

Recruiting Followers for the Caliphate: A Narrative Analysis of Four Jihadist Magazines

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RECRUITING FOLLOWERS FOR THE CALIPHATE:
A NARRATIVE ANALYSIS OF FOUR JIHADIST MAGAZINES

by

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B.A., University of Central Florida, 2016

A thesis submitted in partial fulfillment of the requirements
for the degree of Master of Arts
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ABSTRACT

This study identifies and compares the methods of recruitment used by three prime jihadist organizations through their online magazines. The successful recruitment efforts and growth as a threat by the Islamic State of Iraq and Shām (ISIS), Al-Qaeda, and Al-Shabaab are attributed, in part, to the widespread popularity and accessibility of *Dabiq* and *Rumiyah* (published by ISIS), *Inspire* (published by Al-Qaeda), and *Gaidi Mtaani* (published by Al-Shabaab). In order to best examine the techniques of persuasion and propaganda to recruit new followers, the theoretical approach of compliance-gaining theory and methodological approach of a narrative analysis are applied. The author analyzed a total of twelve magazine issues to compare how the four magazines use (1) imagery, (2) attrition, (3) intimidation, (4) propaganda, (5) spoiling, (6) outbidding, (7) incitement, and (8) recruitment. To validate each of these themes, the study applies an open-coding instrument to select each label based on specific dimensions.

These findings reveal how the same purpose to achieve the Caliphate can be chosen on a similar path by these three different jihadist organizations. This path may take different turns at certain spots, but ultimately the road is based on the same historical context to justify the recruitment process. Overall, this study provides fresh descriptive insights on jihadist organizations' recruitment methods to gain new followers toward the achievement of the Caliphate (i.e., the global Islamic state). The sample reveals that the online jihadist magazines integrate all analyzed themes to portray their messages. The findings show certain issues implement specific themes more than others. Across the sample, the use of persuasion justified and encouraged violence. Persuasion is found in prideful examples of successful terrorist attacks

and aftermath scenes of destruction. The distinct difference between the four online jihadist magazines is the persuasion of recruitment.

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TABLE OF CONTENTS

LIST OF FIGURES	viii
LIST OF MATRIXES.....	ix
CHAPTER 1: INTRODUCTION	10
Objectives	10
Background of Jihad and Jihadist Magazines.....	12
Background of Methods.....	13
CHAPTER 2: LITERATURE REVIEW	15
Definition of Terrorism.....	15
Symbolic Meanings of Jihad: The Importance of Sharia and the Caliphate in Islam.....	18
Sharia.	18
The Caliphate	19
Jihad.	21
Salafism.....	23
The Principle of Abrogation	25
The Islamic State of Iraq and Shām (ISIS).....	27
Dabiq.....	31
Rumiyah.....	33
Al-Qaeda.....	34
Inspire	37
Al-Shabaab.....	38
Gaidi Mtaani	42
Persuasion	43
Propaganda.....	44
Three Types of Target Audience	45
Fundamental Muslims.....	45
Apostates.....	46
Non-Muslims (Infidels).	47
Compliance-Gaining Theory	48
CHAPTER 3: METHODS.....	50
Narrative Analysis	51
Open Coding.....	53
Themes.....	54
Definitions of Themes.....	54
CHAPTER 4: DATA ANALYSIS	57
Analysis Breakdown	58
Dabiq Issue 13.....	58
Dabiq Issue 14.....	62
Dabiq Issue 15.....	65
Rumiyah Issue 11.....	68
Rumiyah Issue 12.....	71
Rumiyah Issue 13.....	73
Inspire Issue 15.	76
Inspire Issue 16.	79
Inspire Issue 17.	81

Gaidi Mtaani Issue 7	83
Gaidi Mtaani Issue 8	86
Gaidi Mtaani Issue 9	88
CHAPTER 5: CONCLUSION	90
Findings for Research Question 1	91
Findings for Research Question 2	93
Same Ultimate Purpose: The Caliphate	97
Limitations and Future Research	100
APPENDIX A: NARRATIVE ANALYSIS CODE BOOK.....	103
APPENDIX B: DABIQ ISSUE #13 REPRESENTATIVE EXCERPTS MATRIX	106
APPENDIX C: DABIQ ISSUE #14 REPRESENTATIVE EXCERPTS MATRIX	109
APPENDIX D: DABIQ ISSUE #15 REPRESENTATIVE EXCERPTS MATRIX.....	112
APPENDIX E: RUMIYAH ISSUE #11 REPRESENTATIVE EXCERPTS MATRIX	115
APPENDIX F: RUMIYAH ISSUE #12 REPRESENTATIVE EXCERPTS MATRIX	118
APPENDIX G: RUMIYAH ISSUE #13 REPRESENTATIVE EXCERPTS MATRIX	121
APPENDIX H: INSPIRE ISSUE #15 REPRESENTATIVE EXCERPTS MATRIX	124
APPENDIX I: INSPIRE ISSUE #16 REPRESENTATIVE EXCERPTS MATRIX	127
APPENDIX J: INSPIRE ISSUE #17 REPRESENTATIVE EXCERPTS MATRIX.....	130
APPENDIX K: GAIDI MTAANI ISSUE #7 REPRESENTATIVE EXCERPTS MATRIX	132
APPENDIX L: GAIDI MTAANI ISSUE #8 REPRESENTATIVE EXCERPTS MATRIX.....	135
APPENDIX M: GAIDI MTAANI ISSUE #9 REPRESENTATIVE EXCERPTS MATRIX ...	138
LIST OF REFERENCES	142

LIST OF FIGURES

Figure 2.1: Cover of <i>Dabiq</i> Issue 15 (July 2016)	30
Figure 2.2: Cover of <i>Rumiyah</i> Issue 10 (June 2017)	32
Figure 2.3: Cover of <i>Inspire</i> Issue 17 (August 2017)	36
Figure 2.4: Cover of <i>Gaidi Mtaani</i> Issue 9 (September 2017)	41

LIST OF MATRIXES

Matrix 1: <i>Dabiq</i> Issue 13	61
Matrix 2: <i>Dabiq</i> Issue 14	64
Matrix 3: <i>Dabiq</i> Issue 15	67
Matrix 4: <i>Rumiyah</i> Issue 11	70
Matrix 5: <i>Rumiyah</i> Issue 12	72
Matrix 6: <i>Rumiyah</i> Issue 13	75
Matrix 7: <i>Inspire</i> Issue 15	78
Matrix 8: <i>Inspire</i> Issue 16	80
Matrix 9: <i>Inspire</i> Issue 17	82
Matrix 10: <i>Gaidi Mtaani</i> Issue 7	85
Matrix 11: <i>Gaidi Mtaani</i> Issue 8	87
Matrix 12: <i>Gaidi Mtaani</i> Issue 9	89
Matrix 13: The Repetition of the Caliphate	99
APPENDIX A: NARRATIVE ANALYSIS CODE BOOK	103
APPENDIX B: DABIQ ISSUE #13 REPRESENTATIVE EXCERPTS MATRIX	106
APPENDIX C: DABIQ ISSUE #14 REPRESENTATIVE EXCERPTS MATRIX	109
APPENDIX D: DABIQ ISSUE #15 REPRESENTATIVE EXCERPTS MATRIX	112
APPENDIX E: RUMIYAH ISSUE #11 REPRESENTATIVE EXCERPTS MATRIX	115
APPENDIX F: RUMIYAH ISSUE #12 REPRESENTATIVE EXCERPTS MATRIX	118
APPENDIX G: RUMIYAH ISSUE #13 REPRESENTATIVE EXCERPTS MATRIX	121
APPENDIX H: INSPIRE ISSUE #15 REPRESENTATIVE EXCERPTS MATRIX	124
APPENDIX I: INSPIRE ISSUE #16 REPRESENTATIVE EXCERPTS MATRIX	127
APPENDIX J: INSPIRE ISSUE #17 REPRESENTATIVE EXCERPTS MATRIX	130
APPENDIX K: GAIDI MTAANI ISSUE #7 REPRESENTATIVE EXCERPTS MATRIX	132
APPENDIX L: GAIDI MTAANI ISSUE #8 REPRESENTATIVE EXCERPTS MATRIX	135
APPENDIX M: GAIDI MTAANI ISSUE #9 REPRESENTATIVE EXCERPTS MATRIX ...	138

CHAPTER 1: INTRODUCTION

Since the September 11th, 2001 tragedy, America's terrorist nightmare has been exacerbated by jihadist movements and their aggressive methods of operation and recruitment beyond their homelands. In recent years, the jihadist threat in the United States has been exemplified by the San Bernardino attack (December 2nd, 2015), the Orlando Pulse attack (June 12th, 2016), and the Manhattan truck attack (October 31st, 2017). People who gather in large masses are considered soft targets by international jihadist organizations like ISIS, Al-Qaeda, and Al-Shabaab. The ease of diffusion of jihadism can be explained, in part, by the appealing communication techniques such as monthly online jihadist magazines – which can be effortlessly accessible to anyone.

Objectives

This study seeks to understand the process of recruitment of three modern-day jihadist organizations – i.e., the Islamic State of Iraq and Shām (ISIS), Al-Qaeda, and Al-Shabaab – through a narrative analysis of their respective monthly online magazines. As such, this study identifies tactics to reach targeted audiences by examining the content of *Dabiq* and *Rumiyah* (published by ISIS), *Inspire* (published by Al-Qaeda), and *Gaidi Mtaani* (published by Al-Shabaab). The research methodology complements the compliance-gaining theory to identify and distinguish the array of objectives pursued by jihadists through the processes of persuasion and propaganda.

The theoretical application of the compliance gaining-theory contributes to the identification and explanation of the jihadist organizations' actions. The sample of published jihadist online magazines are successful exemplars in fulfillment of compliance-gaining. The theory is found within the text and imagery, as abundantly packed with words and photos to support and follow jihadism. The persuasive rhetoric is matched with expected contributions and examples for followers to act upon. These justifiable violent actions are attacks motivated by pure persuasion from the jihadist organizations as a mechanism to show devotion to Allah and receive recognition and rewards (i.e., promises granted by Allah).

Ultimately, this study discovers how the online materials influence and encourage conversion of an individual to an extreme ideology. Specific measurements are conducted to evaluate the prominence and success of the complete new outlook on life. Target audiences are allowing words, images, and depictions of an ideology to impact and alter their psyche, purpose, and overall drive. This phenomenon is becoming a prominent threat around the world. There is not a physical force thrusting people or a voice combating any second thought or opposition to convert to the extreme ideology. Rather, when avidly reading the four abovementioned magazines, individuals tend to willingly jump on the bandwagon of jihadist violence.

This study exposes the similarities and differences between the jihadist organizations' magazines. Through the meticulous examination of the four online magazines, the conclusions of this study illuminate and confirm the salient aspects of these jihadist cultures. Specifically, the findings uncover (1) the preferred recruitment procedures per jihadist organization, (2) the power of stability and recourses held, (3) the knowledge possessed of the identified enemies, and (4) the use of certain persuasion methods. There are myriad ways in which the three jihadist organizations take advantage of their control. Within the online jihadist magazines, the most

prevalent is the exertion to justify violence in the name of Allah, the use of terrorist attacks as examples to follow, and the explicit steps to radicalize. Aside from texts, the images throughout the online jihadist magazines reveal their side (e.g., historical context and physical surroundings), pinpoint enemies, boast of aftermath scenes from terrorist attacks, and glorify their followers (e.g., martyrs). Altogether, the data displays the domination of ferocity.

Background of Jihad and Jihadist Magazines

To defeat the obstacles of distance and language, jihadist organizations have published multiple issues of magazines in various languages commonly found in Western countries. The accessibility and convenience allow ISIS, Al-Qaeda, and Al-Shabaab to propagate their messages globally. These jihadist organizations thrive from their core holy text known as the Quran. Their radical motives are based on the literal context that originated in historical times and now today are applied to the modern world. This extreme behavior is supported by jihad. In the context of terrorism, jihad is the justification of deathly violence because it serves the almighty Allah. The validation serves as the holy war to protect ancient Islamic ideals and beliefs and to reject any other ideology, which is viewed as an attempt of corruption. Jihad influences followers to pursue mass attacks and self-martyrdom as the most valued actions. Jihad is the pursuit for the establishment of an Islamic State and eradication of all other ideologies (Post, Sprinzak, & Denny, 2003).

To pursue jihad globally, ISIS, Al-Qaeda, and Al-Shabaab have distributed magazines around the world. ISIS began publishing *Dabiq* in 2014 and replaced it with *Rumiyah* in 2016. *Dabiq* originated as a tool to proclaim ISIS as a separate group from Al-Qaeda. The magazine encouraged followers to leave their physical belongings behind, such as their homes, and to move, not only their selves, but whoever wanted to join the quest in their Middle-Eastern

homelands. The celestial appeal to ISIS successfully gained the organization new followers. Later, *Rumiyah* was created to support ISIS even more. This magazine recognizes the difficulty in moving across the world, and strategically takes advantage of the locations that followers call home. *Rumiyah* enforces how to enact violence in the name of Allah and exposes their power as a scare tactic to those who do not convert.

Like ISIS, Al-Qaeda produced their own magazine to reach audiences worldwide. *Inspire* was used to attract the youth and pre-existing target audiences: active jihadists, jihadist sympathizers, and self-radicalized killers, predominantly in the Western regions (Skillicorn & Reid, 2013). This magazine also planned operations seeking to perpetrate attacks based on home-made devices, long-established combat weapons, and even innovative techniques like vehicular attacks. Hence, Al-Shabaab followed in the path of ISIS and Al-Qaeda, and produced their own magazine as well: *Gaidi Mtaani*. *Gaidi Mtaani* serves a similar purpose. The magazine uses appealing graphics to attract the youth, expose their great knowledge, and present the group as a distinct entity chosen by Allah. Taken as a whole, all four magazines have posed an immense threat to people who identify as non-Muslim or apostate. Nevertheless, in spite of having different titles and – in some cases – different formats, they share the same purpose: to recruit new followers and establish the Caliphate (i.e., a global Islamic state).

Background of Methods

To look beyond the usual information that the news media feeds us, a thorough narrative analysis is applied as the method to unearth the content of the four jihadist magazines (*Dabiq*, *Rumiyah*, *Inspire*, and *Gaidi Mtaani*). The narrative analysis looks at 12 articles (i.e., three per magazine) so as to compare the trends, patterns, and other factors that seek to persuade readers to convert to jihadism and kill the Other for the Caliphate. It is important to note that, while reading

all 12 articles, the author was cognizant of certain themes. The author did so by using the instrument of a code book as a guide to notate specific features in the magazines. The revealed themes found in the magazine issues include (1) imagery, (2) attrition, (3) intimidation, (4) propaganda, (5) spoiling, (6) outbidding, (7) incitement, and (8) recruitment.

Each theme is defined (see Chapter 3) to explain the specific properties and dimensions necessary to meet the identification. Imagery refers to the visuals used to grasp the attention and ultimate beliefs of the readers. Attrition insinuates the threat of terror attacks and accountability of terror attacks. Intimidation is used as approaches to gain worldwide social control and the actions to do so. Propaganda is the persuasion methods to recruit radicals. Spoiling mentions the rejection of modernizing the historical context. Outbidding is the portrayal of the organizations as superior and stronger than other structures. Incitement indicates the validation of the extreme violence. Lastly, recruitment states the different methods of identifications and steps to convert. These themes determine the tactics pursued throughout the online jihad magazines.

This narrative analysis compares the knowledge and power bestowed upon ISIS, Al-Qaeda, and Al-Shabaab. Their intellect has enabled success in their homelands and other regions. The people they have appealed to range from different backgrounds of culture, employment, and education. The jihadist organizations have strategically targeted different audiences and have developed criteria to allow individuals to identify with the magazine selection of rhetoric and images.

CHAPTER 2: LITERATURE REVIEW

This review of the literature begins with key definitions of terrorism, specifically by the U.S. government and prominent scholars. Then, the author proceeds to describe the jihadists' rationale for committing their extreme violence. Specifically, the author examines the concepts of sharia (Islamic law), Caliphate, jihad, and Salafism. This chapter also explains the Principle of Abrogation within the historical context of Islam's holy book (the Quran) and the advent of violent Quranic verses. Once better acquainted with the context of the Islamic religion and history, this literature will establish the background of the three main jihadist organizations in this study – ISIS, Al-Qaeda, and Al-Shabaab – along with their corresponding online magazines. This chapter ends with the methods of persuasion and propaganda that justify the author's selection of the compliance-gaining theory (to help explain the jihadist recruitment process).

Definition of Terrorism

By and large, terrorism refers to a tactic that mostly targets civilians to create fear within a population. Terrorism is often aimed at the masses so as to affect larger entities such as the government or an entire nation (Schmid, 2011). One of the first modern attempts to define terrorism was called the "triplet definition" (Aven & Guikema, 2015). The triplet definition comprises threat (T), vulnerability (V), and consequences (C) (Aven & Guikema, 2015). Since the original definition, the United States has developed other meanings of terrorism. For example, the United States defines terrorism as the following: terrorism refers to dangerous actions against people and that breach United States jurisdiction. Specifically mentioned in 18

U.S.C. § 2331, terrorism is defined as international terrorism and domestic terrorism.

International terrorism includes three characteristics: “(i) To intimidate or coerce a civilian population; (ii) to influence the policy of a government by intimidation or coercion; or (iii) to affect the conduct of a government by mass destruction, assassination, or kidnapping” (18 U.S.C. § 2331). Predominantly in the American and European regions that have been targeted in recent years, these aforementioned characteristics are acted upon by Middle-Eastern jihadist organizations. These radicals commit distant attacks to eliminate populations that do not support their cause. Similar to international terrorism, domestic terrorism is defined by three characteristics, “intended (i) to intimidate or coerce a civilian population; (ii) to influence the policy of a government by intimidation or coercion; or (iii) to affect the conduct of a government by mass destruction, assassination. or kidnapping; and occur primarily within the territorial jurisdiction of the U.S” (18 U.S.C. § 2331). These are attacks within the borders of the United States.

Other than the United States, one of the many regions often affected by terrorism is Lebanon. The Lebanese government defines terrorism in the Lebanese Criminal Code, found in Article 314 as such: “Terrorist acts are all acts intended to cause a state of terror and committed by means liable to create a public danger such as explosive devices, inflammable materials, toxic or corrosive products and infectious or microbial agents” (cited in Gillett & Schuster, 2011). All of these different regions have developed their perspectives of terrorism. Beyond those established laws, researchers have presented different notions to define terrorism. Among the scholarly developed definitions, the central components include: “(a) Intentional violence; (b) that the violence is used to spread fear in a wider audience; and (c) political motivation” (Enders & Sandler, 2012; Phillips, 2014, p. 227).

For most of the definitions, a typical terrorist attack is aimed at innocent victims to ignite fear and disorder on to a larger unit (Hoffman, 2006; Phillips, 2015; Schmid & Jongman, 1988). The definitions encapsulate the word “terrorism” as a deliberate threat, followed with actions of harm and deaths onto the public to gain domination by fear and harassment (Enders & Sandler, 2012 & Hoffman, 2006). For an action to be labeled “terrorism,” it must affect civilians in hopes to fundamentally influence a higher authority and agenda. The victimized noncombatants, then, are a direct audience who represents a symbolic message to an indirect audience – e.g., the government (Horgan, 2017). For terrorists to exert a strong influence, the actions must be deadly and visible through the media. Examples of extreme violence include, but are not limited to, bombings, suicide attacks, vehicle explosion attacks, vehicular attacks, beheadings, kidnappings, skyjackings, and cyberterrorism. The target of terrorist action can range from a group of people to an entire community (Matusitz, 2015).

As for the term “terrorism,” terrorist groups are defined inclusively and exclusively. Per Jones and Libicki (2008), the scholars inclusively define a terrorist group “as a collection of individuals belonging to a non-state entity that uses terrorism to achieve its objectives” (p. 3). In addition, the terrorist group uses the structure of authority and control (Mastors, 2009). Another scholar, Price (2012), proposes a related definition: “Organizations consisting of more than one person that engaged in violence with a political purpose aimed at evoking a psychological reaction in an audience that extended beyond the targeted victims” (p. 9). The inclusive definitions define terrorist groups as political organizations that use sabotage to reach their objective.

Exclusive definitions distinguish the differences between terrorist organizations. For instance, terrorist groups are groups that do not have territory, whereas guerrillas are groups that

do hold territory (Phillips, 2015). De la Calle and Sanchez-Cuenca (2011) state that “terrorist groups are underground groups with no territorial control” (p. 465). For Donatella (1995), territorial power is the key element to distinguish an organization as “clandestine or underground” (p. 114). The use of terrorism is what classifies an organization as a terrorist group. Crenshaw (1991) defines terrorist groups as “autonomous organizations, whether left, right, or separatist in orientation, that rely significantly on terrorism as a strategy of opposition to regimes in power” (p. 75). The select diction of “significantly” suggests that a terrorist group’s purpose is heavily based on defeat by using terrorism. The actions of terrorism are bestowed to attain their purpose. Over time, terrorism has evolved because of three violations to human rights – economic, political, and disapproval (because of race, ethnicity or beliefs) (Liu & Pratt, 2017; Phillips, 2015).

Symbolic Meanings of Jihad: The Importance of Sharia and the Caliphate in Islam

Sharia. The jihadist organizations studied in this research commit terrorist acts as followers of sharia. Sharia is a body of Islamic law, which stands for “path” in Arabic (Johnson & Sergie, 2014). Islamic followers refer to sharia as the “entirety of legal disciplines as developed from within the Islamic tradition” (Mallat, 2011, p. 33). Islamic law is considered by believers as a will for humanity that is enshrined both in the Quran and the hadith – a collection of Muhammad’s sayings and actions (Holbrook, 2016). Sharia has become a rising concern in support of Islamic beliefs and violent actions. Sharia tramples nationalism and democracy in order to galvanize all faithful Muslims into ascending to the Caliphate (Kibble, 2016). Sharia controls devout Muslim followers by setting standards for criminal law and personal life. For example, the law enforces parameters on “marriage, divorce, inheritance, and custody” (Johnson & Sergie, 2014, p. 1). A study conducted by Fair, Malhorta, and Shapiro (2014) in Pakistan

found that there are three sets of sharia – sharia as a prosperous government (available services), sharia as a disciplinary function (criminal punishments), and sharia as control over women (veiling and expectations in public). The increase in support of sharia as a suitable form of government and law statute has become a grave concern for Western countries. Pro-sharia activists oppose individualism, liberal institutions, and routinized behavior that clashes with their beliefs. Most Islamist militant organizations embrace sharia and *hudud* punishments. Practiced in countries like Pakistan, *hudud* punishments are used on those who do not conform to the Islamic belief. These punishments entail killing by stoning adulterers, whipping those who do not wear Islamic attire, and penalty to the men who do not possess beards (Fair, Littman, & Nugent, 2017).

Today, sharia shapes values and warrants radical movements in the Muslim world. This is shown by terrorist organizations that encourage denial of democracy, enslavement of non-conformed Muslim women, and massacre of apostates (Hefner, 2016). The interpretation of sharia and the formation of functional societies have developed into extreme measures. Terrorist organizations have adopted the practice of sharia and interpreted the word-for-word Quranic scripture to justify their violence. The interpretation of sharia has been implemented through attacks that protect sharia supremacy. Jihadist organizations use sharia as a tool to deploy their divine motives by revealing the enemy's wrongdoings and establishing justice for their political stance (Holbrook, 2016). The jihadist view is followed by the *ummah* – i.e., the global Muslim community (Saunders, 2008) – who pursues sharia as a sacred and religiously-based government. The imposition of the divine rule enforces sincerity to their authoritative agenda (Evans, 2017).

The Caliphate. Sharia is a body of Islamic law that works as a guide to attain the Caliphate. The Caliphate is an Islamic system of world government that seeks to create a new

world order by overturning the existing order. The Caliphate is defined as “a one world Muslim government, like a grand Islamic state, led by a supreme religious and political leader called the “caliph” (Matusitz, 2015, p. 323). The Caliph is “the head of state of a caliphate” and is “the successor of Muhammad and the leader of the Islamic community” (Jordan, 2016, p. 1).

Extremist Muslims believe that the Caliphate will be established as an emerging culture that will attract partisans across the globe. This Islamic goal originates from ancient jihadist culture and is the fundamental doctrine of ISIS, Al-Qaeda, and Al-Shabaab. Their objective is to secure global change of jihadist beliefs as depicted in the Quran and establish a sharia-based government on Earth strictly devoted to Allah.

The Caliphate is not only a physical endeavor, but also an ideological fight. The jihadist organizations do seek to control all lands and waters on Earth. Beyond the power over territory (physical endeavor), jihadist ideology is to be implemented once the land is confiscated (ideological fight) (Baran, 2005). The lands are taken, oftentimes by military forces, and used to spread and embrace the ideals of their beliefs. The power over land is only the beginning to fulfill the purpose of the jihadist ideology, referred to as the Caliphate.

The birth of the Caliphate began in Iraq and exploded with great prosperity because of the wealth from the land. The land brought harvest supply and provided transportation by canals in the surrounding rivers (Kennedy, 2016). Today, the idea of Caliphate is interpreted to offer more than prosperity of land and wealth. Jihadist organizations consider the Caliphate as “a new era of might and dignity for Muslims” (Hashim, 2014, p. 73). The restoration of global Muslim rule has been exemplified through Islamic revival (e.g., the Arab Spring in 2011), stricter national laws, and deep-rooted Muslim education (Osman, 2009). The Caliphate is the “one state” by Allah and denies all other standing nations and their ways of life. According to

Caliphate-focused organizations, if the world does not abide by sharia, jihadist terrorism is the logical consequence (Kajtar, 2017). The devotion to the Caliphate has driven jihadist organizations to use technology as a tool to spread global power. For example, ISIS did this in 2015 by declaring cyberwar on the United States government (Atwan, 2015). The “Cyber Caliphate” imposed a hacking stream to the Pentagon’s Central Command and gained power of social media accounts (Atwan, 2015).

Twenty-first-century radical extremists have attempted to diffuse worldwide Caliphate ideology through technology. This has been effective in Middle-Eastern regions, specifically Iraq, Syria, and Africa, with rapid domination of land and natural resources by use of deadly forces (Tziarras, 2017). These territories have a multitude of prominent Caliphate-oriented institutions. Jihadist organizations are vigilantly selecting locations to establish the Caliphate, by beginning with regions that currently have jihadi support for enlistment and operational support (Tziarras, 2017). Jihadists plan to spread sharia and jihad by planting seeds in all countries in an attempt to conquer the entire world.

Jihad. The Caliphate is pursued by the actions spurred from jihad. The term *jihad* is an Arabic word strongly connected to religion. The word means “striving” or “struggling” (Esposito, 2014). Jihad is found throughout the Quran; it is presented as both military-based and without implications to the military (Al-Dawoody, 2011). In the classical era, according to Islamic jurists, jihad and military relations were mandatory (Lewis, 1991). The identification of jihad justified the actions of the military force. The typical jihadist would institute intricate policies, such as harming others who were not involved in the armed force (Blankinship, 2011). The development of jihad has disregarded authority and, instead, gave importance to ideologies and politics. Today, jihadist essential strengths include encouragement of fighters, different tools

for recruitment, and global support. The growth of jihad has shaped the process of sacralization. Sacralization is defined as

The conflicting process through which religion, or, in most cases, a militant interpretation of it, evolves from being an irrelevant or secondary factor at the onset of a conflict to shaping the views, actions, and aims of one or more of the conflict's key actors (Vidino, Pantucci, & Kohlmann, 2010, p. 217).

In the modern era, because of the expansion of jihad, the Caliphate view has since changed from the historical and traditional understanding of that concept (Springer, Regens & Edger, 2009).

The modern jihadist revolt is a strong menace to safety and harmony around the globe. Jihad consists of two different positions. The first identifies as a lesser jihad and mandates violent movements and the second identifies as a greater jihad that only acts based on peaceful values in the Islamic belief (Burchill, 2016). The lesser jihad identifies with military and violent attacks for faith purposes and the greater jihad is a personal stance to remain true to Islamic faith. The greater jihad seeks loyalty to Islamic belief by implementing expectancies in their lifestyle. Examples are prayer, food, personal hygiene, and relationships (Burchill, 2016). The lesser jihad is influenced by force of action. When the force is acceptable by faith, then war comes subsequently (Post, 2009). The ultimate purpose of jihad, then, is to attain the Caliphate.

Today's jihadists hope to establish the Caliphate through terrorist leadership and territorial possession. This is symbolized in the Quran as relentless jihad. Therefore, the Caliphate's final step of triumph happens when all non-Muslim beliefs and lifestyles have disappeared, and Muslims are able to live under Allah's commands without intrusion (Springer, Regens, & Edger, 2009). The absence of regional limitations to attain the Caliphate is the support to universal jihadist belief. The Caliphate is to be restored for every Muslim so that he or she can

prosper under Islamic control. The jihadist movement is viewed as a holy war made up of three themes: “(1) the West is implacably hostile to Islam; (2) the only way to address this threat (and the only language that the West understands) is through the rhetoric of violence and (3) jihad is the only option” (Springer et al., 2009, p. 11). These three themes serve as the acceptance of violence to rebuild the once authentic Islamic state. The vehemence is pursued to establish strong evident messages to target audiences. The ultimate goal is to destroy Western social norms and other policies belonging to the enemy.

To achieve the Caliphate, procedures are radically increased by size, scope and number (Springer et al., 2009). The different available operations allow jihad followers to select the most suitable option to their approach (i.e., bombing, suicide attack, vehicle explosion attack, vehicular attack, beheading, kidnapping, skyjacking, or cyberterrorism). These actions are all fostered by Islamist ideology. The guaranteed divine rewards, both in this life and in the afterlife, motivate the actions of pure, traditional Islamic faith. The jihadist believe that all Muslim followers are obligated to stand for their faith. The revolt can either completely inspire or undesirably shame followers into combat (Burchill, 2016).

Salafism. Salafism embraces jihad in different elements. Some Salafists are obsessed with the Caliphate, and others are quieter about it; they would be less likely to resort to violence (Marchal, 2009). As a general rule, Salafism consists of different groups. The three groups are the purists, the politics, and the jihadists. As suggested by the name, purists focus on “nonviolent methods of propagation, purification, and education” (Wiktorowicz, 2006, p. 208). Also, the purists view politics as a deviation that incites troubled behavior. Politics believe the man-made laws be replaced by the Salafi creed (Wagemakers, 2009). The jihadists are extreme and take combat action. They believe violence is the key element to attain global Salafism

(Wiktorowicz, 2006). Salafi jihadist preachers have begun to take measures into their own hands. As we will see later, such preachers actively using the internet as a tool to support martyrdom missions. The use of technology, specifically the internet, benefits the goal of global Salafism.

This infers that no single entity can capture the notion of Salafism. Salafism is solely following the guidance of the Quran and Sunna. The Sunna refers to orally transmitted documentation of Muhammad's (and his companions') teachings, deeds, and sayings (Goldziher, 1981). In the context of this study, the focus is Caliphate-oriented Salafism, which usually starts with the denial of nationalism and, then, the promotion of global jihad (Wiktorowicz, 2006). Such avid followers induce fighting as an obligation and pursue the "far enemy" over the "near enemy." The "far enemy" refers to the non-Muslim Western world; the "near enemy" is the Muslim world in the near East and Middle East (Sageman, 2004).

Salafism embraces Islamic religious law and focuses on *tawhid* (the unity of Allah) (Moghadam, 2006). According to Salafist doctrine, the unity of Allah should be followed by all Muslims and requires that all constitutional laws be denied because they interfere with the word and spirit of Allah (Wiktorowicz, 2006). Salafism rests on *salaf*, or "old" (as in the Golden Age of Islam). This was a time when the Prophet Muhammad and his companions lived by Allah's will and expanded Islamic power worldwide (Moghadam, 2006). Salafism unites its followers by a creed. The creed's purpose is to instill methods of application of religious principles to current struggles or issues in the world (Wagemakers, 2009). The creed prohibits human logic and self-interest, which allows believers to eliminate all but the sole truth of Allah's orders (Wiktorowicz, 2006).

Salafi jihadists encourage violence for faith purposes. They engage in *takfir*, the term is defined as the course of tagging certain Muslims as infidels (*kafir*) (Moghadam, 2006). This

process validates violence, justifies targeting noncombatants, and suicide missions. Salafi jihadists complete suicide missions against infidels and apostates to show their highest gratitude to Allah. Modern Salafi jihadists are expected to complete every action by faith against the West. At a young age, Salafi jihadist preachers (e.g., Abu Hamza al-Mazri and Omar Bakri Muhammed) are leading hundreds of thousands of youths – and possible millions of youths – to concentrate on and enact martyrdom (Moghadam, 2006). A martyr's death is not seen as suicide for personal reasoning, but as a heroic way to benefit the Muslim community. A major difference needs to be made between suicide and suicide terrorism. Although the Quran forbids suicide (called *intihar* in Arabic; see Quran 4:29), it mandates martyrdom (i.e., usually by suicide terrorism, as in Quran 4:74 and Quran 9:111) because martyrdom means sacrificing one's life for the Muslim cause and, by the same token, pleasing Allah (Moghadam, 2006).

The Principle of Abrogation

As is the case of many religions, there are foundational principles based on historical facts that shape the overall purpose of such religions. This is found in the belief of jihad. Prior to the recent radical motives, the belief began with pure and peaceful testimonies. The Meccan verses were the original peaceful words uttered by the Prophet Muhammad during his tenure in Mecca (Lewis & Churchill, 2008). The Prophet's nonviolent teachings are found in the Quran (Burton, 1990). Initially, the Prophet introduced Islam in a peaceful light, which did not appeal to the target audience as he had hoped. Due to his lack of influence, he fled Mecca twelve years after his first appearance there and went to Medina. In Medina, he grew more militaristic and violent, which led to the emergence of hateful and violent verses in the Quran.

A key question that scholars ask is the following: Should one follow peaceful or violent verses in the Quran? The actual theological answer is the Principle of Abrogation, which states

that later (i.e., Medinan) verses abrogate earlier (i.e., Meccan) verses. Put simply, hateful, violent verses have precedence (i.e., abrogate) over peaceful verses in the Quran. The new violent teachings condone death in combat and extreme actions to persons who opposed the religion (Bonner, 2008). Devout Salafist Muslims have adopted and applied the violent verses as a means to reach the Caliphate. The initial serene teachings are disregarded by devout Salafists because Medinan teachings abolish the Meccan teachings (Lewis & Churchill, 2008). This supports the argument of the neglect of the peaceful and poetic Meccan verses because of the dominant Medinan words.

The Principle of Abrogation is addressed several times in the Quran. The verses depict the abolishment as an improved reform of Islam. The Islamic reform movement, particularly strong from the eighteenth to the twentieth century, was dedicated to replenishing the key ideals of Islam (Burnidge, 2012). The Islamic reform movement has seen a Salafist revival whereby the radical teaching of the Quran need to be followed even more. Found in Quran 2:106 is clear support of Abrogation: “Whichever *ayat* [verse] we instate or cause to be forgotten, we replace it with that which is better than it or similar to it. Did you not know that Allah is Capable of all things?” Another verse that complements the Principle of Abrogation is Quran 16:101: “When We *badalna* [replace] one *ayat* in place of another, Allah knows best about what He brings down, they say, ‘You are merely a fabricator!’ Indeed, most of them do not know.” The verse 16:101 addressed the new movement and those not fond of it: “When We substitute one revelation for another” – “Allah knows best what He reveals (in stages)” – “they say, ‘Thou art but a forger:’ but most of them understand not.” These verses empower the aggressive new path to dominance by force. Whereas, nineteenth-century renewed Muslims prefer to use the

teachings of Muhammad because it is the “principles of the first Islamic community” (Burnidge, 2012, p. 591). This represents the tremendous difference in support of jihadist belief.

The Islamic State of Iraq and Shām (ISIS)

An example of a dangerously prominent Salafism-driven organization is the Islamic State of Iraq and Shām (ISIS), sometimes referred to as the Islamic State of Iraq and Levant (ISIL) or Daesh (and also simply referred to in the media as the Islamic State). ISIS is a Sunni jihadist organization deeply embedded as an extremist terrorist group originated by Abu Musab al-Zarqawi in 1999 (Phillips, 2017). ISIS was pledged to Al-Qaeda until 2014, when the organization changed its name to ISIS (Van der Vyver, 2016). In 2004, the United States declared ISIS a terrorist organization, because of the havoc and high number of casualties committed by the organization, throughout the Middle East, Central Asia, Africa, Western Europe, and the United States (Van der Vyver, 2016). ISIS became renowned in 2014, when they conquered more than half of the Syrian territory and controlled popular Iraqi cities (Vlasic & Turku, 2016). ISIS exploits Islam for their personal gain. ISIS held an advantage of finances, which included revenues from oil, arms trafficking, human trafficking, income from supporters, and other trades (Vlasic & Turku, 2016). The growth in ISIS numbers has risen because of the powerful non-state actors and strong influence of the internet by mainstream media (Kayani, Ahmed & Shoaib, 2015). ISIS has recruited an array of followers, appealing to radically conservative Muslims, militants, and youth (both Western and non-Western).

ISIS has developed an authoritative structure. Beginning at the top is the leader Abu Bakr al-Baghdadi, followed by two deputies in control of Iraq and Syria, and below are the Shura Council, the cabinet, and local leaders (Phillips, 2017). Similar to jihad and Salafism, the Islamic State uses the Quran and follows sharia to foster their actions. ISIS does not limit itself to

homelands. Once in control of a city, they enforce violence and fundamental Islamic principles (Phillips, 2017). ISIS actions are typical of Salafism and jihadism: military enforcement justified by religious obligations. Their ultimate goal is for every single individual to convert to Salafism so as to reach the New Islamic world order.

ISIS today seems much stronger in military force than the organization truly is (Weiss, M., & Hassan, 2015). Nevertheless, this “weakness” has not deterred the terrorist organization from using clever tactics. For example, ISIS uses enemy soldiers as bait to kill multiple soldiers in one attempt through car bombings (e.g., in war-torn regions). Such method enables ISIS to appear more dominant and resourceful than they truly are. The terrorist organization is not always underground or hidden in caves; ISIS presence can be found in jihadists’ native homelands and across other countries too. Today ISIS is facing defeat in the Near East. Iraqi forces have driven Islamic State fighters from their territories. Recently, Iraqi militants have redeemed the northern city of Hawija, which was a significant blow, because for three years the territory control was seized from the Iraqi government. The defeat of Hawija has left ISIS in control of strips of desert outposts in the Euphrates River valley, Qaim, and alongside the border of Syria (Zucchini & Nordland, 2017). The battle against the Islamic State has significantly impacted the terrorist organization, with the help of Syrian Democratic Forces (SDF) and the United States support of daily airstrikes (Loveluck, 2017).

The major operations have resulted in ISIS with less control over key territories and the Iraqi forces dominating regions and acquiring back oil fields and infrastructure. As ISIS loses control in Near-Eastern and Middle-Eastern regions, ISIS may shift their “soldiers” to Western regions. Indeed, based on the recent jihadist attacks in Paris (November 13th, 2015), Brussels (March 22nd, 2016), Nice (July 14th, 2016), Berlin (December 19th, 2016), and Manchester (May

25th, 2017), ISIS ideologies have spread to Western Europe. As discussed at the beginning of this study, ISIS presence has been fatal in the United States as well. The two ISIS jihadist magazines have stressed the importance for jihadists to recruit new followers in the West in order to replace the West with sharia and the Caliphate. At the same time, the West is a target that will take precedence over ISIS's losses of resources and territories in Muslim-dominated regions.

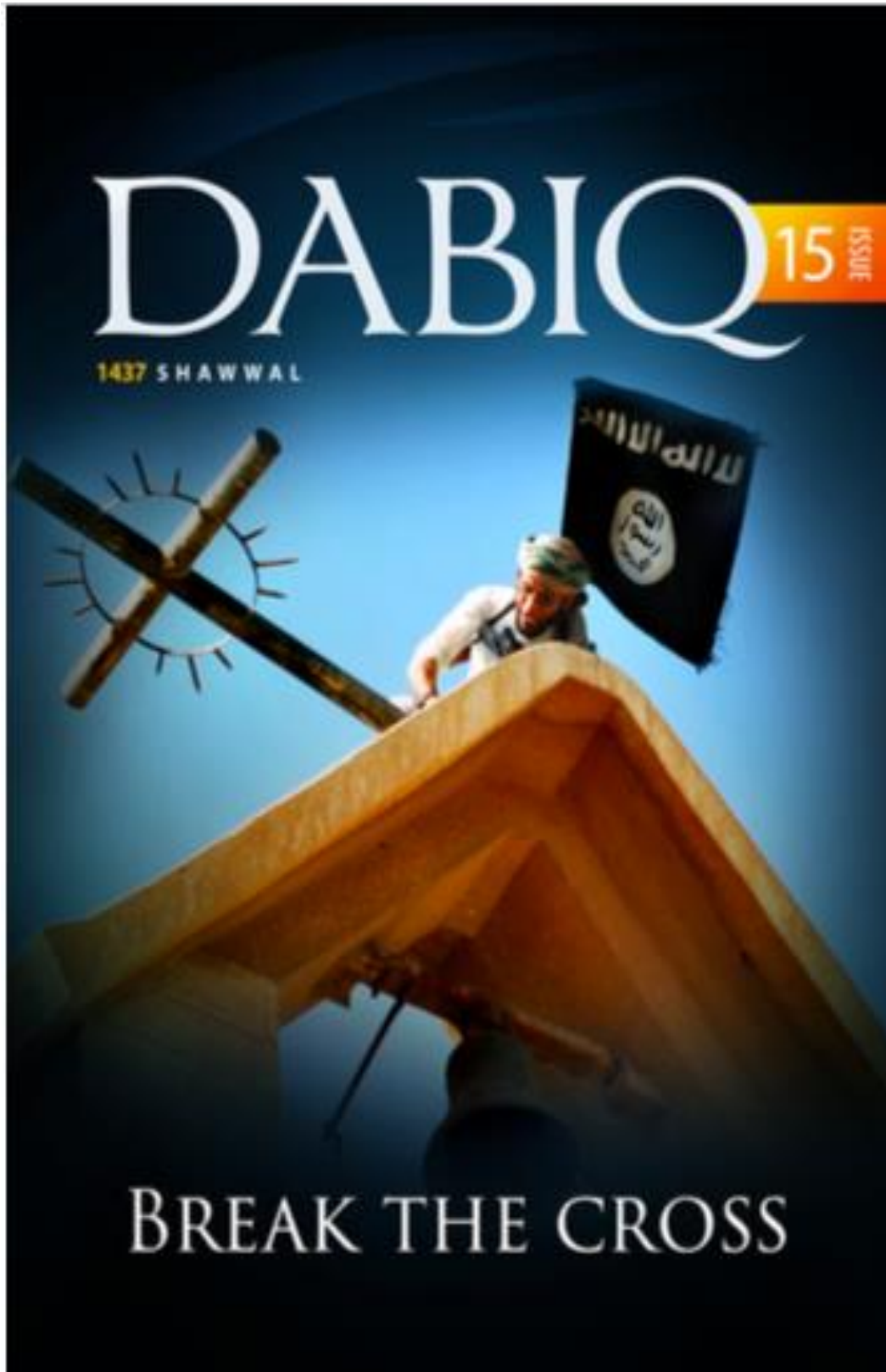


Figure 2.1: Cover of *Dabiq* Issue 15 (July 2016)

Dabiq

The first issue of *Dabiq* was published by the Islamic State of Iraq and Shām (ISIS) in July 2014 to attract and rope in new followers for jihad (Colas, 2016). The name of the magazine is significant to its purpose. *Dabiq* holds a symbolic meaning to the ISIS organization because it is the name of a town located in Aleppo, Syria. This location was once a battlefield in 1516 between the Ottomans and Mamluks (Gambhir, 2014). The battle ended with the Ottomans' victory and the last to be renowned as the Islamic Caliphate (Gambhir, 2014). The magazine presents ISIS as a fully autonomous jihadist entity that is better than Al-Qaeda. Until fall 2016, ISIS used *Dabiq* to promote sharia, jihad, and the Caliphate (Kibble, 2016).

The language in *Dabiq* recruits beyond the homeland; it is digitally distributed on the Internet in English, French, German, Russian, and Arabic (Gambhir, 2014). The magazine speaks to both potential followers and enemies in the Western world. *Dabiq* attempts to gain support of Muslims and inspire others to convert to Muslims by relocation to the Islamic State. The magazine does not limit the message to individuals alone. ISIS encourages families to emigrate too, with support of homes waiting for the recruiters (Monaci, 2017). ISIS provides a faith, home, and sustainability to expand in government and military. The term *hijra* is often used to encourage recruiters to leave their former lands and lives behind so as to become part of the Islamic State (Monaci, 2017). Such magazine-based rhetoric and propaganda have made *Dabiq* a successful tool.

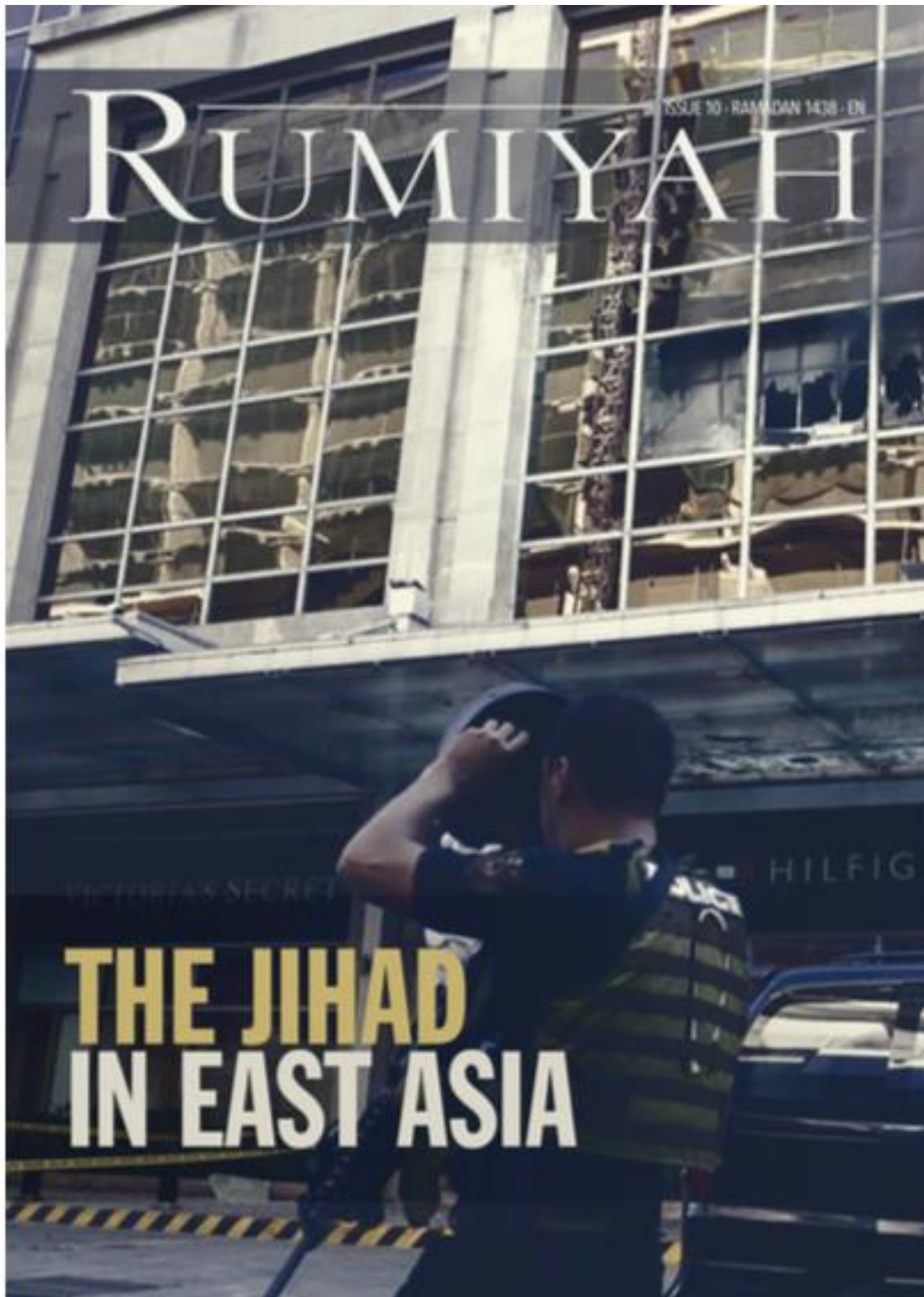


Figure 2.2: Cover of *Rumiyah* Issue 10 (June 2017)

Rumiyah

In fall 2016, *Rumiyah* replaced *Dabiq*. On October 16th, 2016, ISIS's control of the town of Dabiq was defeated by Turkish-supported Syrian militant forces (Wignell Tan, O'Halloran & Lange, 2017). Following the defeat, ISIS published the first issue of *Rumiyah* on September 6th, 2016 (Wignell et al., 2017). The main difference between the two magazines lies in the fact that *Dabiq* focused on long-term objectives and publicizing ISIS beliefs, whereas *Rumiyah* aims for present-day and more realistic missions.

The operations are clearly indicated and found throughout the magazine. ISIS uses *Rumiyah* to provide detailed guidelines for terrorist attacks and methods of claiming responsibility for the actions (Alkaff, 2017). *Rumiyah* is simpler to read and gives followers easier ways to access and use weapons within their very own homelands. For example, *Rumiyah* considers all target audiences, including those in European regions, with rare access to guns. The magazine includes operations with a knife, describing the preferred knife of choice, where to injure the victim, and preferable environments to perform the duty (Clifford, 2016). These specific instructions are conveyed to their target audiences. *Rumiyah*-driven recruiters are primarily inexperienced individuals who do not allow barriers to interfere (Clifford, 2016). ISIS assembles the magazine to both pursue potential followers and expose the violence as a fear tactic to the remaining opposing population. The encouragement and direction of attacks, as promoted in *Rumiyah*, engage followers to act immediately in their homelands or in the Middle-East. This is a departure from *Dabiq*, which stressed that followers had to undergo rigorous training and commit jihadist attacks abroad. ISIS's strength, then, has breached beyond its borders and to audiences who identify with their magazine publications.

Al-Qaeda

Prior to ISIS, Al-Qaeda ruled as the supreme global jihadist entity. In August 1988, Osama bin Laden and his mentor Abdullah Azzam created Al-Qaeda (Byman, 2015). Since bin Laden's killing in May 2011, the commander-in-chief of Al-Qaeda has been Ayman al-Zawahiri (Holbrook, 2016). According to Burke (2007), Al-Qaeda derives from the Arabic root *qaf -ayn – dal*, which stands for “a base as in a camp or a home, a foundation, such is what is beneath a house or a pedestal that supports a column” (p. 1). In the 1980s, the term was used worldwide by Muslim Islamic rebels to battle the Soviets and local opposing groups in Afghanistan (Burke, 2007). The attack in Afghanistan led to the establishment of Al-Qaeda.

The defeat in Afghanistan developed the tenets and beliefs that today remain enforced in jihadist operations. When Osama bin Laden was the leader of the organization, he based the movement upon,

three goals: first, it would serve as a terrorist group in its own right; second, it would continue the Services Office's role of helping organize, train, and otherwise provide logistics for Muslim jihadists- but this time to assist struggles around the world, not just in Afghanistan; and third, it would try to unify, lead, and reorient the broader jihadist movement, giving it greater purpose and direction (Byman, 2015, p. 9).

The Service Office provides propaganda tools, recruitment operations, economic foundations (support funds), and transportation (Brown & Bergen, 2006). In addition to the three key goals, Osama bin Laden developed a group called *Maasadat al-Ansar* (Lion's Den of Supporters), which was devoted to militant forces (Brown & Bergen, 2006). These different sets operate within the bigger picture and allow for successful missions. The development of Al-Qaeda, since Osama bin Laden's death, has rapidly progressed. The progression includes strong and secure presence online and increased terrorist acts. Al-Qaeda became a house-hold name after 9/11. The

event showcased the threat and capability the terrorist organization holds over all who do not follow in their path.

Today, Al-Qaeda has reached beyond Afghani borders and has presence in different countries. Al-Qaeda's central goal is to defeat Westernized politics and other religions fostered in enemy nations (Aldrich, 2002). Currently, Al-Qaeda has slightly weakened, because of commanders being either killed or captured by Western forces. Nevertheless, the organization remains solid and motivated by their published online magazine. The terrorist organization does not limit itself to only magazines, such as *Inspire*; it also uses videography to produce recruitment videos to achieve new followers.



Figure 2.3: Cover of *Inspire* Issue 17 (August 2017)

Inspire

Inspire is Al-Qaeda's most prominent online magazine. The online magazine originated in 2010 and has already published sixteen issues. The jihadist magazine is written in English to attract Westerners, as found in the previously mentioned online magazines (Skillicorn & Reid, 2013). The magazine targets youth and encourages partaking in terrorist actions (Kirke, 2015). This magazine is renowned for its infamous article of "How to Make a Bomb in Your Mom's Kitchen," which is a recipe for readers to complete the action of producing a bomb, followed by using the weapon (Weimann, 2012).

The precise instructional guides and informative background of their religion creates an image of opportunity and belonging to its readers. Of the readers, *Inspire* is made to appeal to the Western youth the most. Indeed, the magazine's targeted audience is evident by the use of familiarity to Western youth. For example, the magazine's layouts connect politics to trendy concepts (Kirke, 2015). This allows the younger population to interpret and gain understanding of a complex event to a simple and favorable jihadist explanation. Beyond the youth, *Inspire* hopes to reach three key audiences. The first are the followers of jihadist ideology, who enact the violence (Skillicorn & Reid, 2013). The second are the jihadist radicals, who use the magazine as a method to idolize and mimic the material (e.g., instructions to make weapons). For instance, the November 2016 issue extolled the virtues of pressure cooker bombs, the 2000 attack on the USS Cole, and the 2016 New York and New Jersey bombings. The third is the Western audience, such as lone wolves to carry out large terrorist strikes (Skillicorn & Reid, 2013). The magazine addresses the various audiences by ultimately requesting readers to act upon the jihadist words in their various distant locations.

Al-Shabaab

Harakat al-Shabaab al-Mujahideen (also known as “Mujahideen Youth Movement” or “Movement of Striving Youth”), or better known as Al-Shabaab (“The Youth” or “The Youngsters”) is a Salafist jihadist terrorist organization (Hansen, 2016). Al-Shabaab was established in East Africa in 2012. Originally, similar to ISIS, Al-Shabaab was united with Al-Qaeda. Later, Al-Shabaab became an independent organization (Jones, Liepman, & Chandler, 2016). In Somalia, Al-Shabaab began as the Islamic Courts Union (ICU) in Mogadishu. At first, the jihadist organization used the Ethiopian invasion to chase the restraining groups out (Anderson & McKnight, 2015a). Since 2012, the terrorist organization has grown by expanding its battle beyond Somalia so as to target Western regions and establish the Caliphate (Marchal, 2009).

Al-Shabaab uses their extreme ideology to assign symbolic meaning to their actions. The organization targets audiences for financial benefit, to leverage fear by manipulation, and to fulfill its mission of Islamic justice (Hansen, 2016). Al-Shabaab has posed a grave threat for Western regions because of the extensive number of Muslim Americans who migrate to Somalia for rebel force training (Gartenstein-Ross, 2009). This becomes a major concern when Westerners leave and when traitors return from Al-Shabaab training to their homes. The traitors returning to America are being manipulated into reaching beyond the African borders to Western regions to perpetuate the jihadist ideologies anchored in their minds.

Beyond the Western nations, Africa is currently swarmed with the presence of radical Muslims. The collapse of Somalia has allowed Al-Shabaab to develop legitimacy. This has been done so by enforcement of Islamic ideology on to the people, who are desperate for identification in the lost region. Africa has become forlorn and is currently in a state of collapse (Hansen,

2016). The state of collapse includes failure of six functions that are crucial resources to maintain a successful and resourceful environment. These include:

(1) sovereign control over territory, (2) sovereign supervision of the nation's resources, (3) effective and rational revenue extraction from people, goods, and services, (4) the capacity to build and maintain an adequate national infrastructure (roads, postal services, telephone systems, railways, and the like), (5) the capacity to render such basic services as sanitation, education, housing, and health care, and (6) the capacity for governance and maintenance of law and order (Mazrui, 1995, p. 28).

Al-Shabaab has used the weakened Somali state to formalize itself into a strong organization combining religion and government (i.e., a theocracy). The jihadist group offers education programs, justice system, employment, and distribution of food and money. These services are tailored to meet the needs of Al-Shabaab (Mwangi, 2012). In Somalia, education is rare, although there are limitations. Al-Shabaab provides their own version of education. The education program is for religious preachers and activists. Al-Shabaab-driven education includes teachings of memorizing the Quran for children, legal responsibilities of sharia for merchants and women, and extreme instruction of radical movements (Mwangi, 2012). Like education, justice is absent in Somalia. Al-Shabaab has reformed a justice system solely based on Islamic beliefs. The organization has also developed work-service opportunities, such as local administration and public work projects (e.g., repairing roads or building bridges). In Somalia, jihadist followers argue that the Al-Shabaab based justice system has provided guidance and fairness amongst the citizens (Kfir, 2016).

Africa is in a state of collapse, which classifies it as a third-world continent. Africa is drastically less developed and is constantly in drought and scarcity (Prashad, 2008). Due to this

weak state, Al-Shabaab takes advantage of the famine by providing distributions of food and money to vulnerable communities. Al-Shabaab manipulates the harsh conditions and provides needed resources (Mwangi, 2012). These gift-like services influence perceptions of Al-Shabaab in a positive light and gives the jihadist organization the opportunity to gain more followers. Al-Shabaab has persisted to advance control by acting as a lawful and consistent power in regions searching for stability. Al-Shabaab has successfully achieved their motives “to portray itself as the protector of the people and to assert itself as the legitimate and effective authority in the regions that it controls” (Mwangi, 2012, p. 525). The people of Somalia have warped their own minds to align with Al-Shabaab’s ideology and tactics. It is no surprise, then, that they view the jihadist organization as a provider for good and shield from evil. Beyond their strong presence in Africa, Al-Shabaab has followed in the footsteps of ISIS and Al-Qaeda to expand worldwide and publish an online jihadist magazine.

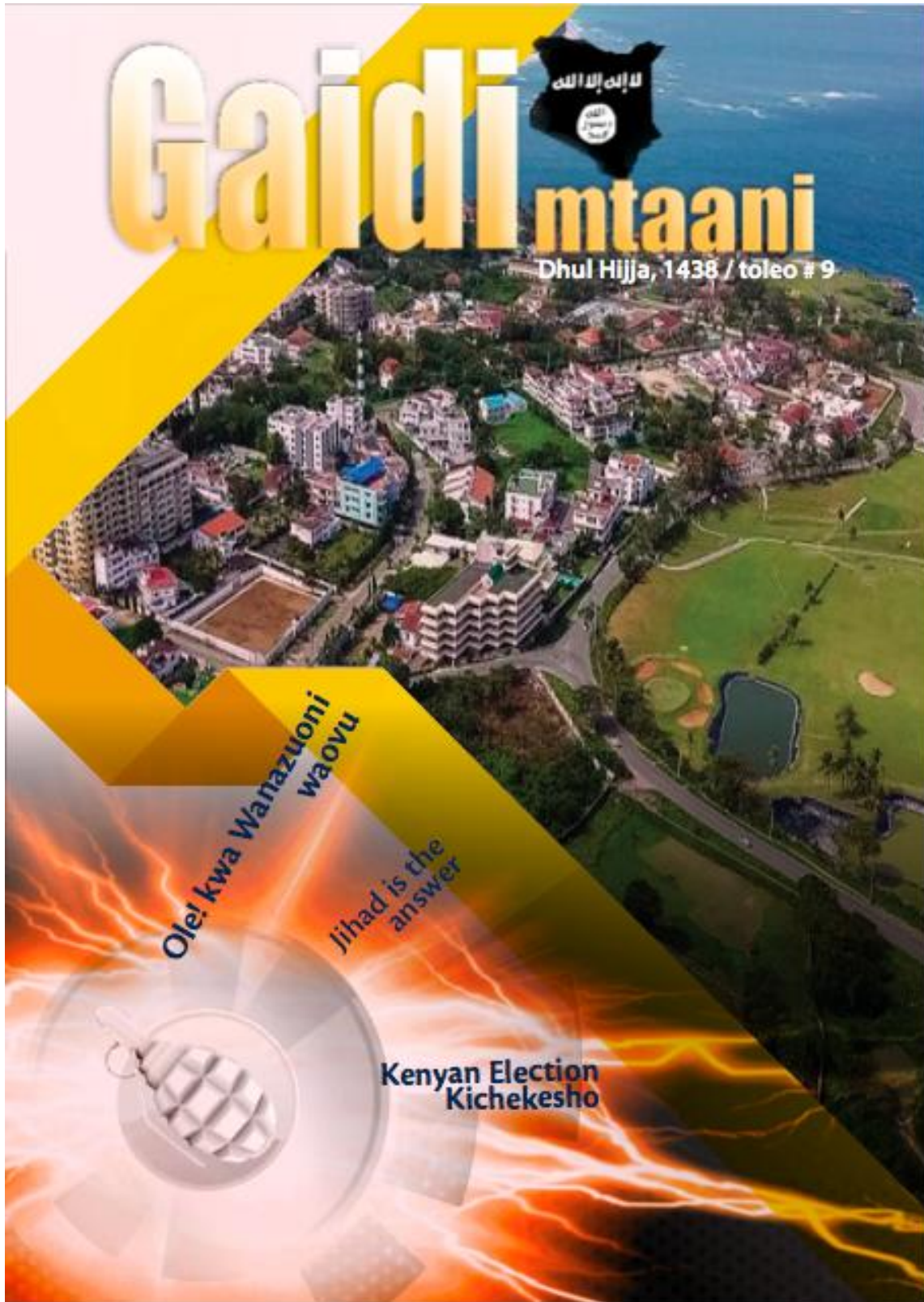


Figure 2.4: Cover of *Gaidi Mtaani* Issue 9 (September 2017)

Gaidi Mtaani

Al-Shabaab has attracted a certain number of Western Muslims through their online magazine, *Gaidi Mtaani*. The first issue was published in April 2012 and has created nine thus far – the latest one being in September 2017. *Gaidi Mtaani* is Swahili for “street terrorist” (Anderson & McKnight, 2015b). Swahili is the official language of Kenya, Uganda, Tanzania, the Comoros islands, and the Democratic Republic of Congo (Amble & Meleagrou-Hitchens, 2014). Besides Swahili, the magazine is written in English and other languages to attract new people from all regions. The online magazine is based on *Inspire*. Similar to other jihadist organizations, the magazine has instructions to make home-made bombs, grenades, and other lethal weapons (Amble & Meleagrou-Hitchens, 2014). The magazine also teaches readers how to remain incognito (Oduori-Alitsi, 2016).

The magazine is quite attractive thanks to its visual appeal, powerful writing, and well-argued claims (Anderson & McKnight, 2015b). The magazine is a tool to reveal Al-Shabaab’s ultimate mission of recruitment and propaganda. *Gaidi Mtaani* mocks their enemies, specifically the Kenyan government and people living in the Western world (Anderson & McKnight, 2015b). The magazine is geared to all Muslims – the youth in particular (Anderson & McKnight, 2015a). The youth is enticed through tactics like professional advertising, attractive slogans, and elaborate pictures. The knowledgeable background of Kenya and Muslim ideology showcases Al-Shabaab as mighty. The sophisticated terrorist organization operates with audio recordings, websites, and social media (Lesage, 2014). The profound use of technology allows *Gaidi Mtaani* to lure followers.

Persuasion

The four influential magazines – i.e., *Dabiq*, *Rumiyah*, *Inspire*, and *Gaidi Mtaani* – gain support through persuasion. Many scholars who devote their studies to terrorism highlight the importance of persuasion. In general, persuasion is an effort to influence a person’s beliefs, attitude, or motives. Persuasion works to influence others by changing views or fostering new ones. According to Jowet and O’Donnell (2015), persuasion works as a “debate, discussion, and careful considerations of options” to unveil new or “better solutions for complex problems” (p. 191). Persuasion can influence behaviors within the parameters of a specific communication context (Gass & Seiter, 2016).

Radicalism has adopted and applied persuasive tactics to lure and attract new followers. All three jihadist organizations apply persuasion by rejecting foreign coercion, acting upon myths and parables of historical times (usually enshrined in sacred texts), and functioning as authoritative political factions (Gregor, 1974). These examples of persuasion display the jihadist leader as an appealing force.

Online jihadist magazines support this image of an appealing force by inserting images of belonging and depicting the Caliphate. This attractive method to introduce and familiarize readers with extremist Islamic beliefs is not only visually, emotionally, and mentally appealing to followers; it is also portrayed as a realistic conversion. The persuasion is supplemented with accommodations for the new incoming followers and their families. For example, in 2015 ISIS opened a 262-room luxury hotel in Mosul (Saul, 2015). This is only one of the multiple persuasive measures by jihadist organizations to persuade the addition of new devout Muslims.

Propaganda

Propaganda is different from persuasion in that it attempts to acquire a response or desired action. As defined by Jowett and O'Donnell (2015), propaganda is a “deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist” (p. 7). The intentions of propaganda are known to be slicker than deception, because of the strong influences, audience appeals, and manipulation of symbols (Pratkanis & Aronson, 2007). Propaganda is carefully planned to gain or preserve propagandist power. Propaganda is performed by many entities, such as media outlets, politically organized groups, religious groups, and terrorist organizations (Gass & Seiter, 2016). Jihadist organizations apply propaganda by recruiting new followers to fight for the Caliphate. Jihadists can achieve this thanks to a strict agenda that manipulates symbols, slogans, and images to portray an ideal to potential new devotees and create an emotional appeal. There are many appeals applied, but they all serve the same purpose: to portray a sense of belonging to Salafism and, ultimately, the Caliphate.

Today, there are immense advantages to persuade and perform propaganda because of the digital communication devices available to anyone. Online jihadist magazines are used to reach the targeted audiences to defeat distance and language barriers. The magazines have allowed for a substantial rise in diffusion of propaganda. Scholars argue that propaganda is “strongly ideologically bent” and does not work as a “purely informational function”. In addition, claims of propagandist morals state “results are placed first and ethics second” (Gass & Seiter, 2016, p. 14). Today, the internet poses a major threat because of its misuse by jihadist organizations using it as a vehicle to disseminate extremist propaganda (Khader, 2016).

Three Types of Target Audience

The evolution of jihadist organizations over time has allowed them to look at humanity as a type of humanity consisting of three categories. To this point, jihadist organizations are not the sole representation of Muslims. Not all Muslims follow the extreme proposed behaviors affixed on fundamental Muslims' minds. For jihadists, there are three main types of target audience: (1) Fundamental Muslims, (2) apostates, and (3) non-Muslims (infidels). ISIS, Al-Qaeda, and Al-Shabaab recruit fundamental Muslims as followers and in return they are praised for their actions, whereas apostates and non-Muslims are viewed as the enemy and deserve the punishment of death. All of the different target audiences are found throughout the world.

Fundamental Muslims. Known as *santri* in Arabic, fundamental Muslims are predominantly influenced by the Islamic belief in jihad and Salafism (Geertz, 1960). Fundamental Muslims' purpose in life is strictly confined by the teachings of the Quran. For example, their personal behaviors and political behaviors assiduously support Islam, sharia, and the authoritative political party (Turmudi, 1995). Jihadist organizations all consist of fundamental Muslims. Fundamental Muslims do not socialize with others (unless out of necessity or deception). They only accept other like-minded Muslims and do not associate with "lower" Muslims or followers of other faiths. The strictly enforced marginal boundaries do not allow for connections to other audiences. As exemplified through their zealous violence, fundamental Muslims are not afraid to go to extremes to support jihad and sharia. To fundamental Muslims, radicalism is second nature (Wijsen, 2012).

In a poll published by the Pew Research Center (2013), a questionnaire of Muslims around the world revealed that a great number of them are deeply committed to Islam and dream that sharia becomes the law of the land in all countries. The poll included 38,000 face-to-face interviews with Muslims in over 80 languages. One question in the Pew poll was whether they

believe that suicide attacks against civilians should be carried out: 72% disagreed. This means, however, that 28% of these respondents either fully agreed or did not mind suicide violence against civilians.

In a previous poll conducted by the Pew Research Center (2009), a total of 68% of Palestinian Muslims said that suicide attacks against civilians in defense of Islam were justified. Additional Pew research supports the severe accountability held among devout Muslims. For example, 84% of Egyptian Muslims, 86% of Jordanian Muslims, 76% of Pakistani Muslims, and 51% of Nigerian Muslims support the consequence of death for departing Islam (Pew Research Center, 2010). Fundamental Muslims find it simple to leave their families in order to focus on their personal destination of finding their purpose within the jihadist organization. A great majority of Pakistani Muslims support other deadly actions as well, 83% encourage stoning adulterers, and 78% believe in killing apostates (Pew Research Center, 2009). As shown by the evidence, fundamental Muslims predominantly view violence as the answer. They attempt to attract the hearts and minds of mainstream Muslims in hopes of gaining support for long-term purposes. Fundamental Muslims are at the top of “the food chain” for their radical and violent actions bestowed by their almighty Allah.

Apostates. The extreme expectations of fundamental Muslims can influence a once-devout believer to become an apostate. *Murtadd* in Arabic, is an apostate in Islam that must not believe and reject the Islamic faith. This is acted upon by leaving Islam (Zwemer, 1924). Cottee (2015) studied the process of a Muslim transitioning to an apostate and identified three phases: (1) the pre-apostasy phase (doubt of the Quran and Allah; questioning ethical commands), (2) the apostasy phase (an individual identifies as an apostate and often faces rejection or worse), and (3) the post-apostasy phase (finding one’s new self). Identifying as an apostate Muslim derives

from personal negative experiences, political concerns, exposure to other beliefs, and notably internet access (Cottee, 2015).

The escape from the extreme Muslim culture is not accepted by jihadist organizations and other fundamental Muslims in general. When a Muslim is labeled an apostate, immediately severe consequences follow. This can include, at the minimum, rejection from family and friends and, at the maximum, the penalty of death. Found in the Quran, the official dishonor of apostasy is depicted as the following: “And if any of you turn back from their faith and die in unbelief, their works will bear no fruit in this life and in the Hereafter; they will be companions of the Fire and will abide therein” (Quran 2:217). In support of the Quran, Prophet Muhammad claimed that a Muslim should only bleed if identified as an adulterer, murderer, or an apostate (Afshar, 2006). The transition to an apostate Muslim instantly targets the individual and often leads to rewards if the individual is killed. Jihadist organizations view apostate as traitors to their Islamic belief, their god (Allah), and as an intrusion to attaining the Caliphate (Afshar, 2006).

Non-Muslims (Infidels). *Kafir* in Arabic, the infidel is also a target of jihadist Muslims (Lapidus, 2014). Jihadist organizations see infidels as interference to the achievement of the Caliphate. Infidels are a threat to fundamental Muslims because they reject the extremist ideology that they embrace. Non-Muslims are often found in Western regions, where democracy is enriched and was established as the law of the land, whereas jihadists base all laws on Allah’s rulings (Rogan, 2010). Jihadists see infidels as a justifiable target under any circumstances. Jihadist organizations only embrace Islamic beliefs and refuse to adopt other philosophies or reform their ideology. The Quran supports the violent behaviors of devout Muslims against apostates and infidels. Infidels are seen as individuals who reject Islam wholly or partially

(Rogan, 2010). Islamic belief states that it is a duty to act by the words of the Quran and, if one disobeys Allah or sharia, death will automatically ensue. As written in the Quran 4:150-152:

There are those who disbelieve in Allah and His Messengers and seek to differentiate between Allah and His Messengers, and say: 'We believe in some and deny others, and seek to strike a way between the two. It is they, indeed they, who are, beyond all doubt, unbelievers; and for the unbelievers We have prepared a humiliating chastisement. For those who believe in Allah and His Messengers, and do not differentiate between them, We shall certainly give them their reward. Allah is All-Forgiving, All-Compassionate.

Compliance-Gaining Theory

Compliance-gaining embraces both persuasion and propaganda. Compliance-gaining occurs when an individual purposefully inspires someone to act upon something they would normally not pursue (Wilson, 1998). Compliance-gaining can happen through different channels, whether it be face-to-face or by mediated networks. The mechanism is primarily used by those who hold power to attain benefits often dominated by subjective and organizational objectives (Sullivan & Taylor, 1991). The leaders do so by a specific focus to assure the act or change is appealing.

Jihadist organizations often use five basic tactics to pursue compliance-gaining. The five basic tactics include rewards and punishments, expertise, impersonal commitments, and personal commitments (Marwell & Schmitt, 1967). The reward follows when a demand is met and results in a tangible or religious compensation. For example, jihadists often tell followers to fulfill a suicidal bombing mission successfully and, in return, are guaranteed a higher number of virgins upon victory. Punishing is the opposite of a reward: if supporters act against the Quran, consequences can include extreme measures, such as beheading. Expertise is used in jihadist

organizations by the leaders using their beliefs found throughout Quran and the Caliphate. An expert believes his or her experience and beliefs warrants the right decisions to be made (Marwell & Schmitt, 1967). Impersonal commitments are used by jihadists to persuade followers to abide by their requirements. For example, leaders will claim an action is what Allah desires, instead for their own wish. The last basic tactic is personal commitment; this is used by jihadists through reminders or threats to followers in regard to their new-found purpose and obligations. All in all, these five tactics work to influence an individual to become a part of Salafism and jihadism and will ultimately help to answer the research questions.

CHAPTER 3: METHODS

The strong presence of global terror provides rationale for this study. Jihad uses their extreme ideology to force their beliefs on to others and assassinate those who do not convert. The terror attacks have taken place worldwide and have impacted thousands of innocent lives. To better understand the reasoning behind the attacks, this study compares the jihadist organizations and their corresponding online magazines. The online magazines were used to compare and to find the recruitment processes. The four-primary jihadist online magazines are sufficient to identify the methods of recruitment. The online magazines use narratives to influence how the readers view the jihadist organizations. The narratives cover a variety of purposes and can serve as personal stories from followers or communicate a depiction or an appeal for readers. The narratives provide personal insight, create meaning, and portray the experience of belonging to a jihadist organization. Ultimately, the narratives within the online jihadist magazines express the lifestyle of a terrorist. Based on the purpose of the study and the available resources, this study sought to find the following:

RQ1: To what extent does *Dabiq*, *Rumiyah*, *Inspire*, and *Gaidi-Mtaani* share in commonalities and differences for their recruitment process?

RQ2: How does *Dabiq*, *Rumiyah*, *Inspire*, and *Gaidi-Mtaani* persuade readers to convert and uphold expectations?

SQ1: What similar images are used to persuade readers?

SQ2: What comparisons are found for the use of intimidation to supplement attrition?

SQ3: How do spoiling methods compare to outbidding methods?

SQ4: How does incitement help to support propaganda?

Narrative Analysis

To best compare *Dabiq*, *Rumiyah*, *Inspire*, and *Gaidi Mtaani* a narrative analysis is used to describe and compare the jihadist organizations messages. The narrative analysis approach is appropriate when relying on visuals and written or spoken rhetoric as a portrayal of individuals.

Narrative comprehension is known as the initial cognitive ability to mature in adolescents and the greatest worldwide practice of intellect for shaping human practices (Bruner, 1991).

Narratives create stories that manifest frames of events and often work as a rhetorical function to promote explicit societal, economic, and civil changes (Seeger & Sellnow, 2016).

Narrative analysis studies the lives of aggregates as spoken by their personal stories. A narrative analysis can be applied to diverse material. This analysis includes order and consequence: “events are selected, organized, connected, and evaluated as meaningful for a particular audience” (Riessman, 2005, p.1). The material studied includes linked events that allow for communication to the target audience to know the group’s purpose (Riessman, 2005). The different narratives construct a greater network of meaning for a cause or event. The conveyed meanings in individual stories are slices of the greater meaning. As shown in the analyzed jihad online magazines, the issues of the magazines serve as pieces to the ultimate meaning, being The Caliphate. These stories throughout the magazine issues establish the larger meaning and more importantly influence social responses. Narrative analysis is used to distinctly

understand the identification and perspectives within a marginalized group. The use of narratives by humans “shape meaning, understanding, and action” (Seeger & Sellnow, 2016, p. 17).

Narratives are a tool that enhance comprehension of depicted topics. Narratives expressed by an individual are used to voice perception of the world in a preferred style. For narratives to be credible, Foss (2009) states the narrator must “perform an action of some kind, it produces outcomes or consequences, or it does a certain kind of rhetorical work” (p. 310). When narratives are deemed credible, they are most impactful and often provoke beliefs and actions. The acknowledgement of credible narratives has grown because of social media. For example, the online jihadist magazines have grown because of global awareness. The supplied narratives in the online jihadist magazines provide people to interpret the world based on the rhetoric communicated. The interpretation of the jihadist organizations is found within the narratives that represent it.

Narratives work as vicarious learning. Narratives are a method of storytelling and work to represent an organization. Organizational narratives often include features of “achievements, events, goals, and ideal states of an entire organization” (Putnam & Pacanowsky, 1983, p.115). In the online jihadist magazines, these characteristics are used by the jihadist organizations to state their goals, missions and their supreme duty of The Caliphate. Organizations use narratives to express accountability and display themselves as successful through promotion of accomplishments. Narrative analysis is an important method to use because messages are delivered by different individuals who provide various descriptions about an organization.

To better understand the recruitment by marginalized jihadist groups, this study uses a narrative analysis to identify and compare the four primary jihadist magazines and how followers

find identification within the context. The four primary jihadist magazines are the main method used by ISIS, Al-Qaeda, and Al-Shabaab to attract and communicate recruitment beyond the barrier of the Middle-Eastern borders. The popularity and growth of terrorism in Western countries are due, in part, to the catalyst of these easily accessible magazines translated into various languages. The selected jihadist magazines are used to compare the tactics of jihadist organizations to appeal and attract new devout Muslims.

Open Coding

Berg (1989) developed a stage known as open coding. Open coding is the process of developing themes based on the studied content. Open coding works as a tool to find prominent trends or topics. The conceptual themes are developed based on the analyzed topic's background. Once labels are identified, definitions of each theme and explanations of the scope that meets each set are followed (Khandkar, 2009). Open coding includes reading and analyzing data word-for-word. This method is commonly known for the researcher to immerse themselves in the data and to hold strong "verification, correction and saturation" (Glaser, 1978, p.60). This research framework allows for precision and validity.

Open coding requires application of comparison. The comparisons link and connect the different themes. The process allows for the supplied data to be systemically studied and relate or differentiate (Pandit, 1996). The proposed comparisons are identified and confirmed through the process of open coding. This narrative analysis used the method of open coding, by adopting themes from credible researchers. The descriptive themes were found in the 12 analyzed issues. The themes sought in this study are applicable and vital to fulfill the overall purpose. The author completed the process by consistently analyzing and comparing the different labels throughout the four magazines. This precision is important to provide comparisons and identify certain

properties held within each issue. The process of open coding provides specific descriptive findings and discovery of solid similarities and differences across the four-primary jihad online magazines. The findings provide descriptive text adhering to analytical thinking and procedures.

Themes

This narrative analysis includes two ISIS magazines (*Dabiq* and *Rumiyah*), the Al-Qaeda magazine (*Inspire*), and the Al-Shabaab magazine (*Gaidi Mtaani*). A selection of the latest twelve issues were analyzed to best compare the jihadists methods to promote and persuade readers to follow their ideological movement. The twelve most recent issues were examined to discover the current stances endorsed by the studied jihadist organizations. The sample of present magazine issues provides a greater explanation, than would older published issues due to the change of time. In previous research, specific themes were used to analyze online jihadist magazines. In this study, the author has adopted and sought within the issues the following themes: (1) imagery, (2) attrition, (3) intimidation, (4) propaganda, (5) spoiling, (6) outbidding, (7) incitement, and (8) recruitment (Rudner, 2016; Novenario, 2016). All of these themes belong to the same major theme, being the attainment of the Caliphate.

Definitions of Themes

Imagery. The visuals used throughout the four primary jihadist magazines. This theme sought to find the use of similar pictures, how the images are used, and what is the underlying message of the images to the target audiences. The images are segmented into two parts: Prominent Images and Less-Prominent Images. To qualify as a prominent image, the size of the photo must be at least half of the page. Less-prominent images are smaller than half of the page.

Attrition. The warnings made by the terrorist organizations to the enemy (opposing regions), that they are capable and prepared to impose by any means if certain unaccepted policies are used. This is accountability for terror attacks or potential terror attacks as a reaction to the policies not terminated. This can include threats of personal costs for mass communities, governments, and continuing the war on terror.

Intimidation. The goal of social control. This involves the skills belonging to the terrorists and the apostate's weaknesses. Examples of strengths are resources, financial support, and knowledge. Examples of weaknesses may be economic issues or the inability to prevent previous terrorist attacks. Thus, persuading readers to convert and act upon the terrorist organization's requests. This can include destruction of enemy culture and seizing enemy's weapons.

Propaganda. The conversion to radicalism. This includes converting to the extreme ideology and promoting others to do the same. This can be persuasion to convert, enforce, and act violent towards those who do not accept terrorism. Beyond the duties here on Earth, propaganda is linked to rewards or promises granted in the "hereafter." In Islamism, paradise, also called the Heavenly Garden or *jannah*, is the prized encounter received after martyrdom. This is seen as an incentive for male soldiers who are gifted paradise of an irresistible wedding of 72 virgins of unparalleled beauty (Hafez, 2006). Conversely, for females, the idea of paradise is the dismissal of sexual constraints, the probability to become one of the 72 virgins granted to the males, and enhancement of their physical looks (Kruglanski, Chen, Dechesne, Fishman, & Orehek, 2009). This fallacy is strongly used to influence martyrdom.

Spoiling. Oppositions of modernization. This embraces following the historical context and opposing any other solutions. This can include rebuking contemporary outlooks and using concepts from the Quran, the Caliphate, jihad, and sharia as the sole answer.

Outbidding. The informative method to gain supporters. These are the approaches to portray the jihadist organization as a superior pledge to fight the enemy. This lures in supporters and divides from the enemies. This can be stories of praising martyrdom, testimonies of commitment by supporters, and the greater path to prove the enemy's ways collides with the extreme devout motives.

Incitement. The justification of violence. This includes the jihadist beliefs and harm promoted on those who do not accept the whole faith. This can be terrorist attacks, beheadings, and other encouraged violent actions to foster the organization's message.

Recruitment. The process of identification. This entails the steps to recruit, enlist, and legitimization of the cause. This can be the missions expected for followers to carry out in their demographic regions and the course of self-enlistment.

CHAPTER 4: DATA ANALYSIS

The narrative analysis studied a total of twelve different issues. From the sample, three of the latest articles were reviewed from *Dabiq* (ISIS), *Rumiyah* (ISIS), *Inspire* (Al-Qaeda), and *Gaidi Mtaani* (Al-Shabaab). The issues were each analyzed with specific codes to determine the themes found within the text and imagery. The themes include imagery, attrition, intimidation, propaganda, spoiling, outbidding, incitement, and recruitment. These themes are used to compare the different approaches used by the jihadist organizations to recruit and influence followers.

As found in the matrixes (see the matrixes below and in the Appendix), some themes are more reoccurring and common than others. The type of recruitment, such as the reinforcement to travel to the jihadist organization or remain in the enemy land, was found. Predominantly found in *Dabiq*, *Rumiyah*, and *Gaidi Mtaani* is the use of followers' personal journeys to the Middle East as a tool to encourage emigration. Although the issues prefer the evacuation from enemy homeland, they also accept lone jihad. The practice of lone jihad was consistently found throughout the *Inspire* issues and supplemented with detailed directions for devout Muslims in Western regions.

The method of persuasion is revealed differently throughout the issues. *Dabiq* favors intimidation, propaganda, and incitement by stressing ISIS's strengths, describing the responsibilities of followers, and justification of violence. *Rumiyah* primarily uses propaganda, outbidding, and recruitment. Specifically, the issues highlight supporters' allegiance, enemies clashing with their beliefs, the responsibilities to uphold as a follower, and the steps to radicalize.

Inspire, similar to *Rumiyah*, collectively coerces by implementation of propaganda, outbidding, recruitment, and intimidation. The core parts of the issues are the responsibilities as a follower, strengths of the terrorist organization, identifying the enemies' weaknesses, idolizing martyrdom, followers' personal journeys, and the self-enlistment steps. *Gaidi Mtaani* is laden with outbidding and intimidation. The material uses "wise" words from leaders, explanation of how enemies clash with their jihadist beliefs, promoting destruction towards enemies, exposing Kenya's weaknesses, and confirming their strengths.

Below are descriptive summaries of each issue. The data are organized into two matrixes per each analyzed issue. Found below are the first matrixes that depict the common examples for each theme and corresponding sub-themes. The second set of matrixes are for the representative excerpts directly taken from the text found within the issues for each theme and corresponding sub-themes. The second matrixes can be found in the Appendix.

Analysis Breakdown

Dabiq Issue 13. The title of this issue is *The Rafidah: From IBN Saba' to the Dajjal* and was published in January 2016. This issue is flooded with awareness of enemies. The main enemy discussed is a former deputy director of the CIA, Michael Morell, who reveals the weaknesses of America to prevent the strengths from ISIS. Morell states, "We have never faced an adversary like it" and the growth in lone jihad as "ISIS will have the ability to plan and direct attacks on the homeland from the group's safe havens in Iraq and Syria, just like it did in Paris." The issue displays that the threat to defeat enemies is beyond their homeland and dispersed to Western regions.

The growing threat supports the many strengths ISIS holds. As shown in the Matrix 1, there are over 20 countries that have ISIS radical groups. The jihadist organization is gaining

attraction from “around the world,” and developing into a global structure. The followers consist of local and distant ones. The response by ISIS to Morell is the following:

Yes, the crusader strategy is not working because the Islamic State is here to stay. It is a state that inflicts just terror against its infidel, pagan, and apostate enemies. And it will continue to expand until its banner utters over Constantinople and Rome. Until then, let the crusaders get used to the sound of explosion and the image of carnage in their very own homelands (p.47).

ISIS is taking steps to attain the Caliphate by expanding their homelands and persuading and guiding others to join their side of the fight (found in both the propaganda and spoiling theme of Matrix 1). The conversion to becoming a devout Muslim is honorable with diction such as “congratulations,” “granted you a gift,” “honorable,” and “blessing.” The responsibilities as a follower require complete sacrifice of loved ones and tangibles to truly embrace and understand the jihadist belief. One of the responsibilities is pursuing jihad. Jihad is a violence-laden obligation. This practice enforces “massacring apostates” and the common term of “blood” in relation to enemies. The writing asks when enemies “will wake up and act out against the apostasy.” The encouragement to join the cause is also found in stories by followers that frame the process of converting as plausible. The mention of a follower from the UK was recognized and Wālī of Khurāsān Shaykh Hā dh Sa’īd Khān is interviewed. In the interview, he boasts about the “general love” of “Islam and warfare” and “greater rate and strength” of jihad. The continuous growth displays ISIS as successful.

The exposure to ISIS’s faith comes with pointing of the finger of how enemies do not abide by the sharia rulings. Found under the intimidation theme of Matrix 1, the enemies are commonly referred to as “The Rāfidah,” known as the rejecters. According to Shaykh Usāmah

Ibn Lādin, “The Rāfidah are the insurmountable obstacle, the lurking snake, the scorpion of deception and malice, the prowling enemy, the deadly poison.” The Rafidah do not fully embrace the purpose and distort the Quran. This group is seen as “deviant” because they “modify” the historical context. The modification goes against the scriptures of the Quran that state it is not to be “denied and ridiculed.” To attract followers, the issue primarily encourages emigration but also “grant success” to lone knights in Arabia, Paris, and London. The popularity in growth of homegrown followers has totaled to “over 900 open investigations” within the United States. The different themes reveal the tactics applied to attract followers of dedication and ability to practice the beliefs of Allah.

Matrix 1: *Dabiq* Issue 13

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Aftermath scenes of damage from attacks. Promotion of other recruitment channels.
	Less-Prominent Images	Recognition of ISIS followers: martyrs, soldiers, and leaders. Identification of enemies in Western regions (CIA).
2. Attrition	Warnings/Threat	Affirms increase of attacks with more damage. Threats directed to America, Europe, and Australia.
	Accountability of terrorist attacks	Total of 20 liable attacks listed. Examples: Bengal, Tunisia, Egypt, Wilāyat al-Khayr, and Indonesia.
3. Intimidation	Terrorist organization's strengths	Growth of global support. 20 countries have ISIS radical groups.
	Apostate's weaknesses	America's inability to stop ISIS attacks on multiple occasions. Paris's security efforts do not prevent ISIS attacks.
	Destruction towards enemies	Extreme consequences of harmful deaths: requirements to kill under any circumstance that ISIS encounters an apostate. The most targeted enemy are "The Rāfidah."
	Seize enemy weapons	Weapons and resources are taken after attacks. Weapons include ghanīmah", oil storage tanks, and territory.
4. Propaganda	Responsibilities as a follower	Dedication to Allah: Sacrifice of martyrdom, letting go of everything "precious", and the core focus is The Caliphate.
	Accommodations/Promises for followers	Granted by Allah: Families of martyrs will be cared for, angels in the afterlife, endless rewards for ones who face the greatest difficulty.
5. Spoiling	Rejection to modernize	The importance of following historical context over new contradictive Western norms. Historical context includes stories of apostates acting out against devout Muslims.
	Quran	The Quran is rules for followers and directs actions based on historical stories from scriptures.
	Jihad	Promotion of fighting and "waging" of jihad for every follower. Advocates for devout Muslims to return to their religion.
	Sharia	Focus on laws for widows of martyrs. Known as an "extremely significant matter" for the Caliphate.
	The Caliphate	To gain global dominance over disbelievers. Specific aim to control the United States.
6. Outbidding	Martyrdom	Condone and recognizes ISIS martyrdom missions and expectations for widows.
	Supporter's allegiance	Glimpse into the Islamic State. ISIS followers personal stories of converting: interrogations and experiences to Islam. Presents ISIS followers as "kind" and "generous".
	Enemies clashing beliefs	Negative descriptions of enemies: "ignorant", "lies". The West replaces jihadist beliefs with contradictive beliefs.
7. Incitement	Justified violence	Mandatory death for those who attempt to divide followers from jihad. Special precedents given to murder Rāfidah followers over all disbelievers.
	Specific attacks/actions	Details of attacks and targets: authoritative figures are common targets. Methods of attacks: detonated belts, planted explosives, explosive vehicles, and soldier invasions.
8. Recruitment	Steps to become a follower (Radicalization)	Welcoming: "Congratulations". Accomplishment. Sacrifice all tangible belongings and leave to Islam.
	Missions	Missions: "fulfilling their obligation to Allah". Suggestions of how to carry out operations.
	Self-enlistment	"Lone knights" are the "most dangerous." Popular in the United States: 900 open investigations. Examples of successful homegrown attacks.

Dabiq Issue 14. The title of this issue is *The Murtadd: Brotherhood* distributed in April 2016. ISIS bases its messages and actions as “Allah as the goal. The Messenger is our role model. The Quran is our constitution. Jihad is our path. Death for Allah’s cause is our greatest aspiration.” In Matrix 2, The Brotherhood is placed as clashing with ISIS’s beliefs and interferes with their pursuit. This issue focuses on the prominent enemy known as Jamā’at al-Ikhwān al-Muṣlīmīn” (The “Muslim Brotherhood” Group). The issue negatively describes the group as “cancerous,” “minions” that are allying with Christianity. The group refer to Christians in Egypt as their “brothers” and “partners.” The group engages in actions that do not follow jihad. As such, they do not oppose religions and treat others as equal. The actions of the brotherhood have developed them into targets for ISIS.

Jihad is commonly discussed to explain the responsibilities of followers and their obligatory actions besides reading and understanding the cause. As a follower, “one must take the journey to Islam” or “wage jihad by himself with the resources available to him (e.g., knives, guns, and explosives) to kill crusaders and other disbelievers and apostates.” As listed in Matrix 2, jihad is used to terrorize enemies, and as found in the text “all of them are valid – rather obligatory targets.” The confidence and tremendous willingness to obey Allah are sought among ISIS followers. The dedication goes as extreme to report their own loved ones who do not embrace jihad to authorities. These expectations stretch to the West.

The issue is constantly stating how the West collides with their ideals. This clash is because “whatever is not Islam is not the religion according to Allah and it will never be accepted.” The pursuit for the West is anticipation of a “painful” and “fatal punishment,” unless an individual repents to Allah and surrenders to the Islamic State. ISIS finds the “most harm in apostates” and are willing to pose extreme actions to disbelieving groups (“those who have made

their disbelief in him apparent”). This issue shows cognizance of enemies and detailed repercussions.

Matrix 2: *Dabiq* Issue 14

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Use to promote destruction - terrorist attacks. Enemy awareness of Obama. Encourage to use other recruitment channels.
	Less-Prominent Images	Exposure of the different types of enemies. Actions taken against hostages. Domination: seizing land and resources.
2. Attrition	Warnings/Threats	Inevitable control over enemy land. Particular focus on violence towards America.
	Accountability of terrorist attacks	Accountable for over 20 attacks. Primary targets are authority figures. Specific focus on Europe attacks and push to the West.
3. Intimidation	Terrorist organization's strengths	Abundant financial resources and continuous worldwide growth in support.
	Apostate's weaknesses	Ridicules apostate's government, religion, and financial choices.
	Destruction towards enemies	Death is the only response/answer when encountering with enemies.
	Seize enemy weapons	Possessions of both land and weapons are encouraged to steal after attacks.
4. Propaganda	Responsibilities as a follower	Dedication to Allah: trust and obey Allah. Devote time to worship. Urge others to follow the extreme Islamic faith.
	Accommodations/Promises for followers	Obedience and sacrifice grants grand promises for the "hereafter."
5. Spoiling	Rejection to modernize	Against current Western beliefs. American interests do not match with Islamic ideals.
	Quran	Devote time to memorize the text and carry out/apply the actions in real life.
	Jihad	Obligatory duty for all devout Muslim followers. Use to cause terror towards enemies.
	Sharia	Incompatible with Western ideals. Permanent laws that must be followed. Used to attain the Caliphate. Encourages war.
	The Caliphate	Use of media to spread the purpose. Actions are encouraged over words to attain the Caliphate.
6. Outbidding	Martyrdom	Portrayed as ultimate desire and goal. Recognition of ISIS followers who carried out martyrdom attacks.
	Supporter's allegiance	Positive descriptions of followers and their journey. Advice to relate to readers.
	Enemies clashing beliefs	Enemies discussed: The Muslim Brotherhood (discussed the most), Hindus in Bengal, and Western ideals.
7. Incitement	Justified violence	Follow historical examples. Specific suggested actions towards enemies.
	Specific attacks/actions	Description of ISIS followers' attacks and their specific methods. Encouragement to strike authoritative figures and take resources.
8. Recruitment	Steps to become a follower (Radicalization)	Highly recommended to emigrate to Islam to radicalize and pursue the extreme beliefs with surrounding support.
	Missions	Possessions seized are common in missions. Western regions are the main target.
	Self-enlistment	Recommendations for distant followers to embrace and learn the beliefs.

Dabiq Issue 15. *Breaking the Cross* is the last issue available in *Dabiq* released in July 2016. This issue has a specific focus against the Christian faith— hence the title. The issue scrutinizes the Holy Bible. They believe the Bible to be a “contradictory and illogical pattern that continues throughout most of the Old and New Testaments” and “is both scant and downright inadmissible.” ISIS only believes in “Allah,” “He is above having a son. To Him belongs what is in the heavens and what is in the earth. And sufficient is Allah in whom to puts one’s trust.” The problems identified throughout the Bible are followed by “Follow what Allah revealed.” The dissection of flaws found within Christianity supports their advice to “not follow their inclinations and beware of them.” The criticism portrays their beliefs as prestige over others.

The accountability of a list of attacks is found within this issue and in Matrix 3. The “blessed” attacks support the honor of martyrdom with detonation explosive devices portrayed as “Caliphate soldiers.” The attacks carried out are in “revenge for Islam” and are configured based on “fierce retaliation.” The retaliation is “not with slogans,” “but with bullets and knives.” The attacks are based on the cliché saying, “actions speak louder than words” and is “ever so present” by the expectations. The blood of the disbelievers is obligatory to spill by default. Similar to the sub-theme of Destruction towards enemies (found in Matrix 3), the command is clear- “Kill the disbelievers.” The torment encouraged towards enemies is justified by the path of Allah.

Although enemies are to face violence, they are also encouraged to abandon “the path of Satan” and to join their side of the battle ground. The article has encouraged the blood shed of Christian followers by learning from examples. Aside from the duty to murder Christians, included in the sub-theme of Supporter's allegiance is found the opposite. The personal story reveals a once Christian’s conversion to Islam as a now devout Muslim. The supportive examples encourage to “follow the lions in France and Belgium, the example of the blessed

couple in California, and the examples of the knights in Orlando.” Forty percent of covets are from Christianity, this success must continue by devaluating and attacking the belief.

Matrix 3: *Dabiq* Issue 15

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Presents ISIS soldiers as peaceful. Scenic views in Islam. Awareness of Western enemies and sites. Promotion of other recruitment channels.
	Less-Prominent Images	Showcase aftermath damage. Recognition of ISIS martyrs. Exposure of enemies that clash with their beliefs.
2. Attrition	Warnings/Threats	Response to Western mockery. "Fierce" reactions. The pursuit of war will continue.
	Accountability of terrorist attacks	Responsible for the attacks in the West: America, France, Germany, and others. Proud confirmation of responsibility for attacks.
3. Intimidation	Terrorist organization's strengths	The teachings of diversity for the youth to help defeat enemies. Strong communication skills.
	Apostate's weaknesses	The faults in the American government. The physical and financial damage caused by ISIS.
	Destruction towards enemies	Indefinite fight as long as apostates exist. The passion for their belief and power of weapons and strength enforce that all enemies be killed.
	Seize enemy weapons	Multiple mentionings of many war weapons being taken and over taking lands.
4. Propaganda	Responsibilities as a follower	Must act out the belief by the commands given in religious text. Kill the enemies. Support fellow brothers in good and bad times.
	Accommodations/Promises for followers	Follow examples of successful attacks to be rewarded. Repetition of "Paradise" as a reward for martyrdom.
5. Spoiling	Rejection to modernize	Follow only the scriptures and only what Allah reveals. Acceptance of any other faith is prohibited.
	Quran	Study the Quran as a first step to convert. Method to not tempt away from Allah. Only depend on the Quran as guidance.
	Jihad	Prohibited by women. Exposure of trials and tribulations. Jihad is a responsibility for all followers.
	Sharia	Laws are highly valued and must be abided by. Seen as a way to thank Allah.
6. Outbidding	The Caliphate	To attain there must be a vengeful fight. A blood bath is expected and encouraged to attain the Caliphate.
	Martyrdom	Admirable actions and exposure of different forms to enact.
	Supporter's allegiance	Positive portrayal of converting (from Christianity). The hardship faced is worth the travel to Islam.
	Enemies clashing beliefs	Negativity directed towards Christianity. Western gender roles and world views clash with their beliefs.
7. Incitement	Justified violence	Military action against Muslims. The violence of killing is seen as a way to "liberate" apostates.
	Specific attacks/actions	Islamic State Operations: Authoritative targets in Bengal, Egypt, and France. Pride of attacks in America. The different methods to complete missions.
8. Recruitment	Steps to become a follower (Radicalization)	Sacrifice all tangible items and family/friend relationships. High encouragement to emigrate to Islam.
	Missions	Possessions seized are common in missions. Western regions are the main target.
	Self-enlistment	Advice: mental suggestions on how to accept the religion and constantly follow the Islamic ideals.

Rumiyah Issue 11. *Rumiyah* essentially replaces *Dabiq* as a more current focus for followers. This issue is titled *The Ruling On Ghanimah, Fay, And Ihtitab* and was made available in July 2017. The main concept is the benefits gained from battles. The text encourages to seize the resources of enemies by “any means possible” and permission “to commit deception when stealing wealth.” Allah said, “So consume what you have taken of war booty [as being] lawful and good” and use “to finance the hijrah of his Muslim brothers to the wilayat of the Khilafah, or to finance those waging jihad against the kuffar.” This is supported in Matrix 4, it states the resources gained from enemy’s possessions help strengthen the capabilities of ISIS. The text encourages to “purchase any required weapons and equipment to carry out operations in the enemy’s homeland.” To reach the position to battle a follower must begin with:

Eagerness to give whatever it takes to attain the pleasure of your Lord and be ready to sacrifice the dearest and most precious things in your life, as this would cleanse your heart of being attached to anything and anyone other than Allah (p.15).

To become a follower, one’s direction and thoughts must be only for Allah. The actions must match with “their certainty in Allah and His aid, and their trust and handing over of their affairs to Him.” Specific responsibilities are for the “beloved sisters.” The focus of women is addressed in Matrix 4 and in the content to emphasize the importance of their role – “My beloved sisters, our roles and responsibilities have not come to an end. Rather, they have increased and have become of greater importance.”

When responsibilities are fulfilled, they “improve” the guaranteed promises of Allah. “The certainty that Allah will fulfill His promise and give victory to His army and party.” The required actions will always lead to increase of rewards in paradise. The rewards come to those who “invest your time in everything that enrages the kuffar, affects and weakens them, destroys

their morale, and inflicts the greatest damage upon them.” This issue stresses the important benefits that battles can provide.

Matrix 4: *Rumiyah* Issue 11

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Promotion of other media channels. Enemies: Influence on the youth. Recognition and pride of ISIS soldiers.
	Less-Prominent Images	Encourages Ramadan. Aftermath attack scenes. Violence is the answer.
2. Attrition	Warnings/Threats	Strong emphasis on using war to harm enemy's economy. Anyone disbeliever under any condition will face harm.
	Accountability of terrorist attacks	Responsible for many attacks around the world. The various methods to carry out attacks.
3. Intimidation	Terrorist organization's strengths	Wealthy in financial support and ability to support their purpose without outside income.
	Apostate's weaknesses	The faults in the defeat of American armed forces and their financial crisis.
	Destruction towards enemies	Completely destroy enemies and target areas of economic control.
	Seize enemy weapons	Permissible to steal resources and use the stolen goods to help benefit and fund ISIS.
4. Propaganda	Responsibilities as a follower	Faith and trust in Allah, aggressive actions on to enemies, and rules for women to support their husband.
	Accommodations/Promises for followers	Paradise is the destination for the "hereafter" life for those who follow Allah.
5. Spoiling	Rejection to modernize	Western ideals are seen as a trap and based on false ideals and values.
	Quran	Guidance: The month of Ramadan to cleanse the soul and the importance to habitually praise the Quran.
	Jihad	Greatest achievement to fight for the entire world to follow sharia.
	Sharia	Teach to the youth. Use to enforce the government. Aims to spread sharia worldwide.
	The Caliphate	Steps to attain by knowledge of faith and physical dedication to the armed forces. All actions should be completed for Allah.
6. Outbidding	Martyrdom	Honorable rank, guarantees placement in Paradise, and is the best act to show support to Allah.
	Supporter's allegiance	ISIS followers share the experience moving to a new region. Suggest recommendations to emigrate. The emotional and financial support guaranteed once in Islam.
	Enemies clashing beliefs	Western norms are filled with encouragement of modified ideals, sin, and embrace Christianity.
7. Incitement	Justified violence	All fighting in the name of Allah is encouraged to kill the disbelievers.
	Specific attacks/actions	Specific suggestions for attacks - weaponry and certain target locations.
8. Recruitment	Steps to become a follower (Radicalization)	Prepare for emigration and avoid attracting attention to successfully travel to Islam.
	Missions	Goals of missions: steal the enemy's wealth and kill them in their own homelands.
	Self-enlistment	Encourage lone jihads to carry out missions in their homelands. Use examples of homelands attacks to show it is possible.

Rumiyah Issue 12. The title is *It Will Be A Fire That Burns The Cross And Its People In Raqqah* created in August 2017. This issue uses a more vulgar approach to spread their message. For example, as found in the imagery theme of Matrix 5, this theme includes inhumane pictures. These pictures include an ISIS follower holding the once Nicholas Berg's head by his hair and in another picture a person is positioned curled up into a ball enduring being stoned by civilians with rocks. The gruesome images match with gruesome rhetoric.

The violence is substantiated with the great strength bestowed upon ISIS. Throughout the issue and as noted in Matrix 5, for sub-theme Terrorist organization's strengths, ISIS perceives themselves as the "best." The strengths are to be used by soldiers of "steadfastness, perseverance, and conviction in the face of disbelief and its various forms, something not witnessed by history until today." The dedication of the fighters results in enemies increase of "anxiety, confusion, and fear, and whose hearts are filled with terror." The soldiers are always one step ahead of with placements of "booby-traps." The strategic placement allows for soldiers to be concealed yet remain unharmed.

The conflict between enemies is within beliefs. Within the title "its people," the mentioning of people who oppose their views are seen as "people of impotence and cowardice, who have killed our religion, and have become pleased with humiliation" and those who embrace others are seen as "supporting their falsehood." As stated in Matrix 5, for the sub-theme clashing with beliefs, people who oppose and practice other beliefs automatically are considered an enemy.

The outward beliefs against the jihadist organization cause battles. In this issue the main battles presented are The Battles of Raqqah and The Epic Battle of Mosul with specific statistical detail to display the harm caused. This issue is boastful about successful damage and death.

Matrix 5: *Rumiyah* Issue 12

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Recognition of ISIS soldiers: commonly with weaponry and followers who helped ISIS grow. Identification of enemies. Advertisements of other options to learn more about jihad.
	Less-Prominent Images	ISIS soldiers. Consequences for hostages. Aftermath scenes from explosives.
2. Attrition	Warnings/Threats	Specific destruction toward Christian believers. The goal is for all apostates to be killed.
	Accountability of terrorist attacks	Responsible for battles the Middle East. Popular use of explosive devices. Targets positions of power.
3. Intimidation	Terrorist organization's strengths	The dedication of followers to kill under any condition. Advanced in weaponry knowledge. Seen as the "best" compared to the rest of the world.
	Apostate's weaknesses	The American government is unable to defeat the ISIS armed forces. American airplane raid attempts are a failure.
	Destruction towards enemies	Attack all who decline jihad. Every follower is willing to die in attempt to destroy enemies.
	Seize enemy weapons	Take all weapons after the battle.
4. Propaganda	Responsibilities as a follower	ISIS Follower: Sacrifice to give up souls and everything "precious" for Allah. Women: sanctioned to remain in their homes.
	Accommodations/Promises for followers	Rewards are a guarantee and granted by Allah only. The more sacrifice equates more rewards.
5. Spoiling	Rejection to modernize	Modern beliefs are based on "falsehood" and against jihadism. Apostate followers are seen as unintelligent.
	Quran	The Quran is a "warning" to all disbelievers and encourages death on to apostates.
	Jihad	Primary focus and purpose for ISIS followers. The importance of immediate action.
	Sharia	Requirement for an Islamic State. All Muslim societies must follow.
	The Caliphate	It will appear worldwide. Currently present in surrounding regions.
6. Outbidding	Martyrdom	Showing off the previous accomplished martyrdom attacks supplemented with brief biographical backgrounds of the ISIS soldiers.
	Supporter's allegiance	Personal interview from the military commander in the city of Raqqa. He describes the battle and the strength of his ISIS soldiers.
	Enemies clashing beliefs	Apostates justify all of their actions based on false beliefs. Apostates invent their own rules without historical evidence to abide by.
7. Incitement	Justified violence	"Slaughter" and kill all enemies. There is no escape - you must convert or be killed.
	Specific attacks/actions	Specific attack: The Battle of Mosul.
8. Recruitment	Steps to become a follower (Radicalization)	Strong focus to travel to the Islamic State of Islam.
	Missions	Mission advice: suggest specific times to attack.
	Self-enlistment	Use of online videos for lone jihads to learn from.

Rumiyah Issue 13. The most recent of Rumiyah is *Allah Cast Terror In Their Hearts* from September 2017. This issue justified and explained the different approaches of violence. As depicted throughout Matrix 6, the focus is ISIS's ability to cause turmoil in apostate lands. ISIS strives from the reaction of enemies by encouraging "a significant degree of surprise and shock" in their lands by the soldiers of the Islamic State. The attack in homelands has grown, specifically the operations of the Islamic State soldiers attacking the Crusaders, Jews, and murtaddin in their own homelands. ISIS has succeeded in "killing and wounding large numbers of them."

Beyond the destruction in enemy homelands, the jihadist organization aims to conquer certain establishments. The more authoritative power reached the stronger the impact. ISIS hopes to "conquer the White House, the Kremlin, and London" by "painful punishments." The attacks and targets of enemy areas incite the ultimate purpose of the Caliphate. As displayed in Matrix 6 (for the sub-theme The Caliphate) and as mentioned in the issue, the focus of the Caliphate is seen as "the most important of responsibilities" and "in this era used to renew the religion." In this issue, ISIS hopes to reinforce the Caliphate and draw more followers in so as to lead by example.

To encourage the Caliphate, the identities of converts are exposed. The followers share their loyalty and allegiance of their experiences to convert to a devout Muslim. The converts express their journey as ISIS followers. Some are guided by hope – "means of purification to strengthen me and prepare me to remain patient and steadfast in the face of the hardships." While others are guided by anger – "I could no longer tolerate living in Australia, and the guidance of our "scholars" was insufferable." The journeys are not portrayed as simple but, instead, reveal the complications along the way. Obstacles include family intervention and legality issues. Once

the followers defeat the barriers, they are able to successfully emigrate to the Islamic state as a very grateful and blessed follower. The realism of the travel and issues of the life one leaves behind displays the passion necessary to become a follower.

Matrix 6: *Rumiyah* Issue 13

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Compare ISIS soldiers as a brotherhood versus American soldiers as "thugs." Show defeat against enemies. Present an appealing Quran game app for youths.
	Less-Prominent Images	ISIS soldiers spreading jihadism. Enemies acting against ISIS cultural norms. Persuasion to travel to Islam.
2. Attrition	Warnings/Threats	Unstoppable: ISIS will not stop and proudly embrace this. The future will only hold more power and advantage over enemies. The enemies can prepare, but will not win.
	Accountability of terrorist attacks	Accountable for Turkey, Spain, Russia, Belguim, and East Asia attacks.
3. Intimidation	Terrorist organization's strengths	Continuous theme of successful missions. Specific discussion of defeat over Jews in their homelands.
	Apostate's weaknesses	America is in a financial crisis from the amount of money spent on war. Europe does not balance their economic support. Due to the strong terrorist attack threat their economy is decreasing.
	Destruction towards enemies	Goal to conquer the White House (America) and London. Allah helps followers to pose a "painful punishment."
	Seize enemy weapons	Commonly takes place after attacks: weapons, vehicles, and ammo.
4. Propaganda	Responsibilites as a follower	Commitment to give your soul to Allah. Memorize the Quran. Willigness to give their life up for Allah. Encourage and spread jihad across the world.
	Accomodations/Promises for followers	Allah gurantees promises of "paradise" and "great attainment."
5. Spoiling	Rejection to modernize	Follow the words in the Quran. Do not be made "hateful" by apostate influences.
	Quran	The Quran defines and describes the characteristics of a good ISIS follower.
	Jihad	Obligation to pose on enemies. Aims to have jihad as a global reality. Jihad is used to take control of lands.
	Sharia	The ruling that judges ISIS followers' actions. Undertaken only by rulers and sharia scholars.
	The Caliphate	Worldwide domination. Ultimate goal to have Islam dominant and be the only existing faith. ISIS soldiers are more willing to die for the Caliphate than live.
6. Outbidding	Martyrdom	Death is a desire and is the leads to many "promises" in the "hereafter" life.
	Supporter's allegiance	ISIS followers' personal stories from the West (Australia). Describes the obstacles and the postitive expearence once in Islam.
	Enemies clashing beliefs	An apostate belief known as "Nifaq (hypocrisy). The apostates feed off "desires" and "corruption". Apostates do not have passion in their hearts like ISIS followers do.
7. Incitement	Justified violence	Obligation to fight against enemies because they are the only ones who are brave enough to. Specific directions of how to kill enemies.
	Specfic attacks/actions	Pride in defeat of the Iraq war, Spain, Britain, France, Germany, and America. Attacks lead to more land control.
8. Recruitment	Steps to become a follower (Radicalization)	Become well acquainted with the Quran. Pray and perform other acts of worship. Do not befriend disbelievers. Persuase others to follow. Highly encourages to travel to the Islamic State.
	Missions	The successful battles of Raqqah and Spain.
	Self-enlistment	Examples of "lone knight" accountable attacks (such as, Russia).

Inspire Issue 15. The title of this issue is *Professional Assassinations: Home Assassinations*. The issue was released in May 2016. Al-Qaeda compels the acts of a lone jihad throughout. As shown in Matrix 7 and described in the issue, the recruitment theme is for the lone jihad. The reader is able to select from different types of bombs to make: a parcel bomb, a magnetic car bomb, and the door trap bomb. The varietal options for bombs include specific step-by-step images and directions to successfully make a bomb. Other than the creation of explosive devices, specific advice is also granted to followers.

To warrant a successful attack, the issue provides advice. The guidance includes suggestions for placement of the bomb, proper timing to detonate, the use of fixed phone numbers, security cover, and methods to collect information about the target. The advice allows for the possibility of smooth and well-organized attacks. “It should not be understood from this article that the intended goal is to constrict Lone Jihād operations, but rather it is a guidance and advice in order for these operations to have greater impact and crush the enemies.”

The position of the lone jihad is extremely idolized (found in Matrix 7, under the sub-theme self-enlistment) and is constantly being analyzed for ways to improve attacks. The lone jihad expectations are to increase sophistication and “to raise the level and abilities of the Lone Mujahid to professionalism in executing an operation.” The goal for lone jihad is similar to physical tactic teams, such as SWAT, as highly trained individuals skilled to react swiftly to their opponent.

The purpose for lone jihad operations is to destroy distant enemies. These “operations are designed to cleanse the lands of Islam from the nests of the global spying agencies and to avenge our people in Central Africa, Mali, and other places in Muslim lands, from East to West.” The

“cleanse” of lands targets the security system. “We will destroy your security and the security of your people.” The feeling of “safety and peace” is to not be bestowed on apostates.

The claims of strengths of “uprising” occur thanks to “terrorism.” “Terrorism is a part of what al Qaeda does, but not nearly all. And is a key reason why al Qaeda has been able to regenerate its threat against us repeatedly over the past 14 years.” As proven in Matrix 7, for the intimidation theme, the strength is holding precedents over time and continues to gain victory and support.

Matrix 7: Inspire Issue 15

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Repetitive promotion of lone jihad. Depictions of how to make a bomb and how to carry out attacks. Recognition of followers responsible for the 9/11 attack.
	Less-Prominent Images	Recognition of followers. Support of how to make a bomb.
2. Attrition	Warnings/Threats	Revenge directed towards enemies. The more harm done to Al-Qaeda the more they will fight back. Encourage lone jihads to carry out attacks.
	Accountability of terrorist attacks	Responsible for: West Africa attacks and the Boston Bombing attack.
3. Intimidation	Terrorist organization's strengths	A worldwide revolution. Consistently able to regenerate and spread ideas. Al-Qaeda plans to impact every state, not just New York.
	Apostate's weaknesses	American government failed to prevent terrorism in war and in own homelands. America had to retreat from the land because of defeat in war.
	Destruction towards enemies	Assassination towards authoritative figures. Attack the enemy's economy .
	Seize enemy weapons	The only focus is to build weapons (bombs) for harm towards enemies.
4. Propaganda	Responsibilities as a follower	Must fight against the apostates. Lone jihads must have clear goals to act out attacks for Allah.
	Accommodations/Promises for followers	The more obedient you are the greatest honor is given. Martyrs receive the grandest promises for paradise.
5. Spoiling	Rejection to modernize	Persuasion to only follow the historical scriptures in the Quran.
	Quran	Followers are expected to dedicate time to the Quran to memorize. Goal is to replace all government text with the Quran.
	Jihad	Use of all types of weapons is recommended to "strike" all enemies. Target the economic interests. Jihad is used in attempt to control the world.
	Sharia	Sharia is above all "man-made laws." To believe in Allah one must know and enact sharia.
	The Caliphate	All regions have an extremist group present to spread jihad across the world and to rebuild the Caliphate.
6. Outbidding	Martyrdom	The action is portrayed as a sign of loyalty and "bravery." Martyrs are seen as an example to look up to.
	Supporter's allegiance	Background stories of Al-Qaeda followers who spread jihadism. A replica of social media profiles of the men responsible for the 9/11 attack.
	Enemies clashing beliefs	United States misrepresentation of Islam. Palestine embraces Western laws and abandons devout Muslim beliefs.
7. Incitement	Justified violence	Violence on to enemies is promoted and approved by Allah. "Defensive jihad" is a duty to protect one's religion and values.
	Specific attacks/actions	Specific attack: Bombing of a Hospital in Kunduz.
8. Recruitment	Steps to become a follower (Radicalization)	Break from apostate beliefs. From their location followers are expected to show Islam their strength in jihad.
	Missions	Direction of how to make a bomb. Recommendation of individuals to kill. Methods to pursue a successful attack.
	Self-enlistment	Lone jihad advice to constantly practice and train for attacks. Encourage deception. Suggestions of different methods to trap the enemy. Viewed as the best act directed for Allah.

Inspire Issue 16. This issue is titled *The 9/17 Operations* and was available in November 2016. Displayed across Matrix 8 are examples of Al-Qaeda proudly showing off their responsibility for the 9/11 terrorist attack in New York City and Washington, D.C. This attack impelled others to follow in the footsteps of Osama bin Laden. The 9/17 operation – remember the title of this *Inspire* issue – “shook America once more.” The explosive operation took place in Manhattan. This triggered a man, Allahu Akbar, to stab people in a shopping mall in Minnesota, and another lone jihad to plant an explosive device in New Jersey. This domino effect shows the strong influence Al-Qaeda holds to distant Western followers.

As found in the other *Inspire* issues and in Matrix 8 (sub-theme – Missions), the bragging of successful lone jihad missions comes with sustaining the prosperity. To continue success, guidelines, similar to a check list, are included in a chronological order of points to meet. The first point is “selecting the day,” followed by “selecting the place,” third to guarantee concealment (“non-martyrdom operations, hiding and removing fingerprints is considered an important measure”), fourth location of the bomb, fifth designing the actual bomb, and lastly it is an “obligation” to “stand against.” The descriptive steps work as a directional pilot guiding the anticipated destination.

The ability to carry out lone jihad operations displays the many weaknesses identified by Al-Qaeda in the West. The lone jihad has extreme impacts that “bring uncertainty and insecurity to the economy and dragging it down to low-levels, signaling to investors that investment in America is no longer safe.” These missions are a “slap” and a “jihadi awakening.” The operations aim “where it hurts” to weaken the economy and force the people to suffer. Al-Qaeda for many years leaves lasting effects of “up to 39%” of people who still feel the pain of 9/11.

Matrix 8: *Inspire* Issue 16

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Boast about the 9/11 attack. Presents other Al-Qaeda media. Guide to make a bomb. America's weaknesses. Recognition of Al-Qaeda leaders and followers.
	Less-Prominent Images	How-to carry out attacks. Portray Al-Qaeda as a pleasant and happy environment. The influences of the 9/11 attack. Enemy: Obama.
2. Attrition	Warnings/Threats	America's interference with the Caliphate. Threatening to carry out attacks far worse than 9/11.
	Accountability of terrorist attacks	9/11 attack (New York and Washington, D.C.) triggered other attacks in different Western loations: Boston Marathon Bombing, New Jersey, Manhattan, and St. Cloud Minnesota.
3. Intimidation	Terrorist organization's strengths	The strength and lasting effects over fifteen years later. The fear of an Al-Qaeda attack still exists. Gurantees to try another "large-scale operation."
	Apostate's weaknesses	terrorists. Lack of investment in America because of the terrorist threat. The failure to prevent of Al-Qaeda growth.
	Destruction towards enemies	Followers duty to fight, even if not coerced to. Obligation to destroy all "evil." America is the main target.
	Seize enemy weapons	Empahsis on building bombs to destruct enemies rather than stealing weapons.
4. Propaganda	Responsibilites as a follower	Lone Jihad: Encourage and required to harm enemies. Must only follow the path of Allah.
	Accomodations/Promises for followers	For Al-Qaeda martyrs Allah grants those the highest of reward.
5. Spoiling	Rejection to modernize	Original ruling of shariah must be followed. Followers can't accept emerging modern ideals.
	Quran	Blood shed is encourgaed in the text. Use to guide behavior.
	Jihad	Harm towards America: joyfully harm and kill all enemies until there is no longer enemy presence in their homeland.
	Sharia	Shariah does not discriminate and is enforced to all colors of people. There are no exceptions.
	The Caliphate	Every land on the earth is seen as land that belongs to Allah, therefore this makes it permissible to invade the world.
6. Outbidding	Martyrdom	Recognition of martyrs as a "brave" example to look up to.
	Supporter's allegiance	Rememberance of specific followers and their actions as an example to follow.
	Enemies clashing beliefs	America continues to torture Al-Qaeda soldiers. American behavior is seen as promiscuous.
7. Incitement	Justified violence	Encourgaed by Allah to capture and kill all enemies. It is an obligation as a follower to fight all enemies in any loation.
	Specfic attacks/actions	Attacks in Manhattan, New Jersey, Minnesota, Boston, and Europe triggered by the 9/11 attack.
8. Recruitment	Steps to become a follower (Radicalization)	Lone Jihads: use the resources of online video lectures to understand the purpose of jihad.
	Missions	Missions with suggestions: Stabbing Operation in Minnesota and Boston Marathon. Guidelines for specific descriptive steps to carry out missions.
	Self-enlistment	The prize of being a lone jihad and advantage to kill enemies in the West.

Inspire Issue 17. *Train Derail Operations* published in August 2017 is a very specific approach. This issue is unique because, instead of informing the methods to perform a successful explosive attack, it explains the power of the transportation of the train. The train is seen as the bomb in this instance with a tool to derail the train completely off the train tracks.

Abundant amount of knowledge on trains is found within this issue and shown throughout Matrix 9. Al-Qaeda identifies the different types of trains, different routes across the Unites States, and distinctive railways of potential damages. The target of trains is common sense, because “the size and diversity of the freight rail system make it difficult to adequately secure.” The train provides limitless possibilities for destruction. The impossibility to constantly secure the transportation provides an “infinite number of targets for terrorists.” The train is not only a target because of its ease to access, it also carries toxic across heavily populated areas. The “Homeland security estimates that a chlorine gas tank incident (from a train) in a densely populated area can kill up to 17,500 people and injure more than 10,000.” The severity is extremely attractive to Al-Qaeda.

The inability to protect the trains is followed by action. The action is a specific step-by-step instruction of how to make a train derail and where to commit this surprise attack. The potential double target of injuring people on the train and hazardous material impacting dense populations brings assurance of damage to be caused. This damage is essential because it is part of the lone jihad’s duty. “The Lone Mujahid can carry along with him in his fight to bring great destruction upon the west’s security, military and economy.” Al-Qaeda is not limiting their destruction to common weaponry. Instead, as found below in Matrix 9 (under the theme of Recruitment), they are educating their self-enlisted followers on the accessible opportunities found in every state of America.

Matrix 9: *Inspire* Issue 17

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Directions on how to derail a train. America as a target. Recognition of past successful lone jihad operations.
	Less-Prominent Images	Specific trains and airplanes to target. Advertisement of Inspire Video Productions.
2. Attrition	Warnings/Threats	Goal to "engulf" America into flames to dissolve all of their beliefs and policies.
	Accountability of terrorist attacks	Lone Jihad operations across the West: Orlando, London, New Jersey, etc. Specific methods: target the American airplanes and military bases.
3. Intimidation	Terrorist organization's strengths	Pose defeat over the West. Extremely knowledgeable: shares the exact methods to derail a train and know "very well" who the enemies are.
	Apostate's weaknesses	America: It is impossible to provide security over all train railways. War: America will never find the answer. Yemen: failures of raids. America's debt is increasing.
	Destruction towards enemies	Target weaknesses: Economy, transportation, and tourists areas.
	Seize enemy weapons	Focus on building and selecting weapons to use towards enemies.
4. Propaganda	Responsibilities as a follower	Constantly pray. Always be "on guard" against enemies. Fight: must fight enemies at all times.
	Accommodations/Promises for followers	Promises: Paradise is a reward for devotion to Allah. Allah has grand rewards in the "hereafter".
5. Spoiling	Rejection to modernize	Everything on earth belong to Allah, anything that does not follow Allah must be denied.
	Quran	The answer to all problems is found within the Quran.
	Jihad	Jihad is required under any circumstances. Jihad is the greatest duty to Allah.
	Sharia	Must abide by all of the specific laws.
	The Caliphate	The Caliphate is seen as a "cleanse" for the whole world.
6. Outbidding	Martyrdom	The power of harm martyrdom poses - produces "fear" on to enemies. Leaders encourage martyrdom in the West. Honorable.
	Supporter's allegiance	Personal interviews with Al-Qaeda followers about the different jobs offered in Islam and advice to the lone jihad.
	Enemies clashing beliefs	America: consistently attacks and violates jihadism. The democracy is against the sharia.
7. Incitement	Justified violence	Allah supports to fight invaders of jihad. Lone jihad: American blood is "more lawful than others."
	Specific attacks/actions	Specific actions: directions on how to make a homemade grenade, pressure cooker bombs, and how to derail a train.
8. Recruitment	Steps to become a follower (Radicalization)	Follow in the steps and study the previous lone jihad brothers. Develop a professional attack.
	Missions	Focus on transportation: trains and airplanes.
	Self-enlistment	Portray lone jihad as more valuable than any other type of follower.

Gaidi Mtaani Issue 7. The earliest analyzed magazine titled *May Our Mothers Be Bereaved of Us Should We Fail to Avenger Our Prophet* was publicized in February 2015. Unlike ISIS and Al-Qaeda, Al-Shabaab's main enemy is the Kenyan government. The jihadist organization does not share a common ground with the government and as shown in Matrix 10 uses attrition to warn.

Their pride lies in successful attacks in France and opportunities to pursue more states (so much so they “will never enjoy security” as a constant enemy to Al-Shabaab). The operations against the enemy are seen as “heroic” and “revengeful.” The specific featured accountable attack in France is especially prized because it was a response to Charlie Hebdo's arrogance, the “French magazine that insulted the Seal of all Messengers and the Leader of the Prophets, Muhammad” (Found in Matrix 10 – Accountability of terrorist attacks). This consequence of mocking is a retaliation for a “painful torment.” This attack shows that hate will never disintegrate for enemies as long as enemies are targeting the devout Muslims they will follow with greater responses.

The other key target, the Kenyan government, is discussed with negative connotations. The authoritative figures are described in Matrix 10 under Apostate's weaknesses, as “unprecedented liars,” “misled by misinterpretation strategies,” and in a state of severity of “badness.” The multiple identified weaknesses found within Kenya present themselves as easy targets to Al-Shabaab.

Al-Shabaab may be located in a different region other than ISIS and Al-Qaeda, yet the purpose still remains the same – to “defend Islam.” Al-Shabaab values Islam and will continue to fight for Islam until the war on the Infidels is over (found in Matrix 10 for The Caliphate sub-

theme). Al-Shabaab believes their “stronger than steel and motive clearer” “brave men” who will fulfill the binding religious’ obligations.

Matrix 10: *Gaidi Mtaani* Issue 7

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Portrayal of Al-Shabaab soldiers in camouflage gear. Aftermath scenes. Methods to appeal readers (use relatable context).
	Less-Prominent Images	Symbolism of a lone jihad. Aftermath from the France attack. Enemy: the Kenyan government and American armed forces.
2. Attrition	Warnings/Threats	Specific threat to France that Al-Shabaab will continue to attack the land and anyone lives there.
	Accountability of terrorist attacks	France: Attack against Charlie Hebdo. Kenya: The Westgate 2013 attack.
3. Intimidation	Terrorist organization's strengths	A desirable bond: Emotional support as a brotherhood that is always loyal and constantly protecting one another.
	Apostate's weaknesses	Dishonesty in the Kenyan government. Unintelligible and unaware of the real events that pose defeat by Al-Shabaab.
	Destruction towards enemies	Al-Shabaab is ready to defend in the specific locations of Europe and especially in France.
	Seize enemy weapons	Focus on the use of weapons against the enemies.
4. Propaganda	Responsibilities as a follower	Must follow the "Five Basic Principles by Allah."
	Accommodations/Promises for followers	Rewards and paradise will be given to believers in the hereafter.
5. Spoiling	Rejection to modernize	To follow the Quran and to not associate with apostates.
	Quran	Youth in schools are learning the Quran. Reciting the Quran is essential to jihad.
	Jihad	Followers must give up their souls. Descriptions of personality characteristics for jihad followers: "generosity", "bravery", and "patience. Jihad will make enemies lands "collapse".
	Sharia	Sharia must be completely followed. Sharia is used to "run" and "judge" the lives of followers.
	The Caliphate	Islam has been fighting since the beginning and will continue to fight.
6. Outbidding	Martyrdom	A privilege to walk in the path of Allah, but more desirable to die in the path of Allah.
	Supporter's allegiance	An Al-Shabaab soldier sharing his story: he converted from the Western hood to Al-Shabaab.
	Enemies clashing beliefs	America is driven by "immoral" and "evil" shallow mottos and money oriented.
7. Incitement	Justified violence	Whomever attempts to harm Al-Shabaab is sentenced to mandatory death.
	Specific attacks/actions	Specific attacks are mentioned to inspire followers to carry out their own.
8. Recruitment	Steps to become a follower (Radicalization)	Travel to Islam. Completely give all of yourself to Islam and jihad. Take immediate action.
	Missions	Persuades followers to learn and enact the examples of missions. The example of the France attack is used as motivation.
	Self-enlistment	Follow in the footsteps of Al-Shabaab martyrs (Shariif Kouachi and Amedy Coulibaly).

Gaidi Mtaani Issue 8. This issue is titled *Adebolajo Muslims of the year 2013, Be like Khalid or Fazul, sheikh Anwar and me, Ugaidi si Matani* and was released in February 2017. The majority of this issue is dedicated to imagery to recognize their soldiers in combat and recognize the Islamic soldiers who carried out crucial attacks. For example, as suggested in Matrix 11, under the theme of Imagery, all of the followers' names listed in the title have designated images within the issue to signify importance.

The missions pursued by the Al-Shabaab soldiers are depicted. Adebolajo's attack is a response to the Britain government's "only understood language of violence." The story of Adebolajo explains his target and how he completed his operation. As found in Accountability of terrorist attacks for Matrix 11, a target was the British government soldier who was responsible for killing devout Muslims. In response, Adebolajo made it a clear point to emphasize that his attack "had nothing to do with Britons and everything to do with Muslims." The target were specific soldiers who killed and harmed fellow Al-Shabaab followers.

Outside the circle of Western targets, the jihadist organization also pursues Palestine. In 2002, they carried out "blessed" Mombasa operations that targeted the Zionists as a symbol to remind "the world that we will never forget our families in Palestine." The different terrorists' attacks are used to inform readers of the leaders and most importantly use as "an example for Muslim youth worldwide in his answering the call to Jihad and fighting against the oppressive 'superpower' of our time but this is where our champion stood out and became an example in even another area". The motivation and desire to enact the jihad-based violence is the dominant message of this issue (found in the theme of Spoiling for Matrix 11).

Matrix 11: *Gaidi Mtaani* Issue 8

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Recognition of Al-Shabaab followers and martyrs. Persuasion to travel to Africa. Symbolism: repetition of a lone jihad.
	Less-Prominent Images	Funeral of victims caused by Al-Shabaab soldiers. Sheikh Anwar spreading jihad.
2. Attrition	Warnings/Threats	As long as the West is attacking Al-Shabaab they will continue to attack. Maine is a specific target.
	Accountability of terrorist attacks	Kenya: Attack against Kenyan Crusader Forces in Somalia. America: Fazul attacks at the American embassy. Britain: murdered British soldiers.
3. Intimidation	Terrorist organization's strengths	Very powerful in war. Training youths at a young age. Well trained men for war.
	Apostate's weaknesses	Al-Shabaab is undefeated: Kenya: "dishonest" and covers up the defeat from Al-Shabaab. America: failed drone assassination."
	Destruction towards enemies	Follow the example of Fazul and always go to the frontline to defend jihad against enemies.
	Seize enemy weapons	Focus on displaying their weaponry with large rifles and missile tanks.
4. Propaganda	Responsibilities as a follower	Carry out attacks similar to Al-Shabaab leaders and martyrs. Always fight for Allah. Retaliation on those who kill "brothers."
	Accommodations/Promises for followers	Pray to Allah for martyrs to be granted the best of rewards in Paradise.
5. Spoiling	Rejection to modernize	Rejection to conform to Kenya's laws and government.
	Quran	Use the Quran to decide actions.
	Jihad	Requirement as a follower and also seen as a "dream."
	Sharia	Serves as a form of justice. Goal: to reach all English speaking Muslims to believe sharia.
6. Outbidding	The Caliphate	Death on the enemy will continue until jihad is embraced worldwide.
	Martyrdom	The will and wish to die as an admirable martyr. Followers pray to die as a martyr.
	Supporter's allegiance	Al-Shabaab followers' personal experiences of converting. The growth of support from English speaking people.
	Enemies clashing beliefs	Deception: the media is portraying Al-Shabaab incorrectly.
7. Incitement	Justified violence	The only thing Al-Shabaab "is guilty of is praising Allah."
	Specific attacks/actions	Specific actions: Encourages to follow the examples of past martyrs and leave the youth an example of how to attack enemies.
8. Recruitment	Steps to become a follower (Radicalization)	Travel: Encouraged to move to Africa. Must learn how to fight and train.
	Missions	Follow the examples of missions by Fazul, Umar ibn al-Khattab, and Sheikh Anwar.
	Self-enlistment	Urges to move to Africa to train and support Al-Shabaab.

Gaidi Mtaani Issue 9. The last issue from the sample is titled *Ole! Kwa Wanazuoni waovu, Jihad is the answer, Kenyan Election Kicheckesho* and was publicized in September 2017. This issue consists of prominent imagery as well to portray the Al-Shabaab soldiers as a unification and support system. Found in the theme of imagery for Matrix 12, the soldiers are commonly pictured in battle, wearing camouflage gear and predominantly surrounded by weaponry. These images provide a look into their world.

Outside the imagery, the focus of the enemy is dominating in the text. The issue centers on how Al-Shabaab's beliefs do not match their enemies'. The division encourages to "destroy the disbelievers immediately," "defend the religion," and to "fight against those who are infidels who are near you." These destructive actions are the punishment onto disbelievers as suggested by Allah. As displayed in the sub-theme of Enemies clashing beliefs for Matrix 12, the clash centers around Christianity and Judaism. The text negatively describes the two religions. The leader of the Christianity and Jewish faiths are seen as "misleading" figures, "hypocrites," and "certainly the devil." Their beliefs are seen in no way comparable to the jihadist faith.

The many actions that Kenya involves in their government, such as an election, enrages the Al-Shabaab followers, as found in other issues, and presents them as the primary target. The clash within close regions of Al-Shabaab and across the globe is expressed vividly throughout the issue and in Matrix 12. Ultimately, Al-Shabaab believes nationalism to be "false" and the election process as a "failure." They do not believe in democracy, as found across the West.

Matrix 12: *Gaidi Mtaani* Issue 9

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Promotes other Al- Shabaab media channels. Symbolism of the lone jihad. Soldiers surrounded by weaponry. Enemy: Kenyan government.
	Less-Prominent Images	Boasts of soldiers' physical abilities. Explosions by Al-Shabaab. Enemy: American soldiers in Africa.
2. Attrition	Warnings/Threats	The goal is to punish and fight away anything related to enemies. Al-Shabaab's army is prepared to win.
	Accountability of terrorist attacks	Battle of Kulbiyow: took over the KDF base at Kulbiyow.
3. Intimidation	Terrorist organization's strengths	Successfully have grown in support over the past few years. No Islamic group can be compared to their efforts to "restore" the Caliphate.
	Apostate's weaknesses	Enemy Failures: Algeria: failed to transition to democracy, Egypt: failed to uphold democracy.
	Destruction towards enemies	Immediate action to kill all disbelievers.
4. Propaganda	Seize enemy weapons	Boastfully displays their supply of weapons.
	Responsibilities as a follower	Allah has only commanded to follow him and that follower's actions should match that.
	Accommodations/Promises for followers	Allah decides the awards in heaven.
5. Spoiling	Rejection to modernize	Allah is the only truth, all other beliefs are known as "liars!"
	Quran	Quran is seen as the "truth" to follow.
	Jihad	Jihad is mandatory and portrayed as "the answer."
	Sharia	Sharia is realistic and should be applied across all concepts of society (education, medicine, etc.).
	The Caliphate	The more recent years suggest it is more practical and attainable to pursue the Caliphate by Al-Shabaab's success in controlling lands.
6. Outbidding	Martyrdom	This not specifically discussed - but shown by Al-Shabaab soldiers risking their lives in battle.
	Supporter's allegiance	Play the victim as a way to lure and persuade followers to help fight against enemies. Followers say the group is the most "righteous" to belong to.
	Enemies clashing beliefs	Against Jews and Christians, specifically forbid as friends. Against Western ideals of "borders", "voting", and "nationalism."
7. Incitement	Justified violence	Allah's commands to fight against the enemies.
	Specific attacks/actions	Suggest specific actions for followers to engage in physical activity/exercise.
8. Recruitment	Steps to become a follower (Radicalization)	Accessibility of lectures recorded from leaders available through the internet.
	Missions	The Battle of Kulbiyow.
	Self-enlistment	Lone Jihad portrayed as the "best" life to live.

CHAPTER 5: CONCLUSION

This chapter provides a detailed overview of this study. The online jihadist magazines are a platform that ultimately strengthens the growth and awareness globally. The theoretical approach, narrative analysis, and the different integrated themes provide a solid answer to better understand the recruitment process.

The combination of the eight different themes all use tools of persuasion to present a glorifying experience. In this case, the target audience is the entire world population, but with a stronger focus on the youth. The compliance-gaining theory includes a position of power coercing subjects and, in effect, individuals believing and acting out as persuaded. As demonstrated in Chapter 4, the jihadist organizations are the ones that hold power and enforce the five tactics (rewards and punishments, expertise, impersonal commitments, and personal commitments).

Integrated throughout the matrixes are examples of these five tactics found within the sample. The first tactic of rewards, which are the promises granted by Allah in *jannah* (i.e., Heavenly Garden or paradise) and praise of recognition. The rewards are a system to motivate followers to perform an action, such as martyrdom. This presents death as more appealing than living. The second tactic is punishment; this is suggested for both followers and enemies. Examples of this include detailed descriptions of abuse, examples of stories, recommendations, and vivid imagery (e.g., males stoned to death and beheadings). The third tactic is expertise; this is stated by the jihadist organizations' immense knowledge of weaknesses found among

apostates and their possessions of abundant resources (financial and military). This warrants the jihadist organization as experienced, superior, and reliable to followers. The fourth tactic is impersonal commitment; this is used to suggest the reasons for violent actions are in accordance to Allah. This insinuates their behaviors represent a meaning of devotion to Allah. The fifth and last tactic is slightly different: personal commitment is shown by constant reminders for followers to dedicate their minds, bodies, and souls to jihad. Examples include the importance to memorize the Quran, emigration, and abandonment of loved ones. These tactics are found across the different magazines to illuminate an idea of belonging to readers. The compliance gaining-theory uses these tactics to establish persuasion followed by action. This entails readers converting to jihad followers and acting out against apostates.

Findings for Research Question 1

The findings show valuable evidence to best answer each research question. The first research question aims to find the commonalities and differences for followers to join the jihadist organization. The fundamental purpose of the recruitment process is presented similarly across all of the jihadist online magazines. All of the magazine issues suggest for both emigrated followers and lone jihad followers to immediately dive in and learn the expectations of Allah's path (i.e., Quran, sharia, and jihad). Once completely embracing the belief and values, followers are to act upon the readings and defend their belief against apostates. The process to embrace jihad is encouraged differently depending on the jihadist organization.

The recruitment process for *Dabiq*, *Rumiyah*, and *Gaidi Mtaani* is similar because all primarily prefer followers to recruit to their homelands to fully embrace the Islamic ideals. The issues do so by applying the sub-theme of supporter's allegiance. The followers express their personal experience of leaving their homes in the West and moving to Islam. The revealed

stories are realistic. The followers describe their transition in the beginning as a challenge to travel to their destination and disclose their decision (to their families). All of the followers express how intrigued they are with the Islamic faith and the desire to migrate. The stories end with a positive portrayal of their new life in Islam (for *Dabiq* and *Rumiyah*) and Africa (for *Gaidi Mtaani*).

Although emigration is strongly stressed, lone jihad is mentioned too. The lone jihad is not touched on as strongly as found in *Inspire*. In *Dabiq*, the role is depicted as an extreme danger to enemies and highly valued. The discussion in *Rumiyah* for lone jihadists is to follow in the same footsteps as the previous successful lone jihad attacks. For *Gaidi Mtaani*, the position is portrayed as repetitive symbolism. Throughout *Gaidi Mtaani* are pictures of an unidentified individual dressed in black pants and a black hoodie. The images are used to portray a lone jihadist. These three articles propose a stronger appeal of migration, yet also support lone jihad attacks.

Inspire solely focuses on lone jihadists as their only proposition to recruit followers. The magazine is tailored to inform and divulge exact actions and steps to become and act as a lone jihad. Some of these steps include specific instructions as to how to administer a bomb, how to build and where to place a bomb, how to build a tool to derail a train and where to place the tool, the process of studying target people, and procedures on how to ensure that there is no evidence left behind at the crime scene. The strides to develop a successful attack are demonstrated by specific steps supplemented with imagery. The images include a picture for each step as to how to make a bomb and how to make a tool to derail a train. Also included are images of specific areas to place the bomb (in someone's home or car), images of different trains and different train

track locations, and images of an individual as a prediction completing the proposed attack. These steps portray the lone jihadist attacks as accessible and manageable.

The recruitment processes all share the idea that attacks must be completed as an act effectuated for Allah. The attacks are only deemed honorable when completed as an act for their extreme values. The attacks are viewed as heroic and considered to be a dream come true. The two themes – propaganda and outbidding – are most commonly used to persuade readers to engage in recruitment. Propaganda is used as a tool to display the jihadist organizations as a rewarding choice. In all magazines, the assurance of Allah’s ability to grant rewards and *jannah* (i.e., Heavenly Garden or paradise) is used to influence the idea of martyrdom as appealing. These rewards are not given on Earth, instead the gifts are received in the “hereafter” once the martyrdom mission is complete. Other than the persuasion of inhumane rewards, outbidding is used to promote martyrdom and the idea of becoming a follower through follower’s testimonies. These tactics perceive followers as relatable and similar to what readers may be encountering. This combination helps to ultimately lure people in.

Findings for Research Question 2

The second research question seeks to find how the sample of online jihad articles persuades readers to convert and maintain responsibilities as a follower. The answer is found within the implementation of each theme discussed in the segmented sub-questions.

The first sub-question focuses on the images selected to persuade readers. Across all issues, imagery was represented to (1) illustrate their side, (2) expose enemies, (3) showcase damage, and (4) recognize their followers. The imagery allows for jihadist organizations to mold the perception of their purpose in a certain light to their readers. The most prevalent type of

imagery is (1) illustrating their side. The soldiers are featured in each issue as a pack of brothers. This portrays the soldiers as a support system, as a group gathered together laughing or proudly waving the jihad flag. Although the issues represent different jihadist organizations, they all share the same purpose to attain the Caliphate by inciting followers to act upon their purpose.

The second sub-question centers on the relationship between the two themes of attrition and intimidation. Attrition was applied similarly across the sample. The magazine issues proudly announce descriptive details of their attacks in their homelands and abroad (lone jihad attacks in the West). The attacks include the choice of weaponry (knife, gun, detonated explosive belt, detonated explosive vest, and detonated explosive vehicle), the number of victims harmed and killed, and in *Dabiq* and *Rumiyah*, the seized lands and weapons. This approach combines both attrition and intimidation. The descriptions of these attacks are used as a mechanism to fairly warn apostates of the capable destruction. The majority of the threats use the attacks as an example of the possible encounter apostates can face. The sub-theme of seizing weapons was not discussed in *Inspire* because the only discussed weaponry is the one instructed to make by the lone jihad (e.g., how to make a bomb). For *Gaidi Mtaani*, this sub-theme was also left untouched. The group, instead, displays their ample amount of weaponry through images. These differences show that Al-Qaeda and Al-Shabaab only have interests to murder apostates and not as strong of an emphasis dedicated to seize resources of land or weaponry as found by ISIS.

Intimidation consisted of similarities and differences among the four magazine issues. All of the terrorist organizations boastfully brag about their many strengths. The same strength shared between all four is the increase of global support. Aside from the growth, each magazine issue focuses on a specific strength found within their aligned jihadist organization. *Dabiq* describes the strength of knowledge and communication skills. For example, the magazine issue

explains the importance of teaching the youth various languages to help communicate globally as a spy in the future. *Inspire* pompously focuses on their success to remain as a fear and threat to the west for over fifteen years. Lastly, *Rumiyah* and *Gaidi Mtaani* both proudly describe their ability to defeat enemies in battle. All use their distinct strengths to their advantage.

The jihadist organizations are highly knowledgeable of their enemies. *Dabiq*, *Rumiyah*, and *Inspire* state the weaknesses found within the West, primarily in America. For *Dabiq* and *Rumiyah*, the common topic is the government's debt because of the war and the failed military attempts to pose harm in the homelands. *Inspire* touches on the multiple security gaps of transportation. *Gaidi Mtaani*, located in Africa, has a slightly different focus. The West is considered an enemy to Al-Shabaab, but the more immediate enemy is the Kenyan government. The magazine issues expose the government and all of their lies to conceal the defeat by Al-Shabaab.

The third sub-question addresses the spoiling theme and outbidding theme. Together the two are used to continue the historical traditions into today's world. Spoiling uses the sub-themes of the Quran, jihad, sharia, and the Caliphate to provide credible reasons to reject modern ideals. The magazine issues all share the same understanding of each religious component. The Quran is described as the holy text of "truth" and is used as a guide to follow the path of Allah. Jihad justifies the vindictive actions expressed in the Quran to defend Islam. Throughout the issues, jihad persuades followers to attack apostates for Allah. Sharia is seen as the only acceptable law to follow. Man-made laws, such as the Constitution, are to not be adopted or used to replace sharia. The Quran, jihad, and sharia are instilled to attain the Caliphate. As a whole, the sample shows the drive and ultimate purpose to establish the Caliphate as a reality. In the eyes of ISIS, Al-Qaeda, and Al-Shabaab, this must be established by destroying every single obstacle. These

obstacles include religious leaders, monuments, and government structures. In each issue, specific apostates and places are identified as target enemies.

Outbidding discusses martyrdom, supporter's allegiance, and enemies clashing with jihad. In *Dabiq*, *Rumiyah*, and *Inspire*, martyrdom is depicted as the best act for Allah. To these jihadist organizations, martyrdom is the supreme requirement to fulfill as a follower. The desire to die as a martyr is described throughout the text and supplemented with the followers' own views or experiences. The followers who completed martyrdom missions are idolized and, for individuals who know a martyr, they perceive the act as a blessing. In *Gaidi Mtaani*, the text does not have a significant focus on martyrdom as found in the other issues. The representation is shown consistently throughout the articles by images and supporters' allegiance. The follower expresses how the brotherhood is grateful to die for. The limited text about martyrdom suggests the images and examples found within the material are sufficient to believe that martyrdom is a requirement.

The personal experiences of followers bring to life the religious rules and values that are recommended as a lifestyle. In *Inspire*, the supporter's allegiance is discussed as a biography and is shown as a profile page, similar to a social media profile. This technique is not a strong emotional appeal. Rather, it is used to inform of successful terrorist operations. On the other hand, *Dabiq*, *Rumiyah*, and *Gaidi Mtaani* use real interviews and dialogue from followers. These interviews disclose personal experiences and allow for readers to potentially relate to the follower. Since *Inspire* is laden with references to lone jihad, the material has a particular focus to persuade readers to gain knowledge about the belief and values (so that readers can implement wrath against neighbors). This is not deemed crucial as compared to the content found within *Dabiq*, *Rumiyah*, and *Gaidi Mtaani*. These three online magazines suggest learning about the

belief followed by emigration to their land. This surmises that emotional appeal is better suited based on the preferred recruitment process. Outbidding and spoiling are efficient to educate readers on historical evidence and guide the readers to act on the word from Allah. This enforces the insinuated “justified” viciousness.

The last sub-question seeks to find how incitement supports propaganda. In this instance, incitement shows the privileges given and success gained as a follower. Propaganda clearly sets expectations for followers and the rewards received for the sacrifice after death. The two themes work to show that the more dedicated a follower is, the more positive outcomes are to follow. Incitement complements propaganda by presenting the acts of jihad as permissible and using the recommended actions or mentioned attacks as an example for the responsibilities held as a follower. The justified violence leads to accommodations of support on Earth by other devout Muslims or promises in the hereafter. Either situation is seen as a win for the radicalized.

All issues use violence to attain the Caliphate. The recommended approaches to harm apostates are found; also found are specific attacks to show their power to defeat. The propaganda theme is described with the spoiling theme. For example, an ISIS soldier is expected to devote their break from their guard post to memorize the Quran. These responsibilities to devote and sacrifice one’s self to the Caliphate are portrayed as a grand ending with many arranged promises by Allah. These two themes portray jihad as worthy to fight until death as a path to paradise (also called the Heavenly Garden or *jannah*). The portrayal of this dream-like guarantee persuades followers to look forward to death.

Same Ultimate Purpose: The Caliphate

Overall, these findings reveal how the same purpose to achieve the Caliphate can be chosen on a similar path by three different jihadist organizations (ISIS, Al-Qaeda, and Al-

Shabaab). Across the three jihadist organizations is the core focus of the Caliphate. The text uses similar key words to identify and describe the role for followers to uphold the ultimate purpose of the Caliphate. As found below, is a matrix with common diction to emphasize the significance of the Caliphate. The terminology includes “requirement,” “duty,” “command,” “obligation,” and “responsibility.” The diction represents the consistent strong emphasis given for followers fulfill the ultimate agenda. This path may take different turns at certain spots, but ultimately the road is based on the same historical context to justify the recruitment process.

The three different jihadist organizations use the Caliphate as a mandatory mission for every follower. Regardless of location, whether it is Africa or the Western world, the ultimate purpose is the same: the Caliphate is the driving force. The completed victories are each one step closer to the domination of the world. The jihadist organizations’ perseverance and constant drilling of the Caliphate into the minds of followers exemplify the duty as a belief and a dynamic of power. To fully embrace the belief as an ideology and achieve the desired control of the Caliphate, the obligation of waging jihad on the Infidels and apostates is inevitable. As this study has demonstrated, throughout the online jihadist magazines lies the dedication to the Caliphate.

This ideology has remained a constant since the establishment of Islam in the seventh century and continues today. As long as the Caliphate exists, the jihadists will continue to function and destruct the world.

Matrix 13: The Repetition of the Caliphate

Jihadist Magazine	Issue Number	Representative Excerpts
<i>Dabiq</i>	13	"To fulfill their obligation to Allah, and proved that they were ready to sacrifice what was dearest to them for the sake of responding to Allah, for not only did they leave behind their comfortable lifestyle, but prior to the operation they left their baby daughter in the care of others knowing that they likely wouldn't see her again in this life. Such sacrifices mirror the hardship and difficulty faced by so many Muslims who have embarked upon the path to make hijrah to the lands of jihād."
<i>Dabiq</i>	14	"It is responsible to ban all evils." "The obligation to wage jihād against apostate parties."
<i>Dabiq</i>	15	"O Muslims everywhere, whoever is capable of performing hijrah to the Islamic State, then let him do so, because hijrah to the land of Islam is obligatory." "Regardless of where you are, know that pledging allegiance is an obligation upon you, as is listening to your leader, the Caliph, and obeying his command. Allah's Messenger said, "The Muslim must listen and obey in what he loves and what he hates, as long as he is not commanded with a sin."
<i>Rumiyah</i>	11	"Rather, we should drive ourselves to excel in what Allah has made obligatory upon us and always strive to do voluntary deeds."
<i>Rumiyah</i>	12	"And without any doubt, it is a shar'i obligation for any society of Muslims to endeavor to become like the society of the companions of Allah's Messenger g in terms of their iman, their worship, their justice, their concern in practicing the Sunnah, and their jihad."
<i>Rumiyah</i>	13	"So if the Islamic State and its soldiers do not undertake the obligation of fighting for the cause of Allah and rescuing the weak among the believers from the claws of kufr and its people, then who would?!"
<i>Inspire</i>	15	"It is the duty of each Muslim to spread this revolt to the throats of Americans in their very own homes. Showing that we want an end to their aid to Jews against our Muslim brothers in Palestine."
<i>Inspire</i>	16	"It is a duty to fight the infidels who refused to be Muslims or pay Jiziah, even if they did not start the fight with us, because it does not require them to start the fight."
<i>Inspire</i>	17	"Therefore, their blood and wealth became lawful to the Muslims. And each Muslim anywhere on earth has a duty upon him to combat and kill them wherever they exist, be they civilians or military forces."
<i>Gaidi Mtaani</i>	7	"Jihad is a worship and Allah mandated principle to kill the Kuffars who are on the offence to suppress Islam, or, you are killed protecting Islam; and either way it is a noble duty religiously and a successful investment for the Hereafter." ".requires the utmost sense of loyalty."
<i>Gaidi Mtaani</i>	8	"Fulfill the requirements of knowledge." "The people of weak faith and hypocrisy have, over the years, used different ways to try and deter people from fulfilling the duty of Jihad."
<i>Gaidi Mtaani</i>	9	"There is no condemnation except for Allah. He has commanded you to worship no one except Him."

Limitations and Future Research

As the threat only continues to increase and take thousands of innocent lives, research must provide explanation. This descriptive comparison confirms and extends existing research to better explain the recruitment process for three powerful jihadist organizations. The research reveals a deep understanding of the unexplored diverse jihad culture found in different global regions. This is not to say that all Muslims inhabiting the homelands engage in these extreme actions. This study is strictly studying the jihadist organizations that use terrorism as a tool to force their ideals worldwide.

The extension reaches beyond terrorism research, but also expands the compliance-gaining theory. Current research that applies compliance-gaining theory to explore the subject of terrorism links to political themes and ISIS video games. These studies hold supplemental value, but gaps are still left to be filled.

In effort to fill the existing gaps, this study improves the understanding of the realm of theory. The compliance-gaining theory uses persuasion to reach propaganda. This is considered, within the sample, as successful. The success is found by the jihadist organizations employing and triggering the effects of persuasion to convert readers both mentally and behaviorally. This study interprets the use of rewards and promises as a distinct method of persuasion to reach the goal of propaganda. This allusion of beneficial outcomes contributes to transforms words into actions.

The use of rewards and high recognition to honor martyrdom missions is viewed as a lasting and permanent impression in the Islamic world. Beyond the world the martyrs leave behind, is the “hereafter,” where the promises and rewards are showered on to the follower for his or her sacrifice. The idea of an appealing and fantasy-like empire alludes a desire for followers to attain their rewards.

The findings show the key motivator for the actions is in justification for Allah and the Caliphate. The purpose and rewards complement one another, because once violent attacks occur in honor of Allah and the Caliphate, death is primarily a consequence. Upon dying, devout followers receive countless blessings. The power of the rewards tactic is most effectively used to elicit action from jihadist followers. Although all five tactics are applied, in this example of the theory, some tactics may generate greater strength and effects than other tactics. The driving force for followers in this study is the rewards tactic.

The findings compare four different magazine issues and three different jihadist organizations. Although thick descriptions have budded, more can be derived from this study. Due to time constraints, a selection of one methodological approach was only viable. Further research could propose a dual methodological approach of qualitative and quantitative. If granted ample time, the dual study would include all or at least more of the original analyzed magazine issues. This will allow the author to find the fluctuations over the time of the recruitment process from the first published articles to the most recent articles analyzed in this study. The quantitative approach could count the number of times certain words were stated in the text. This can compare possible relationships left undetected. The words may find how each jihadist organization is more prone to use certain dialect to persuade recruitment.

The analyzed sample in this study reveals different media approaches beyond the online magazine to influence and reach followers. For example, *Dabiq* features lists of videos known as “The Top Ten Selected Videos from the Wilayat of the Islamic State.” Another media approach presented in *Rumiyah* is a mobile device application to learn and memorize the Quran. *Inspire* suggests readers to watch “Inspire Video Productions.” Lastly, *Gaidi Mtaani* includes DVDs as another method to communicate. Although ISIS video games have been studied, these specific

and more advanced media channels are left unexplored. The different tactics to reach followers shows the extent the jihadist organizations are willing to go to accommodate to their followers. Further investigation of these mass media platforms would provide fresh insight on another style of jihadist organization recruitment. These potential studies could apply the same method and theory to find the difference between the online jihadist magazine compared to the videos and games. This study constitutes the golden road to understand how and why the growth of jihadist organization is prevailing in today's world.

This global fight and targeting of the West are a direct response to recent domination. The current state of the Caliphate is not as strong as it once was in the homelands of the Middle East. The loss in control of lands has caused the jihadist organizations to resort to other actions. An example of this are the published online jihadist magazines analyzed in this study. These efforts have cleverly and effectively influenced support. Followers either emigrate and enforce the Caliphate in the Middle East or inflict and enact attacks in their own neighborhoods. As found in the sample, the jihadist organizations will not stop until the "Quran replaces their constitutions and Shariah takes the place of man-made laws" (Inspire, Issue 15, p. 8). Although considered a weakness, the jihadist organizations have managed to transfer the loss of lands into an opportunity of expansion. The combination of media, persistence, and patience allows for the jihadist organizations to best respond to their encountered struggles (Afsaruddin, 2016). This attempt of global Caliphate is only just beginning.

APPENDIX A: NARRATIVE ANALYSIS CODE BOOK

Terrorist Organization:
Magazine:
Issue #:

1. Imagery

- Description of Prominent Images (importance emphasized):
Placement:
Underlying message:
- Description of Less-Prominent Images (smaller in size/not discussed in the text):
Placement:
Underlying message:

2. Attrition

- Description of warnings/threats:
- Accountability of terror attacks:

3. Intimidation

- Description of the terrorist organization's strengths:
- Description of opposing government's weaknesses:
- Description of mentioning destruction towards enemies:
- Description of directions on how to seize enemy weapons:

4. Propaganda

- Description of responsibilities as a follower:
- Description of accommodations/promises made to followers:

5. Spoiling

- Description of rejection to modernize:
- Description of Quran:
- Description of jihad:
- Description of sharia:
- Description of The Caliphate:

6. Outbidding

- Description of martyrdom:
- Description of supporter's allegiance:
- Description of how the enemies clash with their beliefs:

7. Incitement

- Description of justified violence:
- Descriptions of specific attacks/actions:

8. Recruitment

- Description of steps becoming a follower (Radicalization):
- Descriptions of missions:
- Description of self-enlistment:

**APPENDIX B: DABIQ ISSUE #13 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to expose the aftermath and damage from attacks: Presence of first responders: A victim on a stretcher with first responders surrounding him. Destruction descriptions: physical damage of demolished buildings, cars, and busy streets. Enemies: Enemies are pictured gathered together. Edited images of enemies with a gun scope over their face. Repetition throughout to recommend "The Top Ten Selected Videos from the Wilayat of the Islamic State."
	Less-Prominent Images	Use to recognize ISIS followers - those still alive and dead (martyrs) shown in headshots. Specific individual enemies: Religious Taliban leader and Michael Morell, former deputy director of the CIA.
2. Attrition	Warnings/Threats	Anticipation of more attacks: "heat will continue to intensify...until it burns the crusader armies in Dābiq", "Islamic State is here to stay", "awake more Muslims in America, Europe, and Australia."
	Accountability of terrorist attacks	Examples: Bengal (Apostates on a missionary trip to spread Christianity were the targets killed), Tunisia (attacked a bus of presidential guards), Egypt, Wilāyat al-Khayr ("thirteen tons of explosives used"), and Indonesia with a number of planted explosive devices.
3. Intimidation	Terrorist organization's strengths	Global ISIS: "ISIS poses a threat to regional stability", "ISIS is gaining affiliates among extremist groups around the world", "Militant groups have sworn allegiance to ISIS in 20 countries."
	Apostate's weaknesses	Methods do not work against ISIS: "Yes, indeed the Islamic State has struck again in the American homeland", "Islamic States knights have struck in America on numerous occasions" and Michael Morell (former CIA): "The attacks in Paris make it crystal clear that our ISIS strategy is not working."
	Destruction towards enemies	Extreme consequences: "massacre the apostates", "obligatory to spill the blood", "must be killed wherever they are to be found until no Rāfidī walks on the face of earth."
	Seize enemy weapons	Weapons commonly taken during attacks: "The soldiers of the Khilāfah captured a large quantity of ghanīmah", "The soldiers of the Khilāfah captured the oil storage tanks in the region of as-Sidrah", "succeeded in capturing a number of vehicles as ghanīmah, in addition to weapons and ammo."
4. Propaganda	Responsibilities as a follower	Obligations in the name of Allah: "They do not turn their faces aside until they are killed", "continue demonstrating their willingness to sacrifice everything precious to them for the sake of fulfilling their duty to Allah", "calling all people to Allah's religion, and so that those astray and misguided can follow you", "direct all aspects of their lives in accordance with the Book and the Sunnah, and to not violate any of the Khalīfah's orders."
	Accommodations/Promises for followers	The incentives promised by Allah: "We remind them of Allah's promise to care for those left behind by believers", "the angels will descend upon them, saying 'Do not fear and do not grieve but receive good tidings'", "the rewards of a good deed are multiplied when one faces greater difficulty."
	Rejection to modernize	Importance of historical context is followed still today: "By recalling historical experiences, testimonies of past eras, signs of current events, and the experiences we live today, we will understand truly the meaning", "Throughout history, they have been a pang in the throats of the Muslims, a dagger in their backs, the rat that destroyed the dam, and the bridge over which the enemies of the Ummah pass."
5. Spoiling	Quran	Quran guides followers: "it has been revealed to you in the Book that when you hear the verse of Allah being ridiculed, then do not sit with them."
	Jihad	Use to encourage fighting: "It is incumbent on every believer to wage jihad, even if he has to do so alone", "May Allah return the Muslims to their religion and guide them back to the path of jihad". Recognition of ISIS follower: "Abū Muhārib al-Muhājir, the mujāhid who made headlines around the world as "Jihadi John."

Overarching Themes	Sub-Themes	Representative Excerpts
	Sharia	Strong focus on widows: "According to sharia- is for the widow to stop adorning herself with jewelry, perfume, decorative clothing, and anything else meant to beautify oneself"; Sharia use to attain The Caliphate: "The Khilāfah is an extremely significant matter in Allah's law. It builds unity between the Muslims and prevents division."
	The Caliphate	Global awareness; "revolutionary political movement", Threat to the United States - Michael Morell (CIA): "ISIS desires as its objective: a global caliphate where day-to-day life is governed by extreme religious views. In the mind of ISIS, its global caliphate would extend to the U.S."
6. Outbidding	Martyrdom	Sharia as guidance for widows of martyrs: "mourning widow must complete 'iddah in the house in which she lived when her husband died". Recognition of martyrs: "Abū Mu'āwiyah al-Misrī, "Abū Muḥārib al-Muḥājir" - martyr granted many promises, "Abū Jandal al-Azdī", "Hamd al-Hu-maydī", "Abū Mu'ādh al-Qar'ānī" - died in battle, and many others.
	Supporter's allegiance	ISIS follower's personal stories of converting: ISIS follower's adventure "made headlines around the world as Jihadi John" and described as "kind" and "generous". Established success: "judicial courts", "education", and "public services." Advice: "present himself as unintelligent, as was his method when dealing with intelligence agencies."
	Enemies clashing beliefs	Negative descriptions of apostates: "ignorant people often neglect to recognize reality", "sought to justify the apostasy of their masters with deception", "they have advised the youth to reject the true meaning of jihad and to replace it with national pride", "lies and interrogation."
7. Incitement	Justified violence	Repercussions: "Whoever comes to you wanting to break your strength or divide your unity... then kill him", "Through propaganda and arms". Special focus on Rāfidah: "who must be killed wherever they are to be found."
	Specific attacks/actions	Details of attacks and targets: common authoritative figure targets, detonated belts, planted explosives, explosive vehicles, and soldier attacks. Example of an attack: "Syed Rizwan Farook and his wife Tashfeen Malik carried out an attack on the kuffār in San Bernardino, California and succeeded in killing 14 of them and wounding 22 more."
8. Recruitment	Steps to become a follower (Radicalization)	Welcoming: "Congratulations on this blessing from Allah", "exert everything they possess in terms effort and jihad", "sacrifice everything precious and dear."
	Missions	Missions are portrayed as ISIS followers "fulfilling their obligation to Allah". Suggestions for how the operations are conducted: "shootout" and advice on how to act when interviewed by authorities (as seen under supporter's allegiance).
	Self-enlistment	"Lone knights", "grant them success in their deeds and purity in their hearts", "more dangerous", Paris and London are examples of successful homegrown attacks.

**APPENDIX C: DABIQ ISSUE #14 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts	
1. Imagery	Prominent Images	Use to show willingness to harm: demolished vehicles and buildings on main, busy streets. Enemy awareness: Focus on past U.S. president, Obama, in presidential settings and leisure activities (golfing). Repetition to encourage watching "Top 10 Selected Videos from the Wilayat of the Islamic State".	
	Less-Prominent Images	Exposure of different enemies: The Murtadd Brotherhood are individuals who claim to be Muslim. Others who are outwardly against Mushrik Süffis in the West and the past U.S. president, Obama. Damage: buildings and enemy resources completely destroyed. For example, Russian army vehicles detonated by bombs. Hostages: An ISIS follower is beheadings a Western hostage. Domination: expansion of land and stealing valuable resources from enemies.	
2. Attrition	Warnings/Threats	Inevitable control: "promise their adversaries dark days of death and destruction in their own lands", "The crusaders, have no eventual choice but to accept defeat". Specific focus on America: "It's clear that violence is the only message they will respond to."	
	Accountability of terrorist attacks	Description of over 20 attacks that predominantly target authority figures: Religious leaders (priests), Lieutenant Colonel, murtaad leaders. Specific focus of Europe attacks and push to the West: "Belgium soon to spread the rest of the crusader Europe and the West, "Paris was a warning. Brussels was a reminder."	
3. Intimidation	Terrorist organization's strengths	Abundant financial resources: "The Islamic State pumps millions of dollars a day in oil revenue so they don't need the proceeds from ransoms", "Finances support ongoing military campaigns administer territories and fund the expansion". Growth in support: "benefited from the arrival of a steady stream of foreign terrorist fighters", "capable of committing attacks on targets outside the territories under its control."	
	Apostate's weaknesses	Ridicule apostate's government: "pagan democratic religion", "human rights, including... devil worship", "filling heads with sorcery". America's weaknesses to help their people: "Americans were dragging their feet", failure to bring home Kayla Mueller, "arrogant and thought-less policy", "shedding of their blood", "waste of millions dollars on war."	
	Destruction towards enemies	Death is the only encounter with enemies: "get ahold of them and slaughter them one by one", "humiliation", "punishment", "crushing its enemies."	
4. Propaganda	Seize enemy weapons	Possessions stolen after attacks: "took Konkrus missile launcher", "a number of autocannons of varying calibers, tanks", and "various types of ammo." Gain new land: "took control of villages."	
	Responsibilities as a follower	Dedication to Allah: "must demonstrate confidence in his willingness to obey Allah", "parents are willing to notify kāfir authorities and have them arrest their own children and imprison them for decades", "jihadi movement and ideology from its womb", "devout worshiper", "urge other brothers."	
	Accommodations/Promises for followers	Obedience and sacrifice grants promises: "tremendous rewards in the Hereafter", "the greater the sacrifice for Allah, the greater rewards."	
	5. Spoiling	Rejection to modernize	Against current Western beliefs: "venomous", "cancerous", "against American ideals", "disunity of Islam while uniting upon Western interests."
		Quran	Encourages strong connection: "Try to make the Quran your best companion", "Read it, listen to it, memorize it, spend much time with it, apply it." Act out commands: "nor hesitate to carry them out, regardless of how difficult they may appear."
	Jihad	Duty: "the obligation does not drop", "expose those who abandon the defensive jihad", "terrify the enemy of Allah", "calling the Muslims to jihad."	
	Sharia	Incompatible with Western ideals: "sharia poses threat to international peace and security." Permanency: "Khilāfah is here to stay and will continue ruling by the Shari'ah and terrorizing its enemies." Encourages war: "Sharia calls for the invasion of all kāfir lands."	

Overarching Themes	Sub-Themes	Representative Excerpts
	The Caliphate	Use of media to spread their message by DVDs and videos online. Implementation: "But it is not the methodology of the Khilāfah's soldiers to send mere threats to the enemies of Allah. Rather, we let our actions do the talking." "And our soldiers are presently sharpening their knives to slaughter the atheists, the mockers of the Prophet, and every other apostate in the region."
6. Outbidding	Martyrdom	Ultimate desire: "Death for Allah's cause is our greatest aspiration", "We will defend it to the death." Recognition of ISIS followers who carried out martyrdom attacks: "Abū Sulaymān al-Baljīkī" (Brussels attack), "Abū Idrīs al-Baljīkī" (Pairs and Brussels), Abū Jandal al-Bangālī (emigrated from Bengal).
	Supporter's allegiance	Positive description of followers and their journey: "his bravery", "generosity", "blessed raid in Paris". Advice: "I was drowning in the same obstacles that you might be going through now. But it is only the promise of Allah, the promise of that Garden in which rivers flow, that kept me going", "Try to do regular physical exercise at home. Don't skip this point."
	Enemies clashing beliefs	Primary focus: The Muslim Brotherhood (Islamist Muslims that embrace Western ideals) - "We are the first callers to implement democracy", "excuses apostates", "We believe that supreme power emanates from the people." Hindus in Bengal: "always waging war against Islam and Muslims", "deceptive", "very active in anti-Islamic propaganda", "filthy cow-worshiper religion." Western ideals: nationalism is a "rotten call."
7. Incitement	Justified violence	Continuing historical examples: "he ordered that their eyes be gouged out with iron nails, their hands and feet be cut off, and they be left atop the volcanic rock field begging for water, which they would not be given, until they died in that condition", "those present to stomp on him, which they did until he died." Specific actions: "we let our actions do the talking", "strike their necks", "slaughter."
	Specific attacks/actions	Description of ISIS follower's attack of specific methods: encourages striking authoritative figures, common martyrdom attacks of explosives - detonated belt, explosive vehicles, and taking possessions from the defeated.
8. Recruitment	Steps to become a follower (Radicalization)	Travel: "emigration" to holy land, "travel to Syria to fight for the cause of Allah", "travel to Islam and embracing jihad."
	Missions	Possessions seized are common in missions; Western regions are the main target: "scorched the battleground of Belgium."
	Self-enlistment	Recommendations: "listen to lectures", "recite Quran daily", "constant reading", "praying throughout the night."

**APPENDIX D: DABIQ ISSUE #15 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to show the ISIS followers in Islam as peaceful: ISIS soldier playing with a kitten, young children playing with bubbles, and scenic sunset views. Enemies: Christian churches, the White House support of the LGBTQ+ with rainbow lights illuminated over the front, tombstones belonging to American soldiers. Videos: Featured Videos from the Wilayat of the Islamic State.
	Less-Prominent Images	Use to show off the damage and aftermath caused: Europe subways bombing, Pulse night club shooting. Recognition of ISIS martyrs: specific focus on "Omar Matee", "Abul-Muthanna as-Sumali", and others. Exposure of enemies: a Western parade with signs to support LGBTQ+: "MY 2 MOMS ARE MARRIED!"
2. Attrition	Warnings/Threats	Response to mockery: "we will continue to retaliate, not with slogans and play cards, but with bullets and knives", "the only thing between you and us is the sword", "The only thing senseless would be for there to be no violent, fierce retaliation in the first place!", "continuing to wage a futile war."
	Accountability of terrorist attacks	Responsible for the attacks in the West: "After the attacks in Orlando (USA), Dhaka (Bangladesh), Magnanville, Nice, and Normandy (France), and Würzburg and Ansbach (Germany)...one would expect the cross-worshippers and democratic pagans of the West to pause and contemplate the reasons behind the animosity...". "Shortly following the blessed attack on a sodomite, Crusader nightclub by the mujahid Omar Mateen, American politicians were quick to jump into the spotlight and denounce the shooting, declaring it a hate crime, an act of terrorism, and an act of senseless violence. An act of terrorism? Most definitely."
3. Intimidation	Terrorist organization's strengths	Diversity: youth learn different languages "to spy on enemy communications or execute operations on enemy ground" and "to call the Jews, Christians, and other disbelievers to Islam. He could even construct his own language to encrypt communication back and forth between himself and the Islamic State foreign operations leadership before executing his attack against surveyed targets", "inborn skills."
	Apostate's weaknesses	American government: "The politicians will say it regardless of how much it stands in opposition to facts and common sense just to garner as many votes as they can for the next election cycle", "the fact is that we continue to wage – and escalate – a calculated war that the West thought it had ended several years ago", "continue spending ridiculous amounts of money to try to prevail in an unwinnable war."
4. Propaganda	Destruction towards enemies	Indefinite fight: "will never stop fighting you until you're ready to leave the swamp of warfare and terrorism through the exits we provide", "even if you were to stop bombing us, imprisoning us, torturing us, vilifying us, and usurping our lands, we would continue to hate you because our primary reason for hating you will not cease to exist until you embrace Islam."
	Seize enemy weapons	Possession/land taken: "capturing 13 checkpoints", "several weapons and various types of ammo as ghanimah", "57mm cannon, 23mm autocannon, light and medium weapons, and two vehicles as ghanimah", "6 trucks loaded with weapons and ammo", "12 reconnaissance drones."
	Responsibilities as a follower	Action: "actions speak louder than words", "The blood of the disbelievers is obligatory to spill by default. The command is clear. Kill the disbelievers", "scaring them and terrorizing them", "support your brother", "to not abandon fellow followers even if subject to death."
	Accommodations/Promises for followers	Follow: "Follow the example of the lions in France and Belgium, the example of the blessed couple in California, and the examples of the knights in Orlando and Nice. If you do so then your reward is with Allah." Paradise: "May Allah raise them together on the Day of Judgment and enter them into the highest levels of Paradise."
5. Spoiling	Rejection to modernize	Scriptures: "O People of the Scripture, follow the truth from your Lord, whom you claim to love", "Follow what Allah revealed, they say, 'Rather, we follow that upon which we found our fathers'."
	Quran	First steps to convert: "You may think that you're able to practice your religion, but if you're truly following the teachings of the Quran and the Sunnah, you really can't practice your religion there." Method to not tempt away from Allah: "Don't trust what the media says about it. Just turn to the translation of the Quran and take it from there."
	Jihad	Trial: "Jihad is not without hardships." Responsibility: "jihad will continue to be a personal obligation on every single Muslim", "waging jihad – spreading the rule of Allah by the sword."
	Sharia	Thankful: "every day you're thankful to Allah for allowing you to perform hijrah and to live under the Shari'ah."

Overarching Themes	Sub-Themes	Representative Excerpts
	The Caliphate	Vengeful fight: "bloodthirsty knights of the Caliphate continue to wage their war of just terror against you", "Allah who prepared the Earth for the bloodiest battle before the Hour, to see His slaves sweat in spilling their blood and that of His enemies."
6. Outbidding	Martyrdom	Admirable action: "a man of great character and worship", "After four months of us being here, my son was martyred, and this was yet another blessing." Different forms: "Crusader airstrike", "explosive devices", or by an enemy "headshot."
	Supporter's allegiance	Positive portrayal: Messages from ISIS followers from Christianity to devout Muslims- "Not long afterwards, I knew that this religion really was the truth", "Whatever hardship you may face on that path will be worth it. In the end, you'll be so happy you found the truth, because what you're going to again after embracing Islam is better than anything you might lose or sacrifice."
	Enemies clashing beliefs	Negative affiliations: "pagans", "having no foundation or basis except in what is dictated by financial interest and sexual instinct", "The role of man and woman was mixed up", "Woman need not be a mother, a wife, or a maiden, but rather, she should work like man, rule like man", "the so-called "Brave New World" of America and Western Europe", and deception of the "Virgin Mary."
7. Incitement	Justified violence	Military action against Muslims: "making the obligation to target them even more obvious", "obligatory for you to attack the Crusader nations and their citizens in their homelands, as done by the likes of the Caliphate's soldiers." Relieve: "We fight you in order to bring you out from the darkness of disbelief and into the light of Islam, and to liberate you from the constraints of living for the sake of the worldly life alone."
	Specific attacks/actions	Islamic State Operations: Targets - "Nusayri warplane", Bengal police, Captain Muhammad Hamid (Egypt), the assistant police chief (France); Pride: "The operation was reported as being the most deadly attack in America"; Methods: knives, explosives (jacket, belt, vehicle).
8. Recruitment	Steps to become a follower (Radicalization)	Sacrifice: "Call them to Islam", "Emigrate from their land", "Live the life of Islam", "Rush to perform hijrah (emigration) to the land of Islam."
	Missions	Possessions seized are common in missions; Western regions are the main target - "scorched the battleground of Belgium."
	Self-enlistment	Advice: I started learning to pray on my own because I thought I had to learn everything before becoming Muslim. I advise you to attack the Crusaders and their allies wherever you are, as that is something that you are able to do. The truth is out there and it isn't hard to and as long as you open your heart to it.

**APPENDIX E: RUMIYAH ISSUE #11 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Promotion of the online videos from the Wilayat of the Islamic State. Enemies: disgust with the youth followers of apostate beliefs, a groups of young choir boys singing for Christianity worship - explain that age does not excuse apostates from being targeted. ISIS soldiers: recognition and pride with the ISIS flag.
	Less-Prominent Images	Informs about the month of Ramadan. Proudly shows the deadly aftermath of first responders, police, and citizens gathered around to see the damage. Violence: encourages stoning - a man curled up in a ball covered in blood with a pile of stones in front of people who are throwing the stones at him in the corner.
2. Attrition	Warnings/Threats	Battle: "for there is no end to this battle", "And from that also is taking or destroying the wealth of the harbi kuffar in order to ruin their lands, which would weaken the enemy's strength and harm his economy." Enemy: "indeed you are a target regardless of your status."
	Accountability of terrorist attacks	Responsible for many attacks located in East Asia, Australia, Persia, Palenstine, France, Belgium, and Somalia. The various methods: train station attack, explosive vests, rocket projectile, and guns.
3. Intimidation	Terrorist organization's strengths	Financial funding: Supporter's financial funding - "who financed the entire Muslim army with his own personal wealth, seeking the pleasure of the Lord of the creation", "possession of extensive human and financial capabilities."
	Apostate's weaknesses	American armed forces: "American army wouldn't have felt compelled to retreat, leaving Iraq defeated and expelled after what it encountered at the hands of the mujahidin." American economy: "the huge magnitude of exhaustion that had afflicted it, and which began to threaten their entire country, through its economy which was struck by the crisis, and its prestige which had reached rock bottom, and its strategy which was forced to be changed due to its high costs.", "nor are they capable of enduring a minute portion of the burdensome expenses."
	Destruction towards enemies	Physical and economic damage: "We will exterminate them", "taking or destroying the wealth", "And there is no harm in burning their fortresses with fire, or flooding them with water, or ruining and destroying them on top of them, and setting up catapults against them", "it entails of subduing, suppressing, and enraging the enemy, and because the sanctity of any wealth is due to the sanctity of its owner, and they have no sanctity concerning their persons until they are killed."
	Seize enemy weapons	Permissible to steal resources: "Muslims are able to commit deception when stealing wealth", "it becomes permissible to take it using any means possible", "the wealth that is taken from the kuffar by force is more pure than that which a man obtains in any other way", "use the wealth of the kuffar to purchase any required weapons and equipment to carry out operations in the enemy's homeland."
4. Propaganda	Responsibilities as a follower	Faith in Allah: "their certainty in Allah and His aid, and their trust and handing over of their affairs to Him", "give thanks for the blessing which Allah has bestowed upon you." Action: "There was no better way of showing their loyalty to Allah and His Messenger than cutting the heads of their mushrik relatives and so they did it.", "Pounce on them like raging lions, and enter upon them through every door." Muslim wives dedication to their husbands: "for being supportive of your mujahid husband is one of your key roles in the land of jihad", "Serve him with the best of your ability."
	Accommodations/Promises for followers	Certainty: "And whoever obeys Allah and His Messenger has certainly attained a great attainment", "certainty that Allah will fulfill His promise and give victory to His army and party", "That means either victory and triumph or shahadah and Paradise", "Paradise are a hundred levels, and that which is between one level and the next level is like that which is between the heavens and the earth", "He has prepared gardens beneath which rivers flow, to abide therein forever - and that is the great success."
5. Spoiling	Rejection to modernize	Western ideals are seen as a trap: "based on lies and deception", "misguided groups", "based on their corrupt principle", "rob people of their wealth", "filled with injustice and turmoil." Falsifications: "false attributes and narrations", "foundation of their false religion", "no evidence."

Overarching Themes	Sub-Themes	Representative Excerpts
	Quran	Guidance: The month of Ramadan to cleanse the soul - "thereby becoming pure, and they could race to do good deeds and take advantage of its limited number of days." Praise of the Quran: "has been praised in the Quran more than any other."
	Jihad	Greatest achievement: "The victorious group: They are the ones waging jihad against the corrupt people.", "And know that in jihad lies the good of this world and the Hereafter", "there is no better voluntary deed than jihad", "the greatest thing beloved to Allah and His Messenger", "for the goal of your jihad is for the religion to be entirely for Allah and for the entire earth to be ruled with Allah's Shari'ah."
	Sharia	Requirement for The Caliphate: "first priority", use to raise children. Government: "governing them with the shari'ah of the Lord of the creation", "obligatory rule", "rule by this shari'ah, keeping in mind their belief." Enforcement: "Strive hard to establish the shari'ah and rule of Allah in the land."
	The Caliphate	Steps to attain: "complete sharia", "military training", "advising brothers", "offer all his effort, wealth, and information in any jihad-related work that targeted the Crusaders", "army battles", "expansion of territory." Soldiers: "O soldier of the Khilafah, ponder and take heed of what is taking place around you of events. Think and look, for by Allah, it is but one death and one killing, so be honored through your religion."
6. Outbidding	Martyrdom	Benefits: "He is forgiven with the first drop of blood", "he sees his seat in Paradise", "if you are killed, your death is an honorable one and a high rank", "the most valuable thing a slave presents before his Lord is his life."
	Supporter's allegiance	ISIS followers experiences shared: "despite his newness to Islam and his limited knowledge he wouldn't let any opportunity to call his customers and his friends to Allah pass him by", "forged passports required for crossing the borders", "Eventually the members of the group entered with their families, and how greatly they rejoiced when their brothers from among the soldiers of the Islamic State received them at the borders." Support: "he would strive to tend to their needs and ease their affairs, and would even offer money so that they could initiate their own private projects and earn a living."
	Enemies clashing beliefs	Western norms: "abundance of sins", "granting authority to men who do not possess leadership characteristics", "modifications", based on "opinions", "the evil effects of the heresies", "evil scholars allied to the belligerent Christians."
7. Incitement	Justified violence	Path of Allah: "You are fighting in the path of Allah those who have disbelieved in Allah and are exerting yourselves as a means of attaining nearness to Allah", "blood and wealth are permissible", "So the reason that their blood has been made permissible is their committing of shirk", "I have been commanded to fight the people until they bear witness that there is no god but Allah and that Muhammad is the Messenger of Allah."
	Specific attacks/actions	Suggestions for attacks: "So set up ambushes and explosive devices, split their heads by striking them with sniper bullets, and exterminate their multitudes with a storm of explosions", use of "sword and spear", "permitted to enslave." Specific attack: The City of Marawi attack.
8. Recruitment	Steps to become a follower (Radicalization)	Preparation for departure and telling families: "articulate a convincing story to avoid attracting the attention of those monitoring" and "snoopers", completely - not partially - follow the religion.
	Missions	Goals of missions: "their goal in this operation was to acquire a sufficient amount of money in order to assist some of the brothers in making hijrah to one of the arenas of jihad, while sending what remained of it to support the mujahidin." Destruction: "Killing the kuffar in their own lands."
	Self-enlistment	Enemy's homeland: "to carry out operations in the enemy's homeland", examples of ISIS followers who carried out homeland attacks - France, Belgium, Australia.

**APPENDIX F: RUMIYAH ISSUE #12 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to focus on the ISIS soldiers in their holy land: commonly in battle gear, predominantly with weaponry of large rifle guns. Recognition of ISIS followers: Dr. Salim Al-Maslawi he cared for the wounded ISIS soldiers. Identification of enemies: John Brady who attempted missionaries to spread Christianity in Iraq. Advertisements of other media channels for followers to learn more about jihad.
	Less-Prominent Images	Most of the images are ISIS soldiers in battle gear. Threat: an ISIS soldier holding the detached head of Nicholas Berg (American) dangled by his hair. Aftermath: apostate building destroyed by explosion.
2. Attrition	Warnings/Threats	Severity: "will not be a picnic for the murtaddin and their supporters. Rather, it will be a fire that burns the Cross and its people, give honor to the Islamic State, and raises its banner, and will be a harsh lesson for the enemies of Allah", "Fight who disbelieve in Allah."
	Accountability of terrorist attacks	Responsible for battles in East Asia, West Africa, Raqqa, and others. Common method of detonating explosive devices. Target positions of power: leader of the Pakistani government and secretary for the Misri army.
3. Intimidation	Terrorist organization's strengths	Effective: "our brothers in Mosul displayed steadfastness, perseverance, and conviction in the face of disbelief and its various forms, something not witnessed by history until today", "they were confronted by the lions of the Islamic State, who massacred them and tore them to pieces, after inflicting upon them losses reaching into the tens of thousands in regards to both soldiers and vehicles", "military and strategic importance." Proudful: "the best society to have ever existed on the earth." Weaponry: "distribution of sniper units using various types of weapons", "we set up workshops for the repair and maintenance of weapons, and also for the purpose of manufacturing weapons."
	Apostate's weaknesses	Destruction Defeat: "the kuffar were incapable of comprehending the determination of the men and women of the Islamic State, who could be stopped by the immanence of death, nor by their enemies' planes." Raid failure: "it does this by deploying its massive arsenal of planes and by making a big deal out of these Special Forces raids through the use of its deceitful media. These raids don't occur in any areas other than deserts."
	Destruction towards enemies	Consequences: "attack", "stoning", "If they refuse, seek Allah's aid and fight them", "without exception – are all prepared to fight in the cause of Allah down to their last drop of blood."
4. Propaganda	Seize enemy weapons	After battles: West Africa- "taking various weapons and ammunition as ghanimah", Furat Wilayah - "taking weapons and ammunition as ghanimah", Dijlah Wilayah- "also taking weapons and ammunition as ghanimah."
	Responsibilities as a follower	Devotion: "They are indeed souls that have sold everything for their Lord", "he doesn't care for anything except for the achieving of his Lord's pleasure", "nothing is of importance to him except meeting Allah while he is obedient to Him." Women: "my Muslim sister", "for her to remain in her home, and that the prayer which you perform in your house is better."
	Accommodations/Promises for followers	Rewards: "may Allah reward them on behalf of Islam and the Muslims with the best of rewards", "Allah will fulfill His promise concerning the disbelievers in this era, and we will certainly reach their homelands just as we had done so previously", "Allah does not fail in His promise."
	Rejection to modernize	Refusal: "awful plan", "people of impotence and cowardice, who have killed our religion, and have become pleased with humiliation", "falsehood", "false creeds."
5. Spoiling	Quran	Book of Allah: "the Book of Allah remains in the breasts of those seeking its implementation, then let the kuffar be prepared to confront armies marching forth in order to shed their blood", "if this Quran reaches anyone it is a warner for them."
	Jihad	"Their concern is practicing jihad", "The extent of your jihad is to extend your love to the Rafidah", "the urgency of jihad", "wage jihad."

Overarching Themes	Sub-Themes	Representative Excerpts
	Sharia	Necessity: "that a state only becomes an Islamic state due to the rulings of the Shari'ah being superior", "it is sufficient for a society that Islam is what is manifested by the majority of its people and that they are ruled by the shari'ah of Islam", "shar'i obligation for any society of Muslims to endeavor to become like the society of the companions of Allah's Messenger."
	The Caliphate	Global success: "the Islamic State will flutter fly in every part of the world", "It is present in the Arabian Peninsula, Morocco, Algeria, Tunisia, Turkistan, and even Malaysia."
6. Outbidding	Martyrdom	Examples found in the featured attacks by ISIS followers carried out. Common techniques are explosive vehicles and detonating explosions. Recognition and brief background story for each martyr.
	Supporter's allegiance	Recognition of the military commander in the city of Raqqah and his experience in battles - his description of followers: "their morale is high, they have a desire to fight, by Allah's grace, and they are aiming for one of only two goals: Either they attain shahadah and meet the Lord of the creation, or they attain victory, conquest, and consolidation, inshaallah."
	Enemies clashing beliefs	Apostate's accusations: "they do not cease to defame the people of iman any way they can, taking advantage of any opening they find in order to achieve this goal, so that they can accuse the Muslims of shortcomings and find fault with their state." Apostate norms: "invent for themselves guidelines and conditions for which Allah has not revealed any evidence", "social illnesses that afflict all human societies in every era, including shahwat (lusts) and shubuhah (misconceptions)", "fanciful image", Apostates have "tarnished the image of Islam."
7. Incitement	Justified violence	Enemies: "so that the enemies of Allah know that there is no lenience and no mercy for them in our hearts...so either the captives are freed...or there will be slaughter...", if resist "he is killed without any hesitation."
	Specific attacks/actions	Main focus of the Battle of Mosul: "Do you know that this smoke was the most hateful smell in my life? But now I find it pleasant!", "intense daily strikes from warplanes, artillery cannons, and mortars. You could barely find a building untouched by the bombardment", "Battle of Mosul knows with certainty that the Battle of Raqqah will be nothing but a loss and source of regret for the murtaddin and their supporters."
8. Recruitment	Steps to become a follower (Radicalization)	Travel to the Islamic State: "Call them to Islam", "embrace the religion."
	Missions	Advice: Specific time to attack: "he would not attack until morning. If he heard the people making adhan, he would withhold, and if he didn't hear an adhan from them he would attack at the onset of the morning."
	Self-enlistment	Online videos to expose different methods of how to become a knowledgeable follower at home.

**APPENDIX G: RUMIYAH ISSUE #13 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to show the ISIS soldiers conveyed as a companionship/brotherhood. Exposure of the ISIS flag. Enemies: display of "thugs" (enemies), captured hostage, and American soldiers bowing at a once soldier's boots and crying. Attraction: technology of a Quran game app and videos in HD and different languages as another way to communicate globally.
	Less-Prominent Images	Use to show ISIS followers commitment: ISIS soldier reading the Quran, an ISIS leader teaching the word to crowds. Enemies: Against cultural norms - a man cutting off another man's beard. Travel to Islam: a suitcase packed to encourage leaving to Islam.
2. Attrition	Warnings/Threats	Powerful: "as long as they are at war with the Islamic State, and with Allah's permission, they will not be able to stop them regardless of what measures and precautions they take, and they know this very well", "anticipated is that the soldiers of the Islamic State will escalate these attacks to a greater level in the coming period. So let the Crusader governments prepare themselves for an increase of loss in war."
	Accountability of terrorist attacks	Confirmation: "In Turkey, a lion of the Islamic State carried out an attack", "In Spain, a group of Islamic State soldiers conducted two operations in two separate cities", "In Russia, a lone knight of the Islamic State stabbed and wounded 7 people", "And in Belgium, a soldier of the Islamic State attacked a group of Belgian soldiers on" and others in East Asia.
3. Intimidation	Terrorist organization's strengths	Successful missions: "we find them displaying a significant degree of surprise and shock whenever they are attacked in their lands by the soldiers of the Islamic State", "The Islamic State have attacked the Crusaders, Jews, and murtaddin in their own homelands, killing and wounding large numbers of them, particularly in recent weeks."
	Apostate's weaknesses	America: "neither is it the first time that they have paid a heavy price for following their tawaghit in their war against the Muslims." Europe: "they only calculate the gains they will achieve by taking part in that war and forget to gauge the heavy cost they will be forced to pay in order to achieve the gains that they dream of", "their profit from trade and tourism continues to decline, and a state of terror continues to exist."
	Destruction towards enemies	Goals: "Indeed, we anticipate from Allah that He will conquer the White House, the Kremlin, and London." Allah's guidance: "'In their hearts is disease, so Allah has increased their disease; and for them is a painful punishment", "deserving of Allah's punishment."
	Seize enemy weapons	After attacks: Bayda Wilayah - "taking a variety of weapons and ammunition as ghanimah", Furat Wilayah - "Allah blessed His slaves with the taking of three 4-wheel drive vehicles mounted with machine guns, a multiple rocket launcher, and a variety of weapons and ammunition as ghanimah", Hims Wilayah - "the mujahidin taking a variety of weapons and ammunition as ghanimah."
4. Propaganda	Responsibilities as a follower	Commitment: "devote yourself to Allah and draw closer to Him", "offers voluntary prayers, recites the Quran, and strives in his guard duty and in performing ribat and fighting", "every soldier of the Islamic State works to safeguard, sacrificing their lives and everything dear to them for the sake of elevating it", "to spread the authority of the Islamic State across the entire land", "He only made us responsible for working for the religion, and for the defense of the Shari'ah, and to do this according to one's ability and to strive to one's utmost."
	Accommodations/Promises for followers	Promises: "Allah emphasized His promise of support by swearing an oath using multiple Arabic linguistic mechanisms", "Allah has purchased from the believers their lives and their properties [in exchange] for that they will have Paradise", "So rejoice in your transaction which you have contracted. And it is that which is the great attainment."
5. Spoiling	Rejection to modernize	Path of Allah: "Rushd has various meanings in the Book of Allah, and among its greatest meanings is the grace and guidance of Allah for those of His slaves whom He loves", "Allah has endeared to you the faith and has made it pleasing in your hearts and has made hateful to you disbelief, defiance and disobedience", "Allah surely did expose the munafiqin, and exposed their secrets in the Quran and displayed to His slaves their affairs that they may be on guard against nifaq and its people."
	Quran	Characteristics of a good follower mentioned in the Quran: "A pure heart", "Patience", "Pardoning", "Thankfulness", "Uprightness", "Truthfulness", "Trustworthiness", "Humility", "Fear", "Mercy", and "Bashfulness", "Indeed, we have heard an amazing Qur'an."

Overarching Themes	Sub-Themes	Representative Excerpts
	Jihad	Response to enemy: "and wages jihad against the kuffar and the obstinate." Goal: "I wanted them to grow up with jihad being our reality, not just pages read in the books", "jihad became our only path to attaining victory, strength, consolidation in the land, and success in the Hereafter."
	Sharia	Ruling: "All praise is due to Allah, who saved us from the rule of the tawaghit, blessed us with the rule of the Shari'ah", "referring to it for judgment", "And the task of ruling with what Allah has revealed can only be undertaken by the ruler and the scholars of the Shari'ah, who aid him and advise him."
	The Caliphate	Worldwide domination: "Allah wishes for the Muslims to work to make the religion of Islam dominant and triumphant over all other religions", "Allah wishes for His religion to ascend above all other religions in a manifest way", "Khilafah is filled with men who love death more than the Crusaders love life."
6. Outbidding	Martyrdom	Covert: "death is not just a possibility for them, it is a wish that they seek and endeavor to attain", "the believer attains the highest of ranks with the Lord of the heavens and the earth."
	Supporter's allegiance	ISIS followers' personal stories and advice: "It was a means of purification that would strengthen me and prepare me to remain patient and steadfast in the face of the hardships we face today as the entire world gathers against", "I could no longer tolerate living in Australia, and the guidance of our "scholars" was insufferable". Obstacles: "My parents were understandably frightened for us and I did not want to hurt them, nor did I want to cause any further pain or grief to my in-laws". Islam: "Today, I continue to be grateful to Allah that my children and I are in the Islamic State. And despite everything that has occurred, I am forever grateful to Allah that He has granted us the blessing of living in the Khilafah."
	Enemies clashing beliefs	Apostate belief: "Nifaq (hypocrisy): It is an incurable internal disease, in which a man may be filled with it while he is oblivious, for it is a matter hidden from the people, and frequently it can lead to a person thinking he is doing right while in fact he is spreading corruption", "The diseases of doubts and desires have consumed their hearts and thus destroyed them, and evil intentions have overcome their ambitions and thus corrupted them", "the greatest extent of ignorance and corruption", "decorative speech in delusion", "The attributes of iman are not found in their hearts", "deception", "conspiring."
	Justified violence	Fight against enemies: "So if the Islamic State and its soldiers do not undertake the obligation of fighting for the cause of Allah and rescuing the weak among the believers from the claws of kufr and its people, then who would?!", "and the incitement to strike the neck of the one who comes forth to dispute the authority of the true imam."
7. Incitement	Specific attacks/actions	The Iraq war: "states which are even more powerful than Spain and have better intelligence capabilities and more secure borders, such as Britain, France, Germany, and America, and which have all, nonetheless, faced the wrath of the soldiers of the Islamic State, who rushed forth in response to their leadership's incitement to fight the kuffar in their own homelands." Today: "Islamic State have repeated in multiple lands what their heroic brothers have done in other Crusader states, punishing the states of Turkey, Spain, Russia, Belgium, and other lands of the Crusaders and murtaddin."
8. Recruitment	Steps to become a follower (Radicalization)	Wise use of time: "it is upon you to recite the Quran, stand the night in prayer, and perform other than that from the various forms of worship, and to be attentive to seeking knowledge and understanding the religion, and to memorize the book of Allah, for the spare time which you utilize between your guard shifts is something envied by many from amongst the righteous." Corruption: "distancing oneself from everything that opposes them – including kufr, immorality, and sin." Persuasion to travel to the Islamic State.
	Missions	Successful statistics of injuries, killed, and damage for - The battle of Raqqa and the Spain attacks. These attacks are presented to be repeated.
	Self-enlistment	Example from accountable attack: Russia - "lone knight." Suggests lone jihad missions are possible in Western regions.

**APPENDIX H: INSPIRE ISSUE #15 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to show continuation of symbolism: repetitive picture throughout of a lone jihad wearing an all black hoodie. How-to's: requirements and tools needed to carry out an attack, make a bomb, and recommendations of placement (door of home or car). "Words of Wisdom" headshots of Al-Qaeda leaders. Aftermath scenes of attacks. Proudly recognizing the 9/11 attack.
	Less-Prominent Images	Use to recognize followers. Support for detailed steps of how to carry out home assassinations and how to make an at-home bomb.
2. Attrition	Warnings/Threats	Revenge: "This is the simple, moderate and clear equation, As you threaten our security, we too shall crash and destroy yours. And the initiator is the worst of oppressors." Self enlisted: "Threats caused by the sons of Islam, be it from an organized Jihadi group or the heroes of Lone Jihad."
	Accountability of terrorist attacks	Responsible for: West Africa - "best Mujahideen and knights, targeted one of the most well known nests of global spying in West Africa, specifically the "Splendid" hotel and some of the neighboring locations" and the Boston Bombing attack.
3. Intimidation	Terrorist organization's strengths	Growth: "we are still witnessing a great Islamic revolution from East to West. And a jihadi uprising of such a scope and numbers that has never been witnessed by the Islamic world for almost a century", "And a key reason why al Qaeda has been able to regenerate its threat against us repeatedly over the past 14 years is that it uses its guerilla armies to groom new leaders and identify recruits for terrorist plots against the West", "Jihadi operations affects all states in America. If an operation occurred in New York, the fear is instilled in all states not knowing when their time will come. They all go under high alert because of a single operation."
	Apostate's weaknesses	American government: "this is because between a foolish candidate that openly declare his enmity towards Islam and a candidate pretending to be a friend of Islam, thousands of Muslims continue to die as a result of the inhuman", "America failed to impose its direct domination and rule under the excuse of countering terrorism. And after America was exhausted in fighting many wars with Islamic groups. And after realizing that it is losing a battle rather than winning, they began to think of making arrangements on how to retreat from our lands 'safely'", "dirty politics of America", "Did you know that 77% of AMERICANS are not confident that their government can protect them from a LONE WOLF ATTACK?*"
	Destruction towards enemies	Assassinations: "Assassination is an effective tool in warfare"; authoritative figures: "ordered the killing of many criminal leaders using this method, which had a great impact in the balance of war between truth and falsehood"; America: "a policy called "Cutting the Nerves and Isolating the Head", which we continue to work upon in our war against America. The nerve is its economy. To cut it, we have to separate and isolate America from the world", "we will destroy your security and the security of your people."
	Seize enemy weapons	Does not explain how to seize enemy weapons, instead focuses on building weapons (bombs) to use towards enemies.
4. Propaganda	Responsibilities as a follower	Deny the enemy: "We ask them to stand together to face the global conspiracies and plots against their jihad, and to adhere to the saying of their Lord", "Do not listen to the enemy's propaganda." Lone jihad: "Understanding the general views of the mujahideen, their goals and arranging them according to the importance and priorities of each. In order that his jihad is in line with their jihad and acquire the best desired results of jihad for the sake of Allah", "it is necessary for the Lone Mujahid to reach this level of professionalism in carrying-out assassinations."
	Accommodations/Promises for followers	Guarantee: "we keep our promises", "Allah rewards for His obedience", "You will be blessed with the honor of reviving up the lone wolf operations." Al-Qaeda martyrs: "may Allah accept them and elevate them to the highest ranks of paradise, undertook this noble mission."
5. Spoiling	Rejection to modernize	No matter the condition to always follow Allah: "It is an obligation that Allah has ordained upon His servants without any commitment be it time, place, a particular person or a regular person or an oppressor." Encouragement to follow historical Quran scriptures.
	Quran	Follow: "They will say, "O Lord, we made hijra and fought until nations were replaced with the Khilafa. Until Quran replaced their constitutions." Priority: to read, memorize, and understand. An example of a soldier reading the Quran on his break.

Overarching Themes	Sub-Themes	Representative Excerpts
	Jihad	Enemies: "as you strive earnestly and as you wage your jihād and strike the enemies of Allāh and your enemies", "This Jihad can take different forms, shapes and the use of different types of weapons to fight the enemy. And one of the weapons is striking and targeting the enemy's economic interests wherever they may be found", "O heroes of this great uprising in the blessed land, do not ever abandon your weapon and continue your jihād and strike hard the hateful." Significance: "make clear that the prescribed jihād in Islam is to uphold the word of Allāh."
	Sharia	Supremacy: "Shariah takes the place of man-made laws", "They should call to uphold Sharia above every other law and constitution", "What is intended in knowing Allāh; it is the knowledge of the shariah rulings."
	The Caliphate	Determination: "And this operation is only a drop in the ocean of the ongoing global jihād. Led by its vanguards across the world, from East, West, North and South", "to restore the caliphate on the methodology of the prophet and the Sunnah of the rightly guided Caliphs -may Allāh be pleased with them."
6. Outbidding	Martyrdom	Uprising: "revolution that has brought forth caravans of martyrs., reviving the perfect examples in bravery and sacrifice throughout our bright history", "have devoted their lives and wealth to the struggle against the kufar, and marched forth their youth in the fields of sacrifice", "May Allāh accept their martyrdom and elevate them to the highest levels and make their sacrifice a guide to every Muslim who is zealous of his faith."
	Supporter's allegiance	Background of Al-Qaeda followers: "Noble Sheikh": "he willingly chose the reward of Allāh" and "Sheikh Khubaib": "The most important lessons that Sheikh used to concentrate on was inspiring the youth to jihad and knowing its fiqh. Encouraging them to lay out the priorities and to unite the word of Mujahideen in fighting the imbecile America." Jihad Profile: operations of "KHALIDSHEIKHMUHAMMED /THE 9-11MASTERMIND" shows the Al-Qaeda follower responsible for the attack similar to social media profiles.
	Enemies clashing beliefs	United States: "promoting Islamophobes", "who is the most biased, irrational, partisan president", "The Mulla in Americastan" it seems someone is tirelessly doing his 'best' to study Islam but all for the wrong reasons." Palestine: "They allude you to believe that you will not get Palestine unless you abandon the creed of Tawhid and the rule of Sharia and contend yourself with disbelief, secularism, and the international laws."
7. Incitement	Justified violence	Approval by Allāh: "The difference is that a Mujahid uses a weapon at the correct place and time as desired by Allāh", "The scholars collectively agreed that defensive jihad is performed by whatever can be achieved in defending ones religion and honor", "duty and an obligation."
	Specific attacks/actions	Specific attack: "Doctors Without Borders Hospital in Kunduz, finds out that there are no Mujahideen in the Hospital ... but later on decides to bomb the hospital anyway. more than 20 civilians killed."
8. Recruitment	Steps to become a follower (Radicalization)	Avoid the apostate beliefs: "We encourage the Mujahideen from all corners and call upon them to show determination of Islam's glorious leaders and break the strength of the Zionist, Crusaders and the Shia Rawafidh."
	Missions	Guidance: "ranging from how to make a bomb and how to conceal identity after completing an attack", bomb making tips, military strategies, and hit lists of individuals whom they believe would make excellent targets for assassination.
	Self-enlistment	Advice for attacks: "increase practice and training on numerous means and raise his efficiency level using the appropriate means to hit his target accurately and successfully", "You can use deception in your assassination operations, placing traps for the target in certain places killing him the moment he interacts with them, and here exists the element of professionalism. Deceptions is part of professionalism in all the stages of an assassination operation", "An action by a Lone Mujahid, is considered a great obligation and an awaited strike to the enemies of Allāh."

**APPENDIX I: INSPIRE ISSUE #16 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Guide. "Weapons: steps on how to make a "pressure cooker bomb." America's weaknesses: picture of Obama, picture of a ruined American flag, and a timeline of the African American victims from 2014-2016. Recognition of leaders spreading jihad.
	Less-Prominent Images	Use to share methods to carry out attacks. Portray followers as happy and smiling. Reminder of the 9/11 attack impact: NYPD searching in a trashcan. Enemy: Obama supporting Israel.
2. Attrition	Warnings/Threats	Interference with Peace: "America and those living in America will never live in peace until our brothers in Palestine live in peace", "our message to the Americans is as clear as the sun, and as cutting as the edge of the sword: the events on the 11th of September were a direct result of your crimes against us", "As long as your crimes continue, the events of the 11th of September will continue a thousand times."
	Accountability of terrorist attacks	9/11 attack (New York and Washington, D.C.) triggered other attacks: Boston Marathon Bombing (4/15/2013), 9/17/2016 attack (New Jersey), Manhattan trash can bomb attack (9/17/2016), and St. Cloud Minnesota stabbing (9/17/2016). "Events of the day began at the Sea-Side park beach in New Jersey where 5000 people were anticipated to participate in a marathon event in support of veterans and the families of captives. September 17th Sunday morning, a bomb placed in a garbage container at the path of the marathon exploded before the runners could pass by", "The same night, 8:30 p.m., there was a huge explosion in New York's Chelsea neighborhood, Manhattan in which 29 people were injured one critical", "Immediately after half an hour, in Cross Roads shopping center in St. Cloud Minnesota, a man stabbed eight people. Before his attack, he asked one of them if he was a Muslim or not and then began his attack by saying Allah Akbar (Allah is Great)."
3. Intimidation	Terrorist organization's strengths	Lasting effects: "Fifteen years later, however, the threat is significantly higher, and the number and capability of terror organizations that target U.S. interests have substantially increased", "But the al Qaeda threat looms. It would be a mistake to assume that al Qaeda won't try a large-scale operation again", "Half of Americans say that acts of terrorism in the US in the days around September 11 this year are at least somewhat likely, up from 39% who felt that way around the 10th anniversary of the attacks in 2011."
	Apostate's weaknesses	American government: "once again reviving fear and terror at a time when successive American administrations lie to their people, convincing them that they have crushed 'terrorist' groups", "These types of operations bring uncertainty and insecurity to the economy and dragging it down to low-levels, signaling to investors that investment in America is no longer safe", ""With great success, the US worked for years to limit al Qaeda's ability to strike the West from northern Pakistan. But today, al Qaeda's "external operations" work is carried out across several countries."
	Destruction towards enemies	Duty: "that it is a duty upon us to start the fight against them, even if they did not fight us", "Our religion, orders us to use science to destroy the evil." America as the target: "Our role as Muslims is to accelerate the pace by destroying the evil that America is leading."
	Seize enemy weapons	Emphasis on building bombs to destruct enemies rather than stealing weapons.
4. Propaganda	Responsibilities as a follower	Lone jihad: Encourage those outside of the Islamic State to carry out harm on enemies - "So it is obligated upon you by the sharia to stand against it and its imperialistic projects. And to our brothers, the heroes of Lone Jihad, we urge you to target America." Religion: "Establish our religion in its righteous place and bring justice, fairness and welfare to humanity." Path of Allah: "He never accepts for his Ummah a path other than the path of glory and his reward is with Allah."
	Accommodations/Promises for followers	For Al-Qaeda martyrs: "We ask Allah the Great, the Lord of the Great Throne, to accept the deeds of our Mujahideen brothers in the west, to double their rewards", "the gardens of Paradise and to place those killed among them in Paradise accompanied by the Prophets", "who truly has faith in Allah and knows that the Paradise will be his reward will never accept humiliation."
5. Spoiling	Rejection to modernize	Original ruling is to be followed: "Such rulings cannot be referred from traditional, international laws or what is seen as being common among people and convenient to their desires and liking. So whatever ruling that has been placed by the Islamic Shariah is what he is obliged to refer to, even if it might go against customs, traditions, or not accepted by weak individuals and corrupted hearts."

Overarching Themes	Sub-Themes	Representative Excerpts
	Quran	Rulings: "the rulings with regards to blood are acquired from the Quran." Follow the Quran like sharia; use it as a guide for actions.
	Jihad	Harm towards America: "we will continue clinging to the same course of jihad and da'wa, illuminated by their blood and paved by their torn limbs", "A light illuminating the path for us, and a fire that stirs us up to take revenge from the infidel nations and heads of criminals. We will never enjoy our life till we clean up our land from all oppressive infidels, till the last American soldier get out from the Islamic countries and till we pull out the roots of the last American base from our wounded lands."
	Sharia	Enforce: "And we have learned from our Shariah also that the call is not just for the Muslims but to all mankind", "Islam in which no white or black, or red or yellow legislates. Instead, everyone is ruled by the Shariah of their Lord, which does not distinguish between their races and colours."
	The Caliphate	Territory of land: "The price they pay for their support towards the Jews, our enemies, occupying our sacred land." Invasion of enemy land: "The infidels land become permissible to those who invade it."
6. Outbidding	Martyrdom	Recognition of martyrs: "bold hero and the fearless warrior", "the sons of wisdom and faith", "brought up under the eyes of Osama Bin Laden", "righteous."
	Supporter's allegiance	Remembrance of followers: "Sheikh Baseer led us and the splendors of this life so as to dash towards seeking Allah's pleasure." Personal Experiences: "Ahmad Khan Rahami, bought bomb components on eBay, made a video of him testing out homemade explosives, and kept a journal expressing outrage at the U.S."
	Enemies clashing beliefs	America's torture towards Al-Qaeda: "violating the honor of hundreds of thousands of people", "'America's religion'. This is because their religion prohibits sexual perversion that America call for", "it is shameful to walk on streets naked as animals."
7. Incitement	Justified violence	Allah: "Allah the Almighty say: And when the sacred months have passed, then kill the polytheists wherever you find them and capture them and besiege them and sit in wait for them at every place of ambush", "He also said - It is a duty to fight the infidels who refused to be Muslims or pay Jiziah", "permissible to kill."
	Specific attacks/actions	The pride in the influence of the 9/11 attack to trigger other attacks in enemy land: Manhattan, New Jersey, Minnesota, Boston, and Europe.
8. Recruitment	Steps to become a follower (Radicalization)	Learn the ultimate purpose of the religion and obligations. Listen to leaders speak through video channels: watch "Awlaki's lectures."
	Missions	Types of missions: Stabbing Operation in Minnesota - "disguised as a security guard", Boston Marathon used a "remote control" explosive device. Guidelines for steps to carry out mission: Step 1: Select the day, Step 2: Select the place, Step 3: Hide identity (fingerprints), Step 4: Large amount of people, Step 5: design of the bomb, and Step 6: Obligation.
	Self-enlistment	Lone jihad: "the Lone Mujahid takes the path with a sense of honor and dignity", "Muslim chests are soothed and healed in such times where he sees the increase in Lone Jihadi operations in Western Countries", Seen as "heroes."

**APPENDIX J: INSPIRE ISSUE #17 REPRESENTATIVE EXCERPTS
MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Specific focus on transportation: how to derail trains, locations, and the benefits (most populated and trains with deadly material). America as a target: map of the United States of exact train paths and where attacks have occurred. Recognition of successful lone jihad operations.
	Less-Prominent Images	Use to bring attention to the different transportation targets to attack: specific train companies, locations (high populated areas and from the top of mountains) to cause the most damage, and use of airplanes to attack. Advertisement of Inspire Video Productions.
2. Attrition	Warnings/Threats	America: "We say to the protector of the Cross, America that by committing these crimes you are only increasing the anger of Muslims against you. With these actions, you are only increasing the persistence of the Mujahideen to fight you and to harm you", "warn the Western countries, especially America, that they will be the first to be engulfed by the flames of their own oppressive policies."
	Accountability of terrorist attacks	Lone jihad operations: "Analyzing Lone Jihad Operations: The Orlando Operation, The Niece Operation, 9/17 Operations, and Westminster Operation", "7/7 Metro bombings in London", Umar Farouk's operation attempt to cause explosion on American airplane, "Ramzi Yousef's operation, which he tried to detonate multiple American airplanes", "the Limburg and USS Cole bombings" (attempt to bomb the military target).
3. Intimidation	Terrorist organization's strengths	Defeat over the West: "How Jihad Is Winning Over Democracy in the West." Knowledgeable: Ability to identify and share the exact areas and methods to cause a train to derail. "the enemy is people we know very well and people we can identify."
	Apostate's weaknesses	Americans lack of security: "The size and diversity of the freight rail system make it difficult to adequately secure", "the single greatest danger of a potential terrorist attack in our country today", "Absolute security can never be achieved." Battle: "They cannot get out of it and cannot find real solutions to its problems beyond its borders." America has never succeeded in any Yemen raids. America's economy: "The U.S. laid a fifteen-year plan in which it raised the debt."
	Destruction towards enemies	Target weaknesses: "Whoever critically looks at these factors will find in between them many destructive weak points, and whoever takes advantage of these weak points will be able to strike it on a deadly spot", "The most important link of this chain that should be broken, is security", "target the security of their economy", "Targeting tourists in a country drastically damages this industry", "target means of transportation."
	Seize enemy weapons	Focus on building and selecting weapons to use towards enemies: "the strongest equipment in war", "The ability to use different kinds of weapons, and ways to subdue the enemy according to the conditions and circumstances at hand", "Be professional in your choice of weapons."
4. Propaganda	Responsibilities as a follower	Faith: "pray to Him assiduously, and do not lose hope. Trust in Allah, and do not fear", "Nourish your faith with tears in praying to the Beneficent". "Be on your guard against sins", "we will never deviate from this path. We believe in our religion and we will never abandon it." Fight: "each Muslim anywhere on earth has a duty upon him to combat and kill them wherever they exist."
	Accommodations/Promises for followers	Promises: "enter thus the highest gardens of Paradise", "Your virtuous actions are for the sake of Allah, and from Allah is your reward", "crises and tribulations contain within them great rewards and gifts", "And, whomever stands to fulfill this duty, Allah will reward him in this world and obtain the excellent reward of the hereafter."
5. Spoiling	Rejection to modernize	Consistent: "It is a wonderful harmonious consistent religion, because the Creator is One and the religion and universe belongs to Him."

Overarching Themes	Sub-Themes	Representative Excerpts
	Quran	Support for believers: "The holy Quran has summarized and explained this, placing a base rule for psychological security", "believing in Allah requires believing in Quran", "the book (Quran) became a complete system in all matters of life, solving all problems we face in our life."
	Jihad	Mandatory: "This is the path (of Jihad, to take), whether your mother is ill or not, or your father passes away or not. You do not discontinue your prayers or break your fast if your mother falls ill ... and similarly you do not turn away from Jihad", "Jihad became the most binding of duties so as to achieve."
	Sharia	Obey: "abide by the judicious Shariah", "specific rulings", "Sharia prohibits and permits certain killing - "initiate fighting with the combatant infidels and kill them."
	The Caliphate	Territory of lands: "cleanse" the lands, "constrict options for them", "There is no escape from the coming confrontation", "dominance."
6. Outbidding	Martyrdom	Effects: "We have seen on many occasions how a single martyrdom-seeker has often paralyzed an entire state", "leaders of Jihad have encouraged carrying out martyrdom operations in the West", "instills more fear in the hearts of the enemy." Honor: "pride", "honorable delegation to Allah", "noble knight", "pure intentions."
	Supporter's allegiance	Personal interviews with Al-Qaeda followers: Assigned jobs- "my old hobby of improvising electrical devices, likewise my familiarity with chemicals and mechanical principles, I was assigned the job of manufacturing explosives"; Advice- "This is why we advise all Jihadi groups to deeply study the Algerian experience", "One thing we must always bear in mind is that the Mujahid must adhere to the rules of the Shariah in his Lone Jihad. He must also be careful in his target selection and must ascertain the legitimacy of targeting it", "Do not fear your enemy. Do not fear anything except your sins."
	Enemies clashing beliefs	America: "America is still the bearer of the banner of criminality", "America persists on targeting Muslims and attacking women and children in the most heinous of ways", "continuation of violations and crimes driven by an all-encompassing hatred", "American idiocy", and against the freedoms of democracy - "ballot boxes."
7. Incitement	Justified violence	Support from Allah: "with Allah's assistance, from honoring the obligation of repelling the aggression of the invaders and fighting against their aggression", "especially the Lone Jihad heroes; I say to them: Target America", "Therefore, without a doubt, I view the man who votes for his government and pay taxes to it, to be much deserving to be described as a combatant. And therefore, his blood is more lawful than others."
	Specific attacks/actions	Suggestions: The different possibilities: "professionally executed individual operations", directions on how to make a homemade grenade, pressure cooker bombs, and how to make a train derail tool and where to place it.
8. Recruitment	Steps to become a follower (Radicalization)	Lone jihad steps: "Follow in the footsteps of martyrdom-seekers before you. Pick off from where they left, for this will help you. Don't underestimate yourself, nor belittle your work, for how many professionally executed individual operations in the West outweighed numerous operations in the East."
	Missions	Focus on transportation: "presented various methods and ways of inflicting damage." Simplicity: "devoted to targeting trains, specifically by derailing them from the tracks using a simple tool", "easy method for targeting trains."
	Self-enlistment	Encouragement: "the call directed towards the Muslims in the West to carry their responsibility and duty towards this great religion", "the Lone Mujahid can carry along with him in his fight to bring great destruction upon the west's security, military and economy", "the valiant heroes of Islam In America, the West, and in Occupied Palestine. May peace, mercy and blessings of Allah be upon you!"

**APPENDIX K: GAIDI MTAANI ISSUE #7 REPRESENTATIVE
EXCERPTS MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to show the Al-Shabaab soldiers (commonly wearing battle gear). Damage towards enemies: aftermath of the France attack. Methods to appeal readers: relate typical American basketball norm to Al-Shabaab and scenic views of Africa.
	Less-Prominent Images	Use of symbolism: repetition of an individual wearing a black hoodie with concealed identity to represent a lone jihad. More images of the aftermath from the France attack. Enemy: the Kenyan government and American armed forces (American war jets flying over Africa and American battle ships in the ocean).
2. Attrition	Warnings/Threats	France: "we warn France and those who tread her course about the implications of their hostility towards Islam and the consequences of their oppression and belligerence against Muslims", "as long as France continues to tread this path it will never enjoy security", "the streets of Paris and Toulouse will continue to be a theatre for the operations of the Mujahideen and a target of their raids". "The recent operations should serve as a lesson."
	Accountability of terrorist attacks	Attack in France: response to a reporter mocking Al-Shabaab - "historical attack against Charlie Hebdo." Kenya: "The scandal and losses of the Kenyans in the Westgate 2013 attack."
3. Intimidation	Terrorist organization's strengths	Emotional appeal: comparison of the hood found in the United States: loyalty in the United States results in jail, whereas loyalty in Al-Shabaab results in "supporters of one another", "brotherhood", "noble brothers", "protection."
	Apostate's weaknesses	Dishonesty in the Kenyan government: "Kenyans' mouths became frightened when they talked about and terrorist traps", "their government and their leaders are so stupid", "misled by misinterpretation strategies", "their military spokesman's forged twitter update", "circulated fake pictures of the fabricated event!", "inexperienced."
	Destruction towards enemies	Consequences: "It is a result of this love for Allah's Messenger that has once again transformed the seemingly peaceful streets of Europe in general and France specifically into a bloodbath at the hands of few dedicated Muslims", "were ready to defend Islam, with distress and comfort."
	Seize enemy weapons	Focus on the use of weapons against enemy: "so every Muslims who will stand firm, use of weapons." Use jihad operations of martyrs in France to follow as an example (the only weapon in this case is the detonated bomb).
4. Propaganda	Responsibilities as a follower	Principles: "Five Basic Principles by Allah: 1) Being Firm in the battlefield 2) Much Remembrance of Allah 3) Obeying Allah C and His Prophet 4) No disputes, because it breeds disunity and collapse 5) Being patient because victory belongs those who endure the difficulties at best", "utmost sense of loyalty."
	Accommodations/Promises for followers	Victory: "Allah who rewards victory with an absolute wisdom that is far beyond human understanding", "They rejoice in a grace and a bounty from Allah, and that Allah will not waste the reward of the believers", "rewards from Allah and eternal paradise are in front of you Inshallah."
5. Spoiling	Rejection to modernize	To follow scriptures, embrace the Quran is used to avoid apostates: "Do not take disbelievers as friends."
	Quran	Youth: School children "each one of them was tightly gripping a copy of the Qur'aan to his chest lest it should touch the ground." Recite: "The example of a believer who recites the Qur'an is that of a citron (a citrus fruit) which is good in taste and good in smell."
	Jihad	Surrender: "Jihad is to 'sacrifice' your soul for the preservation and propagation of Islam", "Jihad needs generosity twinned with bravery, knotted with patience and encased with unity", "So it is upon you to wage an armed Jihad and you will witness how the thrones of the tyrants collapse."
	Sharia	Doubters: "Sharia spectacles: either they fully embraced the divine mandated revelation of Prophet Muhammad or they have rejected his Call, and there is no grey area in this two-way street." Judgement: "which will run and judge their life with the Sharee'ah of Allah."

Overarching Themes	Sub-Themes	Representative Excerpts
	The Caliphate	Constant fight: "Islam has been fought since its beginning, it will continue to be fought and neither will the war cease until the world's end."
6. Outbidding	Martyrdom	Desire: "he would actually desire that he be taken as a martyr in the defense and service of Islam", "some have fulfilled their obligations", "Staying true to his faith, carrying the message and the task Of Shari'ah and Jihad until he was killed in your path."
	Supporter's allegiance	An Al-Shabaab soldier who converted from the Western hood: Appeal tactic as a comparison: "I've seen and understood the true meaning of brotherhood in Islam. Some aspects of my life are similar to my previous life; Similar to before, we are still risking it all; injury, imprisonment, and possibly death. Similar to before we are facing enemies from different sides and are outnumbered and 'outgunned." Contrast: "But, in contrast to before, now we are fighting for the truth and any hardship on this path is a blessing and the end of this life is only the beginning of a life of forever in the eternal paradise."
	Enemies clashing beliefs	United States focus of money: "strong obsession and glorification of the "street" life in both the culture and the media", "evil and immoral it is, this gangsta lifestyle", "Living for the minute and striving for a very shallow type of happiness or success where the motto is: money = happiness", "living it up", "living large." Government: "hypocrisy of democracy", "Communism and any non-Islamic regime", "disgusting lies."
7. Incitement	Justified violence	Deserving: "those who verbally harm his religion is death and that it alone is the only solution to repel the crimes of the disbelievers."
	Specific attacks/actions	Inspiration: the mention of specific attacks - "with the hope of inspiring you and Muslims all over the world to emulate the heroic precedents set by our noble brothers." Personal actions in attacks: "We had them on the crosshairs, fingers on the triggers, and we were just waiting for a signal from the Amir (the commander) to obliterate the Kuffars."
8. Recruitment	Steps to become a follower (Radicalization)	Complete surrender: Travel: "My brother, Allah has guided you to Islam." Advice: "Don't stop or slow down...enter fully into Islam and submit yourself to the commands of the Creator of the heavens and the earth. You must exert all of your efforts, your sweat and tears, your blood, all for the sake of Allah. Your brothers and sisters are in need of you and are waiting...will you respond to their call???"
	Missions	Encourage followers to learn and enact the examples of missions, specific recognition of the France terrorist attack by Said Kouachi and Sharif Kouachi.
	Self-enlistment	Follow the Al-Shabaab martyrs: "We encourage all Muslims, specifically the sons of Tawheed living in Europe, to follow in the footsteps of their brothers Sa'eed Kouachi, Shariif Kouachi and Amedy Coulibaly, may Allah accept them as Martyrs, for indeed they are a wonderful example for you."

**APPENDIX L: GAIDI MTAANI ISSUE #8 REPRESENTATIVE
EXCERPTS MATRIX**

Overarching Themes	Sub-Themes	Representative Excerpts
1. Imagery	Prominent Images	Use to show recognition of Al-Shabaab followers, commonly with rifle weaponry. Honor of Al-Shabaab martyrs: Awarded Muslim of the Year 2013- Umar ibn al-Khattab and Fazul. "Wise Words" from Osama bin Laden. Persuasion to travel to Africa with appealing images of a scenic view of a sun in the sky - "be a part of it!" Symbolism: individual with concealed identity wearing a black hoodie to represent the lone jihad.
	Less-Prominent Images	Use to show funeral of the victims from the British attack by Umar ibn al-Khattab. Recognition of influential Al-Shabaab follower: Sheikh Anwar - followers gathered listening to his words.
2. Attrition	Warnings/Threats	Western targets: "will continue to be personified through bloodshed in Western streets, unless taken seriously", "so tell the West we're roaring flame that can't be doused that can't be tamed and until you cease your bombs and planes we'll keep marching till we reach the State of Maine."
	Accountability of terrorist attacks	Kenya: "Eel Adde attack against Kenyan Crusader Forces in Somalia." America: "In 1998 after the glorious attacks on the American embassies Fazul became wanted worldwide." Britain: Umar ibn al-Khattab killed British soldiers.
3. Intimidation	Terrorist organization's strengths	Battle: "Fierce in battlefronts." Youth: "very involved with the youth and took part in many different types of activities." Training: demonstration/practice in a paintball game. "men who were fearless when facing the creation and were well organized, well trained, and determined."
	Apostate's weaknesses	Kenya: "Kenyan's policy of dishonesty may be, it has not been enough to convince the Kenyan public and cover up the overwhelming evidence that nearly two hundred Kenyan soldiers lost their lives on the battle fields of El Adde last year whilst others were taken captive by Al-Shabaab." America: Obama initiated - "Then came the failed drone assassination."
	Destruction towards enemies	Follow the examples: Fazul: "He became wanted worldwide and a reward in the millions was put on his head. Fazul had already become an example for Muslim youth worldwide in his answering the call to Jihad and fighting against the oppressive "superpower" of our time." Remain determined: Never give yourself up to the kuffar, "they went to the front lines to fight the Crusaders."
	Seize enemy weapons	Focus on displaying their weaponry with large rifles and missile tanks.
4. Propaganda	Responsibilities as a follower	Follow and lead by example of Al-Shabaab leaders and martyrs. Always fight for Allah: "We swear by Allaah the All-Mighty we will never stop fighting you until you leave us alone." Retaliation on those who kill Muslim brothers: "The only reason we have killed this man today is because Muslims are dying daily at the hands of British soldiers."
	Accommodations/Promises for followers	Grant Paradise: "We ask Allah to increase his reward by the knowledge and training he gave to the brothers who are still working and steadfast on the path of Jihad. We ask Allah to give us steadfastness on this path and to unite us with Fazul in the highest of Paradise."
5. Spoiling	Rejection to modernize	Rejection to conform to Kenya's ideals and government: based on "policy of dishonesty."
	Quran	Follow: "the truth." Read and use as a guide to life.
	Jihad	Requirement: "commanded to fight Jihad in the path of Allah and thus, going out in Jihad will not hasten your death nor will it delay it." Desire: "I would dream of being able to make Jihad in the path of Allah", "he made Jihad his life."
	Sharia	Important: "Honor to Islam", "justice." Goal: "reach the millions of English speaking Muslims all over the world."
	The Caliphate	"Bloodshed" will continue until attained and "taken seriously."

Overarching Themes	Sub-Themes	Representative Excerpts
6. Outbidding	Martyrdom	"Heroic": Examples of the want to die as a martyr: "the important thing is that each of us had done our best and had been hit or 'martyred' before they had taken our flag", "Whoever sought martyrdom with sincerity will be ranked by Allah among the martyrs even if he died on his bed", "He wanted to use his life in the pinnacle of Islam and strive to give victory to Islam while praying to be taken as a martyr on the battlefield."
	Supporter's allegiance	Al-Shabaab followers personal experiences of converting: "I was of the generation of young Muslims who grew up in the west during the 90s who were at a high risk of losing their Muslim identity", "The Sheikh became a role model for all students of knowledge and callers to Islam as he left his comfortable, well-off life as a famous and loved caller to Islam in order to implement what he had learned and had been teaching." Growth: "the Islamic awakening that is spreading throughout the Muslim world and especially in the English speaking world, by the will of Allah."
	Enemies clashing beliefs	Deception: "The people of weak faith and hypocrisy have, over the years, used different ways to try and deter people from fulfilling the duty of Jihad", "World media and left wing conservatives can deceptively portray Mujahid as a psychopathic slayer."
7. Incitement	Justified violence	Path of Allah: "Muslims are only guilty of praising Allah." Jihad: "train and support jihad."
	Specific attacks/actions	Specific actions: Encourages following the martyrs: "beautiful examples of courageous heroes." Become an example for youth worldwide.
8. Recruitment	Steps to become a follower (Radicalization)	Travel: Encouraged to move to Africa. Dedication: Fight and train and eventually will lead to the position to train Al-Shabaab soldiers on the frontline.
	Missions	Follow the examples of missions by Fazul, Umar ibn al-Khattab, and Sheikh Anwar.
	Self-enlistment	Urge to move to Africa to train and support there. Followers: all of the Al-Shabaab follower stories retreated to Africa.

**APPENDIX M: GAIDI MTAANI ISSUE #9 REPRESENTATIVE
EXCERPTS MATRIX**

Overarching Themes	Sub-Themes	Examples
1. Imagery	Prominent Images	Use to promote other Al- Shabaab channels: DVDs, followers spreading the word on a radio station, and videos available on the internet. Symbolism: repetition of a concealed identity individual dressed in a black hoodie as a lone jihad. Soldiers: pride - waving their flag and equipped with tanks and rifles. Enemy: Kenyan government.
	Less-Prominent Images	Use to mostly show their soldiers in action and physical abilities. Damage: explosives caused by Al-Shabaab. Enemy: American war jet over Africa.
2. Attrition	Warnings/Threats	Punishment: "they are certainly the ones who will be punished", "our army is going to win", "eliminate injustice and corruption."
	Accountability of terrorist attacks	Battle of Kulbiyow: mujahideen over-run KDF base at Kulbiyow - "more than 60 KDF soldiers were killed as the others fled for their lives."
3. Intimidation	Terrorist organization's strengths	Achievements: "we have accomplished in just a few years that which no Islamic group has accomplished since the fall of the Caliphate", "regional stability", "restore", "honor."
	Apostate's weaknesses	Failures: Algeria: "Yesterdays failed democratic transition in Algeria", Egypt: "more recently the ousting of democratically elected leader Mohamed Moorsi in Egypt should be an example that the system of democracy is not a viable solution for Muslims."
	Destruction towards enemies	Conquer: "destroy the disbelievers immediately and to help Muslims", "This religion will dominate with the unbelievers and the hypocrites will be conquered and the victory will be Islamic and believers", "So the decision was taken to kill one prisoner in order to inform the Kenyans things are not just fun."
	Seize enemy weapons	Boast by the use of imagery to display their supply of weapons, such as tanks and rifles.
4. Propaganda	Responsibilities as a follower	Worship: "There is no condemnation except for Allah. He has commanded you to worship no one except Him", "seek justice even though scholars will refuse to say it. Beware of the disgrace and the evildoers."
	Accommodations/Promises for followers	"Heavens" Allah decides rewards: "judgment belongs to Allah only!"
5. Spoiling	Rejection to modernize	"Allah is the truth and you are liars!" Allah is the only belief followed, ordered to fight against the disbelievers.
	Quran	Religion: "the Religion of Truth, among those who are given the Book."
	Jihad	Defense for religion: "Jihad is the answer", "He has left this jihad a test for believers and to see who in our society will defend his religion."
	Sharia	Fallacy disproval: "regional stability, peacekeeping, education, finance and medicine have disproved the fallacy that a Sharee'ah state in the 21st century is unfathomable and impractical."
	The Caliphate	Restore: "put in place the justice of Allah in the universe", "restore the honor, strength and land of Muslims", "As for today, Somalia, Afghanistan, Sham, Yemen, Iraq, and other battlefronts are shining examples that following the Prophetic module is the best, shortest and most practical means of creating an Islamic society and solving the ills of the Ummah and mankind as a whole."
6. Outbidding	Martyrdom	Example: Al-Shabaab soldiers risking their lives to fight against the enemies.
	Supporter's allegiance	Images of Al-Shabaab soldiers as a brotherhood to wage jihad; Unidentified leaders with support of imagery share their views: "Why do not you help poor Muslims who are tormented night and day?", "Allah had guided me, I would certainly have been among the righteous", "and surely I was among those who mock! When I was driven by consciousness of fear of Allah's punishment because I did not help", "Repent to Allah."
	Enemies clashing beliefs	"Instead of being a guide and an example to the public, they are the foremost in misleading the public", "They are the ones who forbid the good and command the evil", "Do not make Jews and Christians friends", objection to vote for public figures and leaders, "Separated by fictitious borders sketched by the imperialists and ignorantly driven by a false notion of nationalism."

Overarching Themes	Sub-Themes	Examples
7. Incitement	Justified violence	Allah's commands: "He has commanded us to fight against them and to make them enemies until they are weak and weak", "Fight against those who do not believe in Allah."
	Specific attacks/actions	Specific actions: Persuasion of physical activity/exercise to be prepared for the enemy- karate, bench pressing weights, and sits up.
8. Recruitment	Steps to become a follower (Radicalization)	Accessibility of internet videos to learn about Al-Shabaab.
	Missions	The aftermath caused by the Battle of Kulbiyow (does not provide specific detail on how it was carried out).
	Self-enlistment	Symbolism of a lone jihad wearing a black hoodie with encouragement of: "Guarantee" "That's the best way of life."

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