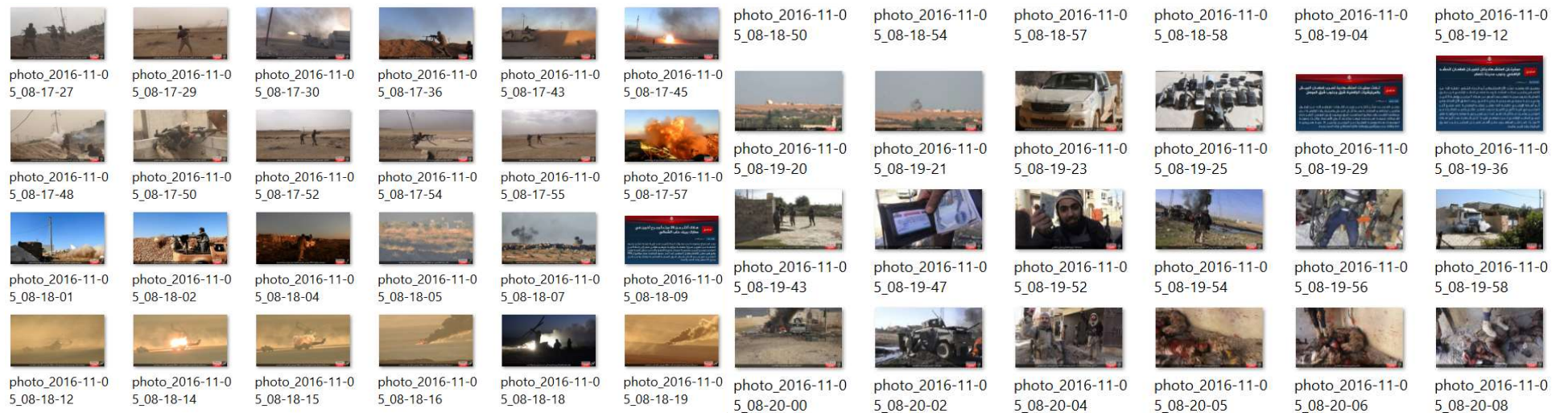


THE ISLAMIC STATE'S MEDIA DECLINE

Charlie Winter

International Centre for the Study of Radicalisation, King's College London





A Faltering Insurgency

- Dozens of senior leaders killed.
- Flood of foreign fighters now just a trickle.
- Tens of thousands of kilometres recaptured.
- Contested in Mosul; lost Fallujah, Qayyara, Manbij and so on.



One more metric – propaganda.

1. Narrative gradually reverting to type.
2. Formerly active provinces now dormant.
3. Decline in production & dissemination since end of 2015.



1. The Narrative

- Reverting to type.
- Regular calls for retributive justice abroad – not *hijra*.
- Apologia characterising leadership statements – *inhiyaz* etc.



Influence Warfare Adversary Audience

A promotional banner for a video. On the left, it says 'DOWNLOAD NOW' in white text. The main text is in Arabic: 'فسيكفيكم الله' (Fasiyakuftikum Allah) and English: 'AND ALLAH WILL BE SUFFICIENT FOR YOU AGAINST THEM.' The banner features several images: a soldier in a white uniform and cap, a soldier in a green uniform, a soldier in a grey uniform, and a soldier in a brown uniform. There is also a play button icon and the text 'VIDEO MP4 H.264'. The logo for 'AL FURAT' is visible on the right side of the banner.

DOWNLOAD NOW

فسيكفيكم الله

AND ALLAH WILL BE SUFFICIENT FOR YOU
AGAINST THEM.

AL FURAT

VIDEO
MP4 H.264



Influence Warfare Supporter Audience





Victimhood





Utopia





War



بقايا البنايات المرتدي الجيش اليرافضي على الطريق السريع (الموصل-بيجي)

٢٨ رمضان ١٤٢٧
عاجل

صدر حديثا
الإصدار المرئي

وعند الله الملك

يوثق جانباً من المعارك الدائرة مع القوات اليرافضية والصليبية في مدينة الموصل

الدولة الإسلامية

سارع بتحميل نسختك

١٤٣٨
NINAWA

٢٩ رمضان ١٤٢٧
عاجل



دك مواقع مرتدي الكرد في قرية (نظفل) شمال غرب مديح بمدفع عيار ٥٧ ملم

٢٨ رمضان ١٤٢٧
عاجل



استهداف مواقع المرتدين بالأسلحة الثقيلة

٢٩ رمضان ١٤٢٧
عاجل



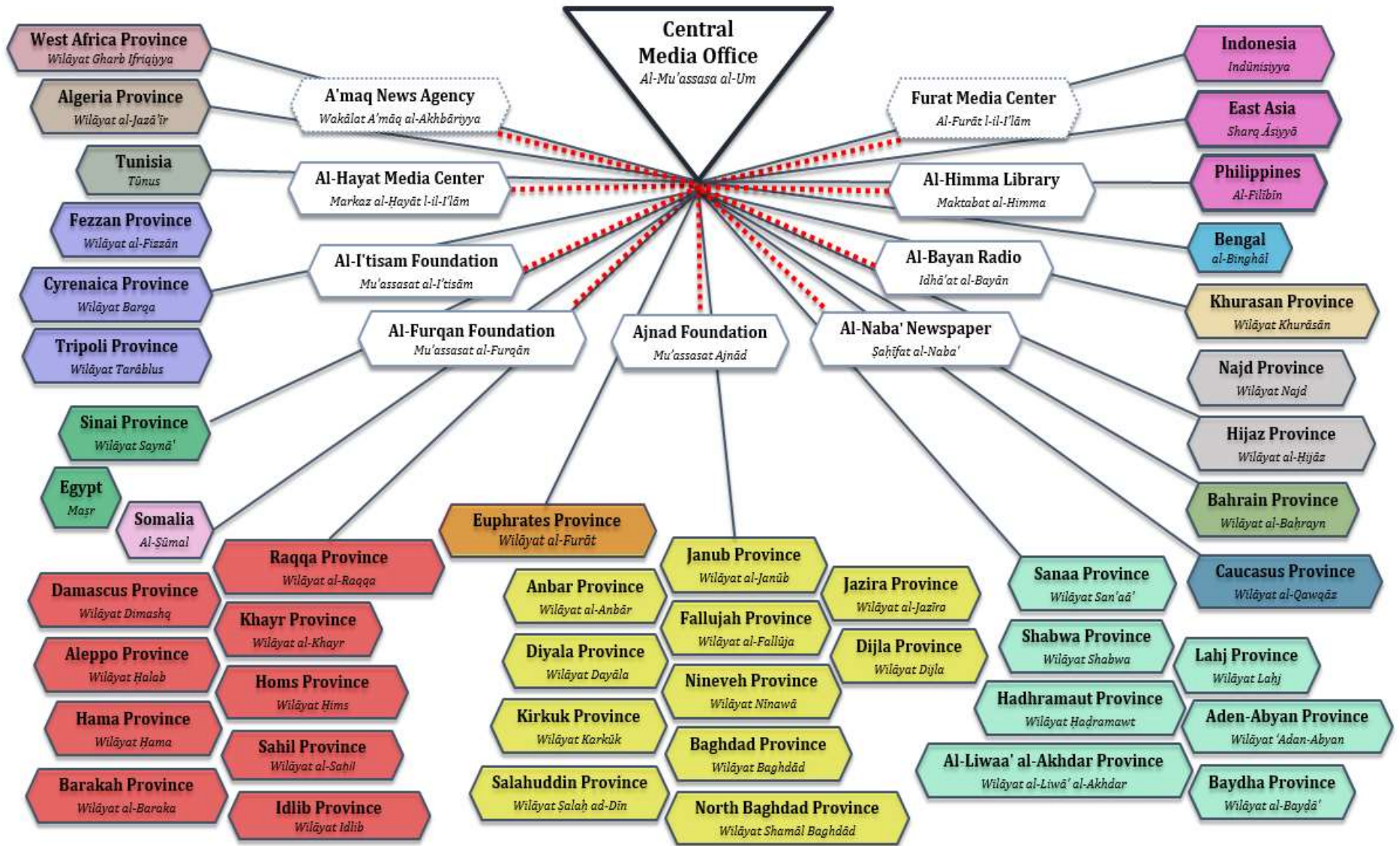
جانب من اشتباكات جبهة الخلافة مع المرتدين بالمحور الغربي المدينة سرت

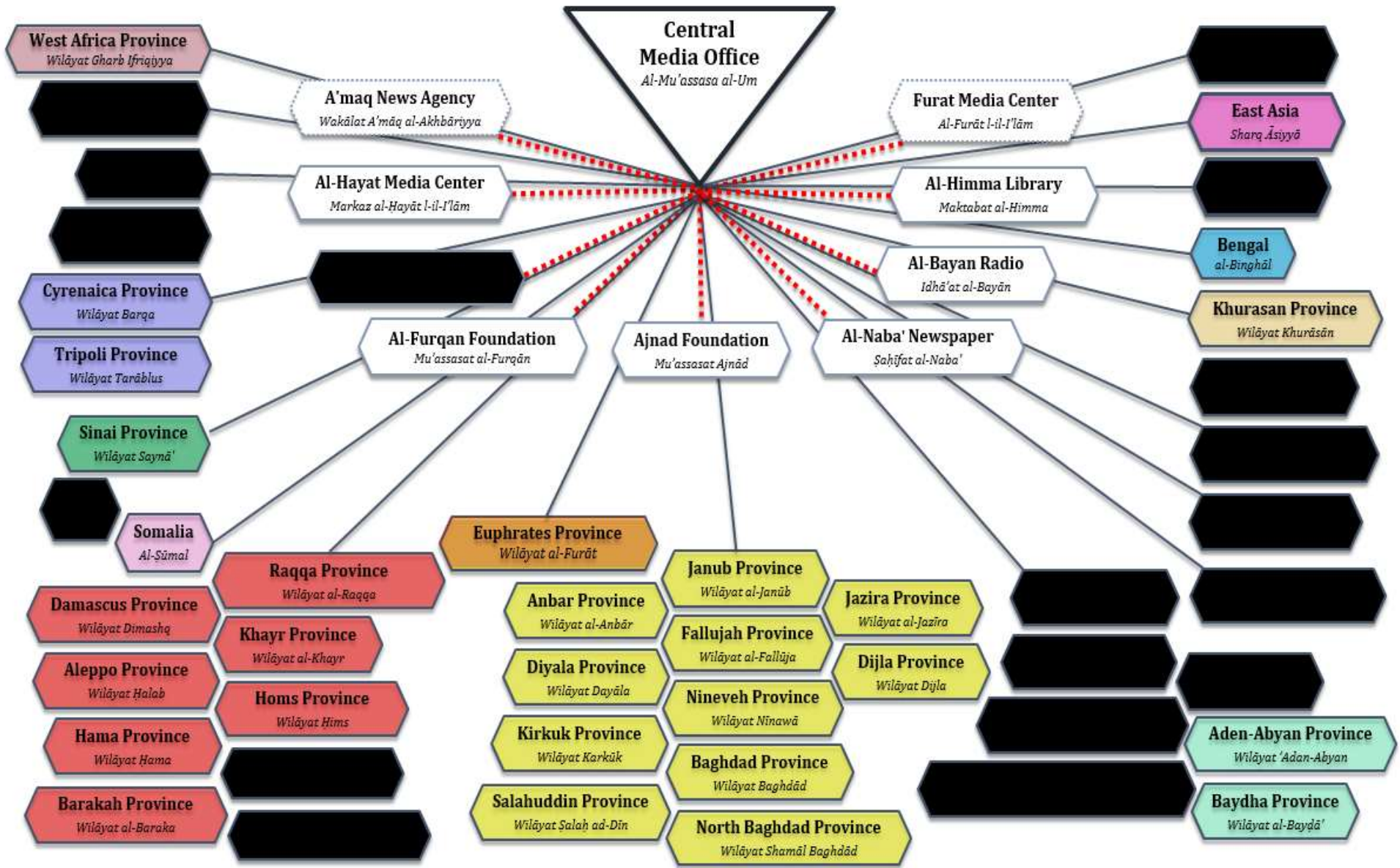
٢٩ رمضان ١٤٢٧
عاجل

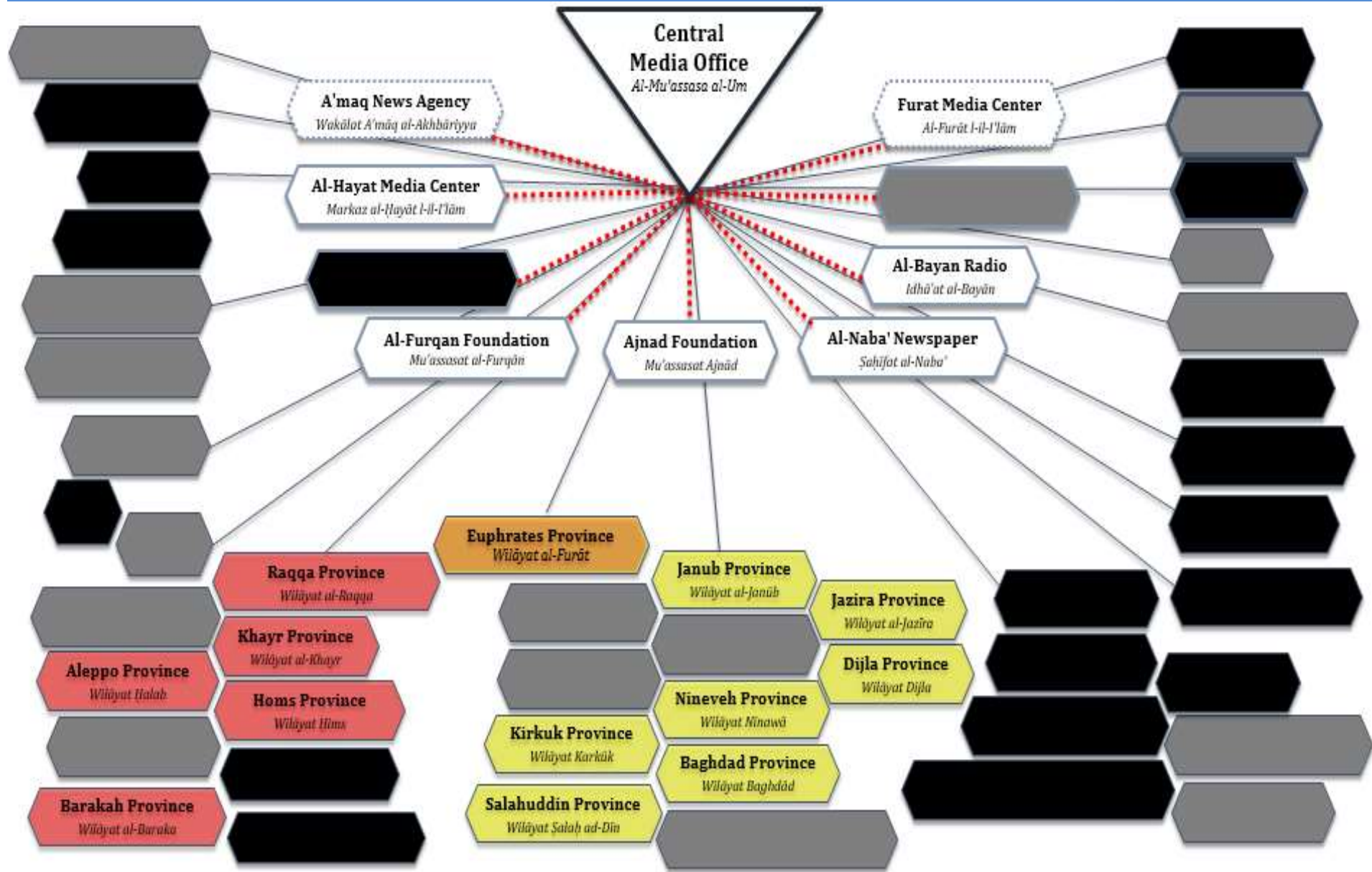


2. The Caliphate Brand

- Becoming more localised.
- Information channels degraded.
- Centralisation trumps proliferation.







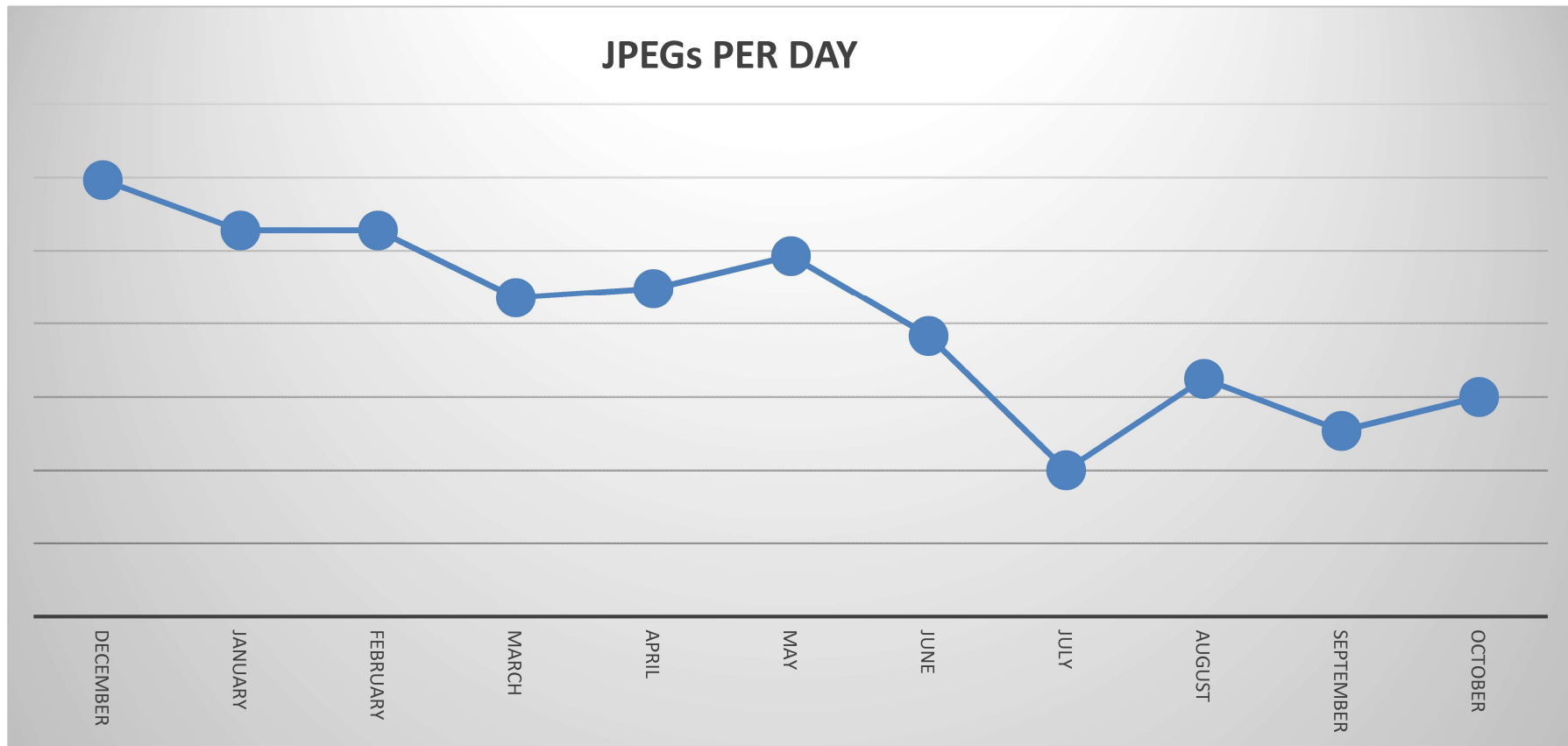


3. Output

- Steady decline in 2015/16.
- Not just shift to “quality over quantity.”
- Photographs and videos main media to decelerate.

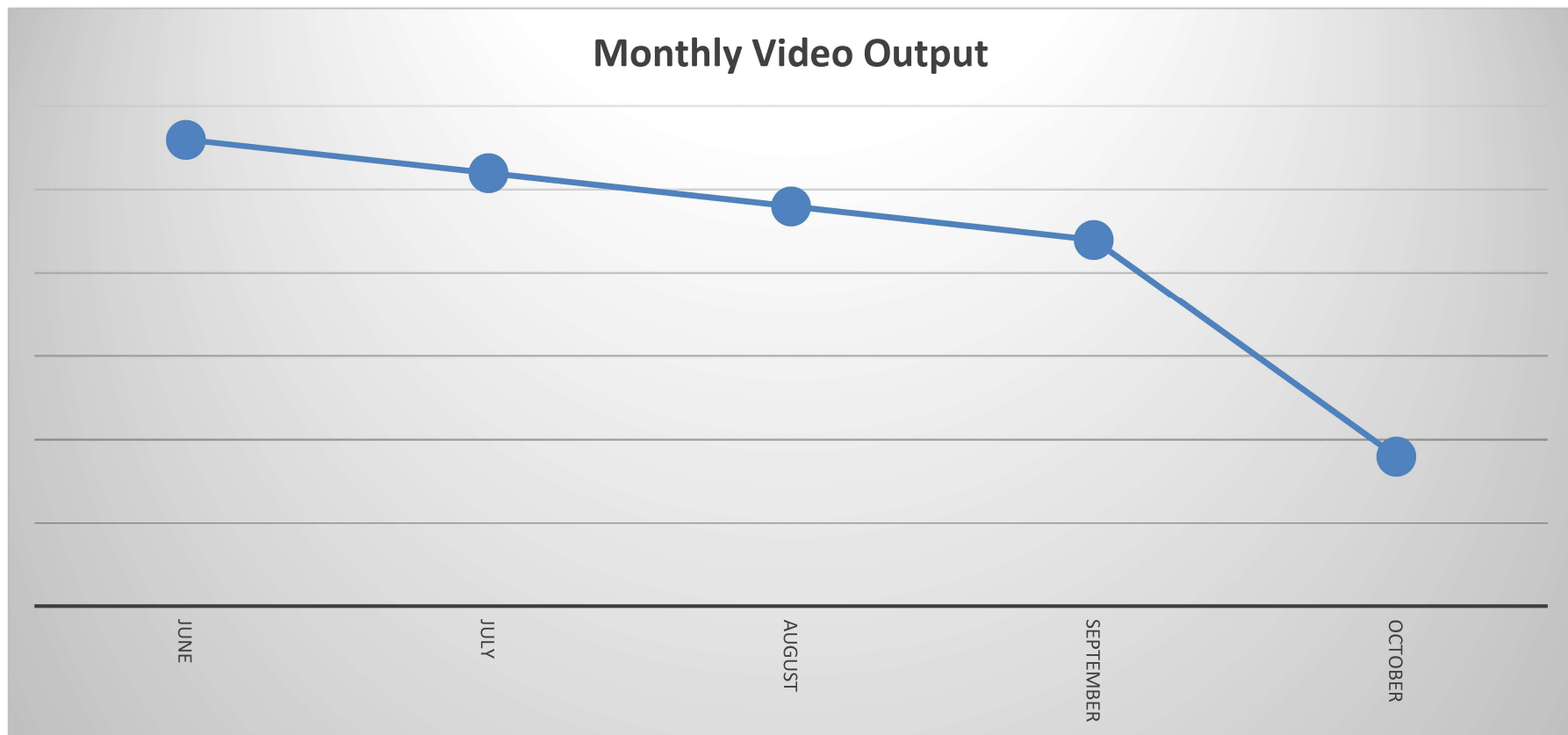


Decelerating Productivity





Decelerating Productivity





Why?

- Social media landscape increasingly inhospitable.
- Territorial loss: less to brag about, harder to compile.
- Airstrikes targeting infrastructure & human expertise.



Thank you for your time.

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