
7. Reception & opinions	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case the opinion and statements of Ban Ki-Moon, UN Secretary General until January 2016, are analyzed.
8. Legitimation	<ul style="list-style-type: none"> • Islam as the true religion. A true believer follows Allah’s message without questioning no matter how difficult it is.

ISSUE: 15	TITLE: Break the Cross	YEAR: 31 July 2016 (Shawwal 1437)
Addressed topic and content	<ul style="list-style-type: none"> As the title of this 15th number indicates “break the cross” this issue addresses the fight against the pillars of the Christian religion, its beliefs, and believers. 	
CHARACTERISTICS		
1. Language	<ul style="list-style-type: none"> Use of verses from the <i>Quran</i>. Islamic words. Use of quotes from leaders. Belligerent language. Hate speech. 	
2. Visual or media support	<ul style="list-style-type: none"> Visual magazine (more professional comic book) The 15th <i>Dabiq</i> number (also in HD quality) continues with the visual combination of text and images. Less images than in previous numbers. It includes images of: Daesh <i>mujahideen</i> gathering together and in action, advertisement of propaganda videos (attacks, beheadings, military operations, executions, interviews, children soldiers) with subtitles in different languages, recent attacks (Germany), military operations, enemies (Christian leaders) supporters, and children in the territory. This number includes many propaganda images in favor of ISIS’s cause with an explanatory title. In this number the phrase “call to Islam” is used several times. Several pages are exclusively promoting videos made by ISIS. 	
ELEMENTS		
1. Religious appeals	<ul style="list-style-type: none"> True and pure Islam, the true religion. Allusions to the Islamic States-Caliphate. <i>Hijrah</i>: pilgrimage to Islamic territories. <i>Jihad</i>. <i>Sharia</i> law. 	

<p>2. Authority speeches and quotes</p>	<ul style="list-style-type: none"> • The same quote from Abu Mus’ab al-Zarqawi introduces the magazine as in all previous numbers. • Abul-Harith ath-Thajiri writes about the wonders of Allah. • Article of Ashamah Ibn Abjar. • Umm Khalid al-Finlandiyyah, the new woman writer of <i>Dabiq</i>, shares with readers her conversion to Islam.
<p>3. Legitimization over rival terrorist group</p>	
<p>4. Training provided</p>	<ul style="list-style-type: none"> • Videos addressing many aspects: training, executions, interviews, day to day life in the Caliphate ... serve as a source of information.
<p>5. Encouragement to attack</p>	
<p>6. Allusion to past and recent events of victory</p>	<ul style="list-style-type: none"> • Description of the military operations of the last months. • Allusions to Orlando and Nice attacks. • Section “among believers are men:” remembrance of martyrs.
<p>7. Reception & opinions</p>	<ul style="list-style-type: none"> • The section “in the words of the enemy” addresses the words of Daesh’s enemies. In this case the opinion and statements of Catholic Popes, Benedict XVI and Francis.
<p>8. Legitimation</p>	<p>Principal ideas:</p> <ul style="list-style-type: none"> • Islam as the true religion. • Violence in the Middle East and the West is a ‘divine justification’ that the war between Muslims and Christians continues. Jihad is an obligation included in the <i>Quran</i>. • Only the West is ashamed of confirming to use violence.

ANNEX 2: TERRORIST ATTACKS IN WESTERN COUNTRIES 2001-2016

Both Islamic fundamentalist magazines are written in English, targeting thus an English-speaking audience, mostly Muslims descendent from immigrant parents living outside the Middle East and North African region. Because of this fact, this paper will only employ for the analysis those terrorist attacks committed or inspired by Al-Qaeda and ISIS in Western countries englobing Europe, the United States, Canada and Australia. Moreover, the selected incidents will go from the year 2001, which represents the starting point of the West vs. the Muslim world narrative, until the year 2016, the year where *Inspire* and *Dabiq* issued their 16th (including the two special operations) and 15th number respectively.

Al-Qaeda				
NORTH AMERICA & EUROPE				
DATE	COUNTRY	ATTACKER	DEATHS	FACTS
September 11, 2001	New York, Virginia, Pennsylvania, U.S.	Four commercial airplanes were hijacked and crashed on both of the Twin Towers in lower Manhattan, the Pentagon and in a field in Shanksville.	2.977 + 19 hijackers	Al-Qaeda orchestrated the attacks on America's famous monuments. Bin Laden publicly acknowledged the terrorist organizations involvement in 9/11 with a video statement in 2004.
March 11, 2004	Madrid, Spain	A total of ten explosive devices were detonated in four commuter trains a few days before the general elections in the country.	190	Authorities investigations concluded that the attack was carried out by an Al-Qaeda cell.
July 7, 2005	London, England	Four suicide bombers (18, 19, 22 and 30 years) detonated themselves on	52 +	Two of the individuals made a video statement describing their reasons for becoming soldiers. Al-Qaeda

		several public transport systems if the capital city.	4 attackers	described them as the heroes of the present.
November, 2009	Fort Hood military base, U.S.	Nidal Hassan injured over 30 people in a military base in Texas.	13	Hassan had been in contact with Al-'Awlaki. According to <i>Inspire</i> 12, his motivation was no other than to battle the malaises of the world and support his fellow Muslim brothers.
December 25, 2009	Amsterdam, Netherlands <hr/> Detroit, U.S.	Umar-al-Faruq (23 years) from Nigeria was able to introduce an explosive device inside a commercial airplane an intended to detonate the bomb while on air.	0	The explosive device did not make the desired detonation and Faruq was detained by American services. Al-Qaeda in the Arabian Peninsula claimed the authority of the attack.
May 1, 2010	New York, U.S.	Feisal Shahzard , an American-Pakistani, put a bomb in a car in Times Square that did not went off.	0	This failed attack is mentioned in <i>Inspire</i> magazine n° 12 by .
March, 2011	Montauban, Toulouse, France	Mohammed Merah (23 years) shoot death three French army soldiers and three children and a teacher from a Jewish school in three different attacks.	7 + 1 attacker	The individual was from Algerian origin and expressed radical Islamic views while claiming to have links to Al-Qaeda.
May 22, 2013	London, England	British born Michael Adebolajo and Michael Adebowale (both 29 years) brutally murdered	1	Both individuals were motivated to carry out the attack due to Al-Qaeda ideology by wandering around

		British soldier, Lee Rigby, by hacking him to death.		Woolwick looking after a soldier to kill.
April 15, 2013	Boston, U.S.	Two bombs exploded near the finish line of the Boston Marathon causing 3 casualties and hundreds of injured. Two brothers Tamerlan and Dzhokhar Tsarnaev from Chechen origin and legally immigrated to the U.S. were behind the attacks.	3 -- 264 injured	A manhunt took place to find both suspects, ending with one of them dead and the other being detained and sentenced to death. The brothers developed Islamic extremist ideas and opposed U.S. intervention in Iraq and Afghanistan. During a questioning session Dzhokhar recounted to have learned to build explosives in an Al-Qaeda magazine
January 7, 2015	Paris, France	French born Brothers Saïd and Chérif Kouachi , (34 and 32 years) from Algerian descent enter the Charlie Hebdo office and start shooting at individuals inside the building while shouting " <i>Allahu akbar</i> "	12	Both brothers were several times in Yemen for long periods and Chérif said to have trained there with Al-Qaeda in the Arabian Peninsula. AQAP claimed responsibility for the attack several days later.

References:

(CNN, 2018)

(Dodd and Halliday, 2013).

(Jacobs, 2017).

(Singman, 2017)

(Windrem, 2005)

ISIS				
NORTH AMERICA				
DATE	COUNTRY	ATTACKER	DEATHS	FACTS
October 20, 2014	Quebec, Canada	Martin Rouleau-Couture , run over two soldiers at a government office in Saint-Jean-sur-Richilieu	1	He converted to Islam and expressed online his support for ISIS. In ISIS's <i>Dabiq</i> magazine Rouleau-Couture is mentioned for responding to its spokesman's, Abu Muhammad al-Adnani's, call to attack. This event is therefore believed to be inspired by ISIS.
October 22, 2014	Ottawa, Canada	Michael Zehaf-Bibeau opened fire at the National War Memorial of Canada and Parliament Hill in Ottawa, killing army reservist Cpl. Nathan Cirillo	1 + 1 attacker -- Several injured	In ISIS's <i>Dabiq</i> magazine Zehaf-Bibeau actions are mentioned as being a direct response to Abu Muhammad al-Adnani's call to act. This event is believed to be inspired by ISIS.
October 23, 2014	New York, U.S	Zale Thompson attacked for police officers with a hatchet.	--	The individual was considered to be self-radicalized, searching online information on beheadings, Al-Qaeda, ISIS and al Shabaab. In ISIS's <i>Dabiq</i> magazine Thompson is mentioned as well.
May 3, 2014	Dallas, U.S	Elton Simpson and Nadir Soofi opened fire at a Prophet Mohammed cartoon contests where one	2 attackers --	Simpson posted a tweet before the incident, linking himself to ISIS. According to the Institute for the Study of War, the terrorist group claimed responsibility of the attacks and

		of the speakers was an Al-Qaeda target.	Several injured	described both individuals as “soldiers of the Caliphate”. This event is believed to be inspired by ISIS.
November 4, 2015	University of California, U.S.	Faisal Mohammad stabbed four people at the university campus.	1 attacker -- Several injured	The FBI investigation concluded that before the attack, the student had searched ISIS and further terrorist websites and propaganda online. The event is considered terror-inspired, but no conclusion could be drawn on his decision to attack university students.
December 2, 2015	San Bernardino, U.S.	Married couple Tashfeen Malik and Syed Rizwan Farook , opened fire at a gathering of local government health workers.	14 + 2 attackers -- 21 injured	The couple developed extremist views in 2013, before the founding of ISIS, with the women, Malik, pledging allegiance to ISIS’s leader Abu Bakr al-Baghdadi on Facebook and her husband trying to contact other terrorist groups. According to the Institute for the Study of War, the attack was committed by an ISIS inspired couple with links to Al-Qaeda. This event is believed to be inspired by ISIS.
January 8, 2016	Philadelphia, U.S.	Edward Archer shot several times at Officer Jesse Hartnett, wounding him very seriously.	--	The individual claimed to have committed the attack on behalf of ISIS, having both a criminal history and travelled to Saudi Arabia and Egypt.
June 12, 2016	Orlando, U.S.	Omar Mateen opened fire inside Pulse, a gay-nightclub in Florida.	49 + attacker	During the siege, Mateen pledged allegiance to ISIS in a call to 911. It was later discovered that he was an admirer of Al-Qaeda cleric Anwar al Awlaki. ISIS’s Al-Bayan described Mateen as a soldier of the Caliphate in America.

				This event is believed to be inspired by ISIS.
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ISIS				
EUROPE				
DATE	COUNTRY	ATTACKER	DEATHS	FACTS
May 24, 2014	Brussels, Belgium	Mehdi Nemmouche from France opened fire at the Jewish Museum in Brussels.	3 + injured	The individual spent a year in Syria and according to authorities is a radicalized Islamist. He claimed responsibility at the time of the arrest and was wearing a white sheet with “ISIL” written on it. This event is believed to be inspired by ISIS.
December 20, 2014	Tours, France	A Frenchman born in Burundi stabs three police officers.	1 attacker	The individual had posted the ISIS flag on his Facebook page before the attack. This event is believed to be inspired by ISIS.
January 9, 2015	Paris, France	French born Amedy Coulibaly from Senegalese descent entered a kosher grocery store killing several individuals and holding further 15 people as hostages.	4 + 1 attacker	Before the attack, Coulibaly pledged his allegiance to ISIS in a video. A video posted by pro ISIS sources showed Coulibaly pledging allegiance to ISIS leader. Authorities found ISIS flags and weapons in a rented apartment by the individual. This event is believed to be inspired by ISIS.
February 14, 2015	Copenhagen, Denmark	A man opens fire at a free speech forum featuring a controversial artist and afterwards near a synagogue.	2 + 1 attacker	Before the attack, the individual swore fidelity to ISIS leader Baghdadi in a video on his Facebook page. This event is believed to be inspired by ISIS.
June 26, 2015	Lyon, France	Yassin Salhi took several pictures and selfies with the decapitated body of his	1	The images taken by the individual might be intended to become part of ISIS social media propaganda.

		boss before attempting a suicide attack at a US chemical factory in France.		Moreover, the beheading is a tactic that matches ISIS modus operandi. This event is believed to be inspired by ISIS.
November 13, 2015	Paris, France	This day a total of six locations across France's capital were attacked, including the shootings at restaurants, the suicide bomber attacks outside the Stade de France during a soccer match and the Bataclan concert hall mass shooting.	130 + 7 attackers <hr/> 350 injured	An online statement ISIS said that eight militants with explosive belts and machine guns targeted selected areas of the French capital. It is considered by the Institute for the Study of War as the most sophisticated attack carried out in the West to date. These events are believed to be inspired by ISIS.
December 5, 2015	London, England	A man cuts another man's throat in the London underground.	--	Commuters heard him say it was for Syria and his Muslim brothers. According to authorities his cell-phone was full of flags and images of ISIS. This event is believed to be inspired by ISIS.
January 7, 2016	Paris, France	A man with a large knife outside a metro station in Paris was taken down by police officials.	1 attacker	The individual had a sketch of an ISIS flag and pledged allegiance to its leader Baghdadi.
March 22, 2016	Brussels, Belgium	Two explosions take place at Brussels airport and one at a subway station in the center of the city.	32 + 3 attackers --	ISIS claimed that it was its attackers who carried out the bombings.

			Many injured	
June 13, 2016	Paris, France	An Islamic extremist, Larossi Abballa (25 years) killed a police officer and his partner in Paris.	2	Before the incident, Abballa pledged allegiance to ISIS on Facebook and was a convicted before for jihadist activities. This event is believed to be inspired by ISIS.
July 14, 2016	Nice, France	A man with Tunisian nationality and French residency permit, drove a cargo truck into almost 1 kilometer of crowds of civilians celebrating France's National Day in Nice.	84 + 1 attacker	The perpetrator did not have a criminal record and was taken down by police officials. Amaq agency affiliated to ISIS described him as soldier of the State. According to analyst the individual planned the attack several months in advance. This event is believed to be inspired by ISIS. Amaq agency affiliated to ISIS
July 16, 2016	Bavaria, Germany	An Afghan boy, Muhammad Riyad (17 years), launched a knife attack on passengers on a train.	1 attacker + Several injured	Amaq agency affiliated to ISIS reported that Muhammad attacked Crusader passengers with an axe and a knife, releasing a video in which the boy described himself as a soldier of the Caliphate and that he would attack in Germany. This event is believed to be inspired by ISIS.

ISIS				
AUSTRALIA				
DATE	COUNTRY	ATTACKER	DEATHS	FACTS
September 18, 2014	Melbourne, Australia	Abdul Numan Haider (18 years) stabbed two counterterrorism officers outside a police station.	1 attacker	In ISIS's <i>Dabiq</i> magazine Haider is mentioned for responding to its spokesman's, Abu Muhammad al-Adnani's, call to attack. This event is believed to be inspired by ISIS.
December 15, 2014	Sidney, Australia	Man Haron Monis , an Iranian refugee granted asylum in Australia in 2001, takes 17 hostages in a café for 16 hours.	2 + 1 attacker	According to authorities, during the siege Monis demanded an ISIS flag. It is believed that this request was made in order to cloak his actions with the symbols of ISIS death ritual, as Australia's Prime Minister at the time said. This event is believed to be inspired by ISIS.

References:

(Lewis, Gambhir, and Sterling, 2014)

(Lister, Sanchez, Bixler, O'Key, Hogenmiller, and Tawfeeq, 2018)

ANNEX 3: FIGURES OF AL-QAEDA AND ISIS

This section is a recompilation of important authority figures addressed in the magazines and contributors of *Inspire* and *Dabiq*.

INSPIRE – AL-QAEDA

- ***Osama bin-Laden***: Founder of Al-Qaeda and former leader of the terrorist organization. Most charismatic figure.
- ***Ayman al-Zawahiri***: Co-founder of Al-Qaeda and former second in command of the terrorist organization, taking over the leadership after Osama's death.
- ***Abu Musab al-Zarqawi***: Former first leader of Al-Qaeda cell in Iraq.
- ***Samir Kahn***: Editor of the magazine.
- ***Yahya Ibrahim***: Editor of the magazine after Kahn's death and chief editor of *Inspire*.
- ***Abu Mus'ab Al- Suri***: Magazine contributor of Syrian origin and Spanish citizenship.
- ***Anwar al-Awlaki***: Imam.
- ***Shaykh Abu Basir***: Religious figure used as reference.
- ***Uthman al-Ghamidi***: Informant.
- ***Mukhtar Hassan***: Informant.

DABIQ – ISIS

- ***Abu Mus'ab al-Zarqawi***: Former first leader of Al-Qaeda in Iraq, cell from which ISIS originated.
- ***Abu Hamzah al-Muhajir***: Successor of al-Zarqawi.
- ***Abu Bakr al-Baghdadi***: Leader of ISIS
- ***Abu Muhammad al-'Adnani***: Contributor of the magazine.
- ***John Cantlie***: British journalist kidnapped by Daesh and who allegedly collaborated in the layout and production of *Dabiq* by sharing videos and writing articles.
- ***Abu Hamzah al-Muhajir***: Contributor of the magazine.
- ***Abu 'Amr al-Kinani***: Informant
- ***Jarir ash-Shamali***: Informant.
- ***Abu Umar al-Baljiki***: Leader of the Daesh's training camp in Yarmuk.
- ***Abul Mughirah al-Qahtani***: Daesh representative in Libya.
- ***Hafid Sa'id Khan***: Daesh representative in Khurasan.
- ***Umm Sumayyah al-Muhajirah***: Female supporter writing the section for women.

ANNEX 4: GLOSSARY OF ISLAMIC TERMS

This section is a recompilation of the most used Islamic terms in both magazines. All the provided definitions are from Georgetown University Professor of Religion and International Affairs, and Islamic Studies, John Esposito Louis, collected in his book *The Oxford Dictionary for Islam*.

- **Allah:** God. Worshiped by Muslims, Christians, and Jews to the exclusion of all others. Revealed Himself in the Quran, which is self-described as His book. Defined in the Quran as creator, sustainer, judge, and ruler of the material universe and the realm of human experience (Esposito, 2003, p.16).
- **Fatwa:** Authoritative legal opinion given by mufti (legal scholar) in response to a question posed by an individual or a court of law. A fatwa is typically requested in cases in cases not covered by the fiqh literature and is neither binding nor enforceable. Its authority is based on the mufti's education and status within the community. If the inquirer is not persuaded by the fatwa, he is free to go to another mufti and obtain another opinion; but once he finds a convincing opinion, he should obey it (Esposito, 2003, p.85).
- **Fitrah/Fitra:** According to the Quran, the original state in which humans are created by God. In the Quran, God is called Fatir, that is, creator of heaven and earth, and the verb *fatara* is also used to mean "to create." However, the commonly accepted meaning of the word derives from the traditions of Muhammad, according to fitra, and their parents later make them Jews or Christians. As such, every child is born a Muslims. The concept of fitra was commonly invoked by Sufis, who often viewed their own quest as the means for restoring the original harmony of creation (Esposito, 2003, p.87).
- **Ghanimah:** In classical Islam, wealth taken by force from an enemy in times of war. There were considerable differences among the classical jurists concerning right to, and possession of, such wealth. All were agreed, however, that ghanimah was to be distributed in accordance with the shares specified in the Quranic directive in surah 8:41 (Esposito, 2003, p.93).
- **Hadith:** Report of the words and deeds of Muhammad and other early Muslims; considered an authoritative source of revelation, second only to the Quran (sometimes referred to as sayings of the Prophet) (Esposito, 2003, p.102).

- **Hijab:** Traditional Muslim women's head, face, or body covering, of numerous varieties across time and space, often referred to as the "veil". Hijab is a symbol of modesty, privacy, and morality (Esposito, 2003, p.112).
- **Hijrah:** Migration or withdrawal. Typically refers to the migration of Muhammad and his Companions from Mecca to Medina in 622 C.E, the first year in the Islamic calendar. Symbolizes the willingness to suffer for faith and the refusal to lose hope in the face of persecution. [...]. In modern times, has been used to oppose colonial rule, legitimize Muslim migrations, settle Bedouin tribes, and consolidate power. Most recently, has referred to a form of withdrawal from the politics of secularism, capitalism, socialism, and modernization/Westernization. For Sufis, refers to the process of self-purification during the inner spiritual journey of returning to God (Esposito, 2003, p.112).
- **Hisbah:** Term referring to community moral; by extension, to the maintenance of public law and order and supervising market transactions. The functions of the muhtasib (person responsible for hisbah) cover duties regarding prayers, mosque maintenance, community matters, and market dealings (Esposito, 2003, p.114).
- **Imam:** One who stands in front; a role model for the Muslim community in all its spiritual and secular undertakings. The title is used interchangeably with the word khalifah for the political head of the Sunni Muslim state. In legal writings the term is applied to the leader of the congregational prayers in the Mosque (Esposito, 2003, p.135).
- **Imamah:** Religio-political leadership. Known as *imamate* in English. A major practical issue since Muhammad's death in 632. Abu Bakr (first caliph, r. 632-34) and associates regarded the imamate as the right of Muhammad's Meccan Companions who belonged to the tribe of Quraysh (Sunni view) Muhammad's family regarded the imamate as divinely invested in Ali ibn Abi Talib (r. 656-61), Muhammad's cousin, son-in-law, and closest living male relative (Shii view). The dispute ultimately led to the first civil war among Muslims (657-61) (Esposito, 2003, p.136).
- **Islamic Law:** Two terms are used to refer to law in Islam: *sharia* and *fiqh*. *Sharia* refers to God's divine law as contained in the Quran and the sayings and doings of Muhammad (hadith). *Fiqh* refers to the scholarly efforts of jurists (fuqaha) to elaborate the details of sharia through investigation and debate. Muslims understand sharia to be an unchanging revelation, while fiqh, as a human endeavor, is open to debate, reinterpretation, and change (Esposito, 2003, p.148).

- **Jama'ah/Jama:** Gathering or all-comprehensiveness. One of the stages of spiritual development in Sufism, contrasted with separation (*farq*). Designates the perception of God's oneness, or seeing all multiplicity brought together in the divine presence. In later Sufism, *jama* is also discussed as the specific characteristic of the divine image, which is the human being (Esposito, 2003, p.154).
- **Jihad:** From the Arabic root meaning "to strive," "to exert," "to fight"; exact meaning depends on context. May express a struggle against one's evil inclinations, an exertion to convert unbelievers, or a struggle for the moral betterment of the Islamic community. Today often used without any religious connotation, with a meaning more or less equivalent to the English word *crusade* (as in "a crusade against drugs"). If used in a religious context, the adjective *Islamic* or *holy* is added. Jihad is the only legal warfare in Islam, and it is carefully controlled in Islamic law. It must be called by a duly constituted state authority, it must be preceded by a call to Islam or treaty, noncombatants must not be attacked, and so on. To justify the struggle against their coreligionists, extremists branded them unbelievers for their neglect in adhering to and enforcing a particular interpretation of Islam (Esposito, 2003, p.159).
- **Kafir:** Unbeliever. First applied to Meccans who refused submission to Islam, the term implies an active rejection of divine revelation. All unbelievers are thought to face eternal damnation in the afterlife. Although there is disagreement about whether Jews and Christians are unbelievers, they have generally received tolerant treatment from Muslim government. Islamic fundamentalist in the twentieth century applied the term to other Muslims who did not adhere to their strict interpretation of the Quran (Esposito, 2003, p.167).
- **Khalifah:** (1) Deputy or steward; sometimes translated as vicegerent. According to teachings of Islam, each individual is a khalifah to God. [...]. (2) Successor; the dynastic rulers of the Muslim empire. (3) Leader of a Sufi order (Esposito, 2003, p.169).
- **Kufr:** Disbelief. A significant concept in Islamic thought, the word *kufr* or one of its derivatives appears in the Quran 482 times. (Esposito, 2003, p.176).
- **Martyr:** Arabic *shahid*. One who suffers or loses his or her life in the process of carrying out religious duty. Death during pilgrimage, from a particular virulent or painful disease, or in childbirth is also considered an act of martyrdom. A martyr is believed to have been rendered free from sin by virtue of the meritorious act. Due to their purity, martyrs are buried in the clothes in which they died and are not washed prior

to burial. They are entitled to immediate entry to paradise and enjoy special status there, since their faith has been sufficiently tested (Esposito, 2003, p.193).

- **Mujahidin/Mujahideen:** Plural of *mujahid*, “one who engages in jihad.” Technically, the term does not have a necessary connection with war. In recent years those Muslims who engage in armed defense of Muslim lands call themselves or are called mujahidin. They are not a monolithic movement of one region but rather are diverse. They see themselves as God-fearing people who are fighting against injustice, especially foreign domination, but also against unjust state oppression. The term became well known in the West in the early 1980s as the Afghan mujahidin battled against the Soviet invasion of Afghanistan (Esposito, 2003, p.213).
- **Murtadd:** Apostate; one who has renounced her or his religion. According to classical Islamic law, a murtad is subject to the death penalty or banishment (Esposito, 2003, p.216).
- **Quran:** The book of Islamic revelation; scripture. The term means “recitation.” The Quran is believed to be the word of God transmitted through the Prophet Muhammad (Esposito, 2003, p.256).
- **Shaykh:** A pre-Islamic honorific title. Meaning embraces concepts such as “leader,” “patriarch,” “notable,” “elder,” “chief,” and “counselor.” The term “shaykh al-din” has been applied to men who possess scriptural learning. Heads of religious orders are called shaykhs, as are Quranic scholars, jurists, and those who preach and lead prayers in the mosque (Esposito, 2003, p.290).
- **Tawhid:** Is the defining doctrine of Islam. It declares absolute monotheism—the unity and uniqueness of God as creator and sustainer of the universe. Used by Islamic reformers and activists as an organizing principle for human society and the basis of religious knowledge, history, metaphysics, aesthetics, and ethics, as well as social, economic, and world order (Esposito, 2003, p.317).
- **Ummah:** Muslim community. A fundamental concept in Islam, expressing the essential unity and theoretical equality of Muslims from diverse cultural and geographical settings. In the Quran, designates people to whom God has sent a prophet or people who are objects of a divine plan of salvation (Esposito, 2003, p.327).