

The Role of Religious Manuscripts on ISIS Recruitment Process: A Multimodal Critical Discourse Analysis Study

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Abstract

Abstract

This study attempts to shed light on the impact of religious manuscripts on ISIS recruitment process. The study aims to concentrate on the persuasion strategies in the ISIS mass media during the persuasion process. Over sixty articles are taken from ten issues of both Dabiq and Rumiya magazines. The study is qualitative descriptive depending on Multimodal Critical Discourse Analysis Theory developed by O'Halloran (2011) through emerging Fairclough's Critical Discourse Analysis (1989) with Multimodality based on Gunther Kress and Van Leeuwen Social Semiotic theory (2001). The findings indicate the massive role of religious manuscripts for impacting the Muslim communities to be convinced to join the newborn Caliphate, as the religious scripts are orders from God indirectly to be followed; besides, the non-verbal modes such as images and views have also crucial roles through the massive influence of visual modes along with the scripts.

Keyword: Multimodal Critical Discourse Analysis, ISIS, ISIS Media, Religious Manuscripts, Persuasion, Recruitment Process.

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Introduction

This paper is entitled “The Role of Religious Manuscripts on ISIS Recruitment Process: A Multimodal Critical Discourse Analysis Study”. The study is a part of a PhD dissertation "A Multimodal Critical Discourse Analysis of the Language of ISIS". The study tries to analyze the language used in ISIS mass media from a multimodal perspective and mainly focusing on Critical Discourse Analysis. The philosophy of the study is to mix Multimodal Social Semiotic Theory by Gunter Kress and Van Leeuwen (2010) and Fairclough's Critical Discourse Analysis (1989) proposed by O'Halloran.

This study attempts to analyze the influence of Quran, Hadith and other religious quotations in media as a gap of the study through analyzing the printed press of ISIS. ISIS has used the religious manuscripts to convince the Muslims all over the world for recruitment process. The impact is considered to be massive from the statistics of the media and academic publications.

Therefore, the study aims to analyze the terrifying texts along with photos released by ISIS during the war. It also aims to shed light on the religious, psychological, and linguistic aspects of the media utilized by ISIS as a strategy for attracting the attention of the young Muslims worldwide.

Research Questions

The study endeavors to answer the following questions:

- What linguistic strategies does the language of ISIS use in conveying direct and indirect messages to their audience?

- To what extent does the language of ISIS utilize the Islamic religion including: the Holy Quran, and the Prophet's quotes (Al-Haddith) to serve their interests for persuasion process?
- To what extent does multimodality influence the verbal and non-verbal communications to reflect the power of language?

The Hypotheses

The study is generally based on the following hypotheses:

1. ISIS makes use of the rhetoric of the Holy Quran and the Prophet's quotes (Al-Hadith) which has effects on the mentality of the young Muslims for the recruitment process. The Caliphate tries to apply all the features of being an Islamic army to persuade Muslims in order to gather under one umbrella again.
2. The language of media is carefully planned and designed by ISIS and it is one of the factors behind its great power.
3. ISIS utilizes an influential language to persuade Islamic believers throughout the world to join them under the slogan of Al-Jihad.

Multimodal Critical Discourse Analysis

The term multimodality focuses on the visual modes or texts accompanied with photos. Some of the late 1980s and 1990s linguists were interested in analyzing meaning through the communicative semiotic modes rather than the verbal language only. CDA (Critical Discourse Analysis) allows us to concentrate on the lexical and grammatical choices in the language along with the social practice in a critical way; MMCDA or MCDA (Multimodal Critical Discourse Analysis) also allows us to analyze the visual choices in the communications through a social practice critically. The dominant pioneers in the field of Multimodality such as Kress and Van Leeuwen set a number of tools to be used as different modes rather than verbal ones in communication; besides, they clarified the role of those features to describe any image, mood, visual or overall signs like a communicative language. The combination of both verbal and non-verbal modes can offer an absolute efficient interaction as they are accompanied to each other. For instance, the role of photos, that are shown along with the texts in the media articles

or any other texts, are equally important to the long-overloaded texts. (Machin & Mayr, 2012, p. 16)

MCDA is an approach in the field of linguistics through merging CDA to Multimodal Social Semiotic theory. The approach has appeared due to the series of criticisms against the CDA in the lack of analyzing the non-linguistic termed or non-verbal communication modes. The critique is well formed that CDA does not have the ability to analyze the semiotics as they lack the verbal interactions. The linguistical termed texts depend on the verbal language extracts as all kinds of discourses should turn to texts for the analytical process, then the theories or approaches are applied to analyze the extracts or the whole text. The images in any text or the visualities in the videos cannot be analyzed through the CDA theories and approaches due to the lack of verbal language interactions as they are called non-linguistical termed interactions. The crucial point here is the role of multimodality that can focus on the semiotic part of the texts. Through merging the two theories and approaches, texts can be analyzed much better as both linguistic and non-linguistic termed; they both can have a complete package of meaning delivered through the texts. (Helland, 2015, pp. 27-29)

Multimodal Critical Discourse Analysis is also a qualitative descriptive method for researching. The theory is a new extension is Critical Discourse Analysis, and it is also considered as one of the crucial extensions in CDA due to its vast effects on filling gaps. The CDA theories are set based on the micro and macro analysis especially the macro one as the focus is on the social practice or connecting to the social norms and beliefs of the community. The majority of the theories in the field of CDA preserve the cultural environment of the interlocutors in any discursal text for the analytical process. The only missing part in the theories is the role of moods in the videos, or the design of the photos and images. The social-semiotic theory can compensate for that part through focusing on the other non-verbal modes in the texts. Multimodal Critical Discourse Analysis was developed by O'Halloran (2011) through merging Fairclough's Critical Discourse Analysis (1989) with Multimodality based on Gunther Kress and Van Leeuwen Social Semiotic theory (2010) to analyze discourses. (Carter, 2011, p. 59)

Islamic State in Iraq and Syria (ISIS)

The emergence of ISIS is regarded to be the biggest event in the twenty first century, and is the clashing point between the historical and modernity events. The term ISIS is the acronym

for the collection of the words (Islamic State in Iraq and al-Sham or Syria); besides, there are other terms such as ISIL (Islamic State in Iraq and Levant) and Daesh (the Arabic acronym which is used in English as well). The Caliphate emerged in 2013-2014, starting from Iraq and covering Syria as well as the border areas between the two countries. The event was unbelievable among the people and could attract the international affairs' attention, because such events through radical beliefs of the society have not been noticed since Sykes-Picot Agreement after World War I. Many people believe that ISIS has appeared suddenly and started the strategy out of nowhere, but the reality is something different, as it belongs to a very long history and a well-planned process. First, geography is a clear clue for the Caliphate that covers the middle-east Islamic countries including Iraq, Syria, Libya, Yamen, etc. Secondly, the attack on Iraq by the alliance troops in 2003 opened a huge gate for the organization to grow as fast as possible and get an easier atmosphere to achieve the goals. Thirdly, the series of revolutions in the middle-east caused a huge damage to the security of the countries and created a better environment for organizations like Daesh to start the plans and attempt towards the main objectives. (Oosterveld & Bloem, 2017, p. 5) (see also: Wood, 2015)

The ideology of Islamic State is clearly taken from "Al-Salaf", but the Jihadi term is added to the terminology to be "Jihadi al-Salafi". The terminology belongs to the affiliation of al-Qaeda that Zarqawi coined the term as "Tawhid and Jihadi" in 2004. The objective of the term extremism (Jihadi) comes from the belief that there are no other ways to reform the societies rather than declaring wars and battles against anyone who stands against the Islamic State, whether Muslims or non-Muslims, through violent tactics to prevent forbidden deeds. Obviously, the Caliphate cannot be built without Jihadi method to apply the God's regulations and commandments. Hence, the Caliphate declared war against all the authorities even in the Islamic regions, to their disobedience to Allah's regulations; besides, the State pretended all the Islamic populations as infidels because of their acceptance to live under the power of those leaders. (Dirabroosh, 2019, pp. 82-105)

Thus, the media methods had enormous significance in building the Islamic State. The Caliphate paid too much attention to the media platforms for delivering their messages and affect the world, especially attracting Muslim youths' attentions. The newborn Caliphate used the media since the beginning of establishing because of its importance in spreading the activities and ideology rapidly, especially social media. Most of the Jihadi movements shared

their messages and deeds mostly through social media platforms; hence, the term of Online Jihadi is coined and become an essential objective. The ISIS had its own establishment for media including a Minster, specialized people, and even an army for working hard on the process, because the whole world also was working on long online battles and conflicts in order to prevent the broadcast to reach people. ISIS used the most developed and professional media techniques in their propaganda to convey their themes, messages, and battles to the whole world through videos, images, articles, and all the other tools. The Al-Furqan and Al-Anba'a media agencies were huge and main establishments that represented the Caliphate for all the media activities such as the speech of leaders, conveying messages, sharing victories of wars, calling for recruitment, etc. (Dirabroosh, 2019, p. 19-22)

Previous Studies

Vergani and Bliuc (2015) conducted a study on the evolution of ISIS language of media. The study used computerized text analysis program for the first 11 issues of Dabiq internet magazine of ISIS in its first year of publishing. The study reached four results as conclusions. Firstly, the most important point was the affiliation challenges of the organization (ISIS) with similar organizations such as (Al-Qaeda) in mobilizing identity. Secondly, the first 11 issues of the magazine used more emotions at the beginning for attracting the attention of new requited members; ISIS could use the strategy better than the other organizations. Thirdly, ISIS magazine articles could target western females for joining the forces as war brides; the data showed that more than 200 women joined ISIS from the western countries in 2015, this number is much higher than all the other Jihadi groups. Finally, ISIS exerted a huge effort for internet jargons through adapting to any new situation and got a crucial capacity in using internet for their interest and benefit.

Awan (2017) published a paper about Cyber-Extremism. The data focused on UK statistics. The study declared that ISIS has used the most developed and modern methods of media, including: social media, printed press, and even special applications. The experts within the Caliphate depended on edited images, streamed videos and full quality viral films through the entire global media, especially social media to target the international level. The study concluded that the ISIS attempt was to sympathize the young generation for the recruitment process; the process even made the ISIS cyber-experts as stars of Cyber-Jihad in the whole world in for fame and benefits. The study used data obtained from Facebook and Twitter posts,

pages, chatting platforms, and forums. Nearly 750 British people left to Syria to fight against Syrian president; according to International Centre for the Study of Radicalization in 2013 and 2014, this number of recruiting was even higher than ever in the past and it was increasing daily. Later on, ISIS started online campaigns of Cyber Jihad to attract the youths' attention. The UK government obligatory tried to restrict the propaganda through removing 15000 items and limiting the process; yet, the process was not vanished completely and could survive from those security attempts.

Similarly, Varanka (2020) worked on an MA thesis about women in British media. The thesis used a corpus-based critical discourse analysis representation of ISIS women. The most used terms were war brides, wife, mother and women in the British media such as: Guardian, The Observer, The Independent, The Daily Telegraph, Sunday Telegraph, and Telegraph.co.uk. (See also: Martini, 2018; Windsor, 2020; Azeez, 2019)

Also, Priadi (2018) wrote a paper on using detik.com, an online media in Indonesia by ISIS. The objective of the study was to show the tendency of every news delivered to the world locally or internationally. Besides, the paper tried to find out the reaction of Indonesians towards the Islamic Caliphate through the posts on the targeted platforms. The findings showed the positivity of the audience through their posts about ISIS; and this was due to the fact that the majority of the country's populations were Muslims. The posts on detik.com nearly affected two million people in the country through its high quality and techniques of mass media. Hence, the support for the caliph was indirect because of the regulations and strict rules set by the government; however, people's comments were still by some means obvious in some of the cases.

Alfifi et al. (2018) conducted quantitative research with a fully based statistics about ISIS social media attempts for recruiting new members. The research was a computer science study focusing on numbers and statistics based on mathematical algorithms and rules. The researchers depended on Twitter twits in 2015 for their case study. They found out that ISIS twitted more than 17 million twits in that year about their activities and other attraction posts. The posts were mostly about the threat for terrifying their enemies and attracting the attention of Muslims to join the caliphate. Twitter suspended almost all the accounts and twits that did not go with the terms and conditions, but ISIS always attempted through new accounts that can

last further with the terms, and even sometimes depended on hacking other accounts for twitting.

Harb & Khoury (2021) combined semiotics and critical discourse analysis in a study for analyzing a video of ISIS. The paper used a qualitative method for the analytic process depending on social semiotic framework by Van Leeuwen and Kress, and critical discourse analysis model by Van Dijk and Fairclough. The study showed the importance of ISIS media forum in persuading the new members and delivering the frightening phenomena. The study arrived to the conclusion that ISIS had a very successful media-counter that worked as professionals to target their objectives; besides, the powerful countries failed in standing against the ISIS media in preventing their ideology spread go the whole globe. KhosraviNik and Amer (2022) had a similar paper about social media and terrorism discourse. The researchers used ISIS social media as raw materials to examine the digital practice and discourse of the organization's ideology. The paper tried to use variety of approaches including: Social Media Communication, Discourse Analysis, observational approaches, and visual contents such as semiotics. The paper shed light on the conveyed meaning of the content of materials through using the approaches, especially YouTube videos and text-based posts. The findings showed the high standards of media techniques of ISIS social media in presenting and practicing their ideology.

Further, El-Nashar and Nayef (2022) worked on manipulative strategies in terrorist discourse through using critical discourse analysis. The paper tried to find similarities between journalists and politicians' discourse with terroristic ones. The study analyzed (17) ISIS statements between (2014-2016) through using mixed method based on the frameworks of Reisigl and Wodak (2009) and Wodak's (2011). The study found out that ISIS has used the manipulative discourse to convince the audience towards their actions; besides, those strategies were used to show a positive image by ISIS and reducing the bad impact that were created by their enemies. See also (Lafrance, 2017)

Data Collection

The printed press, the ISIS online printed press especially Dabiq and Rumiya, are the main source of data in this paper; nearly 10 issues of both, Dabiq (1, 3, 4, 5, 7) and Rumiya (1, 2, 4, 5, 10), are used randomly in the study. Over 60 articles are selected based on their popularity according to the global events. The videos show the visual elements that can be found in the

printed press from the ISIS media and social media platforms. The most used popular mean of communication was social media platforms including Twitter, Facebook, YouTube, and others. ISIS special platforms, channels, accounts, and forums are highly focused in the data collection process.

The Theories Adapted

The used approach in the study is Multimodal Critical Discourse Analysis developed by O'Halloran (2011) through merging Fairclough's Critical Discourse Analysis (1989) with Multimodality based on Gunther Kress and Van Leeuwen Social Semiotic theory (2010) to analyze discourses. The main objective in selecting this theory is to connect the discourse in large texts to the social practice depending on context for the meaning interpretations. The merging purpose is to use CDA for the Micro (description), Meso (interpretation) and Macro (explanation) analyses of the texts, and multimodality to analyze the other non-verbal modes such as images, views, color, cloths or any other similar modes.

Methods

The study uses a qualitative descriptive method for the data analysis process. Multimodal Critical Discourse Analysis theory depends on qualitative descriptive method in studies and researches. The numerical tables are considered to be qualitative as they are knowledgeable data that exist rather than a research tool or instrument to find out non-knowledgeable data. The data is already existing in the raw materials, which only the number of certain vocabularies, religious scripts and persuasion are shown in tables.

The Analysis of Dabiq and Rumiya Articles

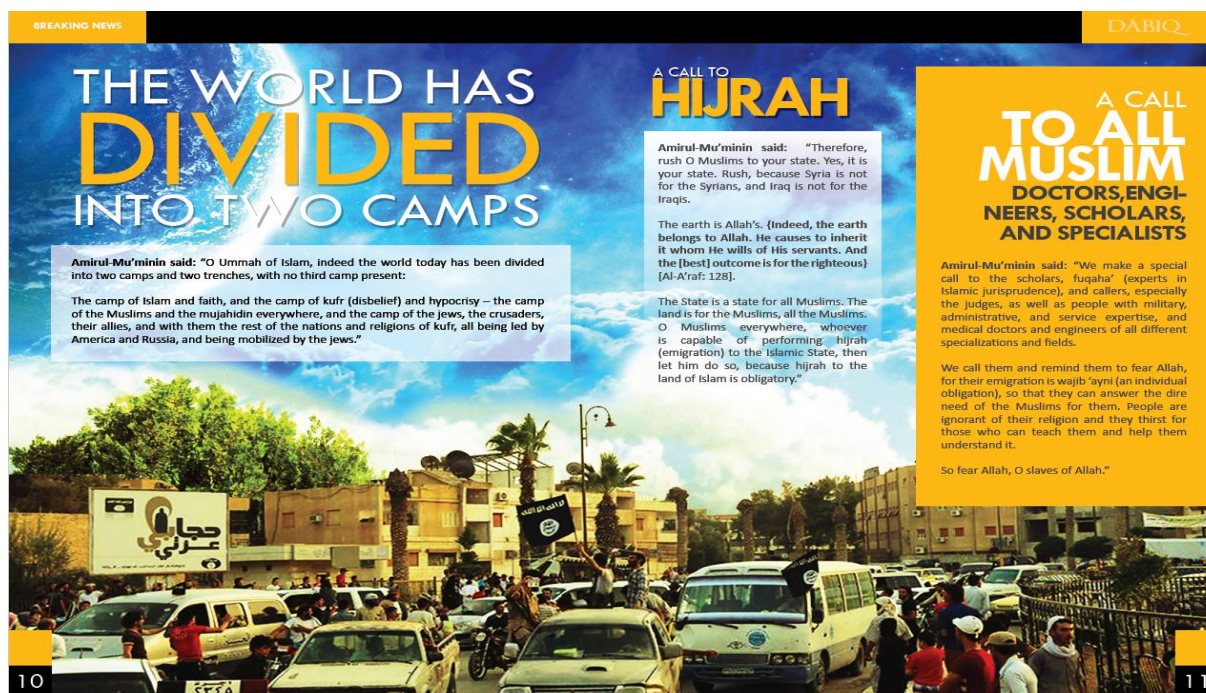


FIGURE 1: DABIQ, 2014, ISSUE 1, P. 10, 11

Figure (1) is taken from Dabiq, Issue one, which is an elaboration about the beginning steps of the Khilafah. After the declaration of the state, the Caliph tried to complete the declaration in building a strong community through population, army, services, and similar perspectives. There are three short articles in those two pages that are specified for requests from the Muslims in the whole globe for some specific purposes. The Critical Discourse Analysis in the articles can refer back as the following based on Fairclough's view: the dominant idea in figure (1) is the idea of Hijrah (Emigration). The first article is the Khalifah's statement that divides the world into two camps, Muslims and Kufr; by Kufr, he refers back to non-Muslims communities such as Jewish, Christians, and all the other religions and ideologies especially that stand against the newborn Islamic state. The two other articles are calls for Muslims to migrate to the Islamic State to relief the caliphate in case of army and social services. The imperative sentence "rush O Muslims to your state." Is used by Khalifah to order Muslims to do the emigration process. The earth is Allah's. {Indeed, the earth belongs to Allah. He causes to inherit it whom He wills of His servants. And the [best] outcome is for the righteous} [Al-A'raf: 128]. The mentioned verse is taken from Holy Quran that has been used in the Khalifah's statement to call for Hijrah; hence, pronoun 'He' with 'H' in uppercase is used to refer to Allah

(Muslim word to call God). Besides, the Caliph uses the word 'obligatory' at the end of the article to refer to the Hijrah process as an order. The third article is a completion of the second as it is specified to Hijrah as well, but the purpose is different. The purpose is for social purposes through calls for religion experts, judges, doctors, engineers, and all the specialties. The authors' understanding (Fairclough's interpretation dimension) is feeling responsibilities in the Caliphate to build the nation and a strong country; thus, they try to prove their statements with the Quranic verses that support their claim. Furthermore, the macro analysis (Fairclough's explanation dimension) is clearly understandable especially for Muslims or anyone whose expert is in Islamic religion. Jihad is an order from Allah to Muslims at the necessary times. The Caliphate tries to affect the Muslims through the mandatory deeds in Islamic religion and the Prophet's fact of Hijrah from Makkah to Madina (two holy cities in KSA where prophet Muhammed has lived) and calling Muslims all around for the recruitment process. The ISIS technique is exactly the same as the Prophet in asking for Hijrah and Jihad in the area to convince the Muslims for recruitment process.

The used photos as background of the two pages contain some relevant points to the articles. It contains a huge number of people, some of them with ISIS flag. It shows the normal day of



FIGURE 2: DABIQ, 2014, ISSUE 5, P. 3

people's life and shows the other Muslims outside the Caliphate that how the area is protected and prepared for them to live. Besides, the views show the celebrations of the people to show their support to the newborn Caliphate happily. The view of the sky in photo shows a different view than the normal view of the ISIS colonies. Those types of cloud features are extremely rare in the area. The photo fantasy goes to the universe imagination as well; the view can refer to a new era and new state born that controls the whole area first and the whole world afterwards; the target is the Islamic Caliphates' colonies in the past. Concerning the classifications of the illocutionary Speech Acts, directive persuasion is used through ordering the Muslims around the world for recruitment process.

Figure (2) is taken from issue five of Dabiq magazine. The article is mostly used for the persuasion purpose through targeting most of the classifications of Illocutionary Speech Acts. According to O'Halloran's (2011) approach of linking between Fairclough's theory of Critical Discourse Analysis (1989) and Multimodality of Gunter Kress and Van Lwueen (2010), the articles usually start with praising to Allah (God), the current article starts with the expression "All praise is due to Allah" which is a way of thanking and praising God from Muslims; some other expressions are used for the same purpose such as Allah ta'ala (almighty), and (sallallahu alayhi wa sallam), a phrase to be expressed after mentioning the prophet Mohammed's name, which means closely blessings and peace be upon His Messenger. The above instances are good examples of expressive persuasion as they express the writer's attitudes and emotions towards his God and messenger, and the purpose is to attract the attention of Muslims through giving the high respect to God and messenger which is a must among Muslims. Assertive persuasion is also used at the beginning paragraphs of the article because the writer elaborates and explains the targeted point through Quranic verses and Hadith. The Surah Tawbah in the above article elaborates on the intention of the writer in dominating the power of Islam on the world through the expressions: complete His light, to manifest it over all religion, etc. Besides, the two prophet's Hadith clarify the intention through using the expressions: Allah gathered the Earth for me, and thus I saw its eastern and western extents, the reign of my Ummah will reach what was gathered for me from the Earth, this religion will reach all places night and day reach. The above examples endeavor to affect the Muslims to obey the new born Caliphate for the recruitment process and the intention is expansion. Commissive persuasion is another

classification based on the expressions such as: This is the promise of Allah, will be manifest over all false religions, the flag of Khilafah will rise over Makkah and al-Madinah, the flag of Khilafah will rise over Baytul-Maqdis (Jerusalem) and Rome (Europe), etc. The above instances are examples of promises and pledges of the ISIS intention in taking control on the most targeted areas which are the primary places for Muslims as they are well-known by the three most valued places for Muslims. However, declarative persuasion is merely seen in the text by using the word *announcement* in the middle of the article. The declaration of the Caliphate is the main theme in this issue as the main objectives of the expansion process in the Middle-East countries.

The only photo in the article is the Makkah with the huge number of Muslims; the visual mode in the article tries to send a huge message for Muslims about the intention of ISIS in controlling the center of Muslims in the future steps. ISIS believes that they are the owners of the holy places rather than the KSA authority, because they disagree with the power in Saudi Arabia and pretends them as enemies of Islam. Showing a photo with huge number of Muslims around the Qiblah of Muslims shows the future army of Muslims in the future of the Caliphate that takes control of the whole Islamic areas first, and the whole world next.



FIGURE 3: RUMIYAH, 2016, ISSUE 4, P. 2, 24

The articles in figure (3) are taken from issue four of Rumiya in 2016. According to O'Halloran's (2011) approach of linking between Fairclough's theory of Critical Discourse Analysis (1989) and Multimodality of Gunter Kress and Van Lwueen (2010), the analyses follow specific procedure for the articles. Based on Fairclough's description dimension, the first article repeats the Hijrah (Immigration) phenomenon again to show the importance of Hijrah in Islamic culture. The article focuses on a phrase by Islam prophet "Hijrah does not cease as long as the kuffar (disbelievers) are fought"; besides, words such as Kuffar and Murtaddin (someone who leaves the religion) are used as synonyms for the word 'enemy' as borrowed words in Arabic language to be used in English. The second article's theme is another important term in Islamic ideology which is 'pledge', the article gives a fully focus on the mentioned them in details. The article elaborates about the features of pledge including: taqwa (reverent fear), patience, shuhada (martyrs), fulfill the covenant of Allah, pledge to die, etc.

Based on the Fairclough's interpretation dimension, the history of the ideology and author counts in conveying the messages and the intentions in the articles. Concerning the first article

about Hijrah, the story of Hijrah is well-known due to the series of immigrations of Muslims for the purpose of protecting themselves and facing their opponents in the battlefields including the prophet's immigration to Madina city to build the first Islamic Caliphate. The second article shows another important spirit of Muslims in their strong beliefs, which is giving pledge. The story of giving pledge refers back to the history of battles during the prophet's era and the series of Caliphs after him, especially in the serious moments of battlefields to grant victory to Muslims through giving the pledge of death, which means fighting to death without fleeing away in the battlefields. The famous stories are Hudaibiyyah (the agreement between prophet and disbelievers) and the pledge of Ikrima ibn Abi Jahl (one of the companions of prophet Mohammed) in Yarmuk battle (between Muslims and Roman army). The other visual modes like images are simply supporting the articles through showing the planet to represent the idea of recruitment process in the whole world, and gathering to hold group-handing represents the ideology of giving pledge. The persuasion is a complete assertive classification of illocutionary Speech Acts due to the detail explanation of Quranic and al-Hadith about the two terminologies.

Based on Fairclough's explanation dimension, ISIS has used these two articles for similar intentions which is attracting the Muslims' attentions to immigrate to Caliphate's colony and participate in the wars and battles to strengthen the troops. The power of language is obviously noticed in the articles to affect the Muslim communities, for instance the Hijrah article is working on Muslims' sympathy through reminding them of prophet's life at the beginning of Islamic era. The author tries to get benefit from the arguments and evidences about Hijrah to persuade the contemporary Muslims to start their journey to the Caliphate which is one of the main objectives of ISIS ideology. Moreover, the pledge story is also very similar to Hijrah in intention and is the main objective of battles. ISIS tries to raise the moral of their fighters to fight to the death on the battlefields, which means only two options are accepted; victory or death. The feedbacks of wars and battles show the reality of Hijrah and fighting phenomena of

ISIS fighters that they never withdraw in the battles. Noteworthy, the enthusiasm of ISIS fighters comes from the effect of pledging to death stories in the Islamic history.



FIGURE 4: RUMIYAH, 2017, ISSUE 10, P. 15, 27, 31, 35

The above articles in figure (4) are taken from Rumiya Magazine, issue ten. The collection of articles is about the holy month of Muslims Ramadan. The issues date is Ramadan, thus the focus is on fasting and worshipping in this month. According to O'Halloran's (2011) approach of linking between Critical Discourse Analysis and Multimodality, Fairclough's description dimension of the texts is through the structure. The first article starts with the word "merit" as a title to be used with fasting. The word choice is to show the benefits and good quality of Ramadan. Other vocabulary are related terms to the Ramadan month in Islam includes: Taqwa (fear of Allah), Yawm al-Qiyamah (dooms day), Forgiveness and Reward, Shields against Adultery, Expiation of Sins, Gateway to Jannah (Heaven), Joy when meeting Allah, ...etc.

The second article in figure (4) sheds light on the last ten nights of Ramadan. The word choices within the phrases contain: staying awake at night, I'tikaf (staying in the mosque), reciting Quran, Seeking Laylatu al-Qadr (Qadr night), waking up the family, worshipping, ...etc. The third and the fourth articles in figure (4) have similar structures as the previous two in describing and valuing Ramadan month in Islam. Based on Fairclough's interpretation dimension, Ramadan is a special month for Muslims that the worshipping level increases through more praying, more prayers, fasting, charity deeds, reciting Quran, and many other Islamic methods of worshipping. The background of the author and the area gives more credit to the topic as the phenomenon elaborates as a competition towards reaching the top good deeds in the thirty days of worshipping; the author tries to focus on the importance of Ramadan for the Muslims and Muslim communities. The explanation dimension based on Fairclough's theory, the power of the language is highly focused to share the significance of the month for the Caliphate and its obligations to the population under the ISIS colony. The intention is mostly used for persuading purposes through applying the Islamic regulations to tell the world as how they stick to the rules and the priority is submission and obeying. The convincing strategy is mostly through the explanations of the religious scripts and discussing the further details through those scripts.

The Multimodality based on Gunther Cress and Van Leeuwin (2010) theory can be elaborated and explained through using the photo and shapes of the moon. The moon represents holiness in Islam and it is one of the great symbols in the religion; furthermore, the moon shape, especially waning shape resembles Ramadan with its worshipping deeds particularly the night shift staying up late at the last ten days of the month. The Qadr nights are highly focused in the Muslim communities, the routine is to stay up the whole night for worshipping purposes only in order to get the highest level of reward.

The Results and Discussions

Table 1: Quran Verses, Al-Hadith, and the Muslim Figures' Quotations

Quran Verses	206
Al-Hadith	292
Muslim Figures' Quotations	317

Table (1) shows the statistics of the used Quranic verses, Al-Hadith, and Islamic scholars' words within the chosen articles. The number of those religious scripts are really high to be compared with the selected articles; more than (800) instances are used in nearly (60) articles to provide evidences that support the given arguments in the current study. The number of

Quranic verses is over (200), nearly (300) Hadith (Prophet's quotes) are used, and over (300) Muslim scholars' quotations are given through narrations and shared stories including prophet's companions, narrators and other Muslim figures in the history. The high number of used examples in the religious scripts shows the great implementation and strictness of ISIS to the exact Islamic regulations to be used as a total Islamic system in their authority ruling; besides, the newborn caliphate tries to criticize the Islamic countries that ignored the Islamic ruling through abiding many strict rules and following the other human-made systems. Notably, according to Islam the religious scripts are directly orders from God for the human beings, seeking absolute obedience, abiding them is considered to be sin and must be punished as well. Hence, the average of used religious instances reaches over (10) in each article, in order to show the importance of those types of evidences especially for the Muslim communities. Moreover, the strategy of moving and affecting the emotions of Muslim communities is highly focused through the entire publications.

Table 2: Terminologies

Allah, God, Lord, related pronouns	1127
Jalla Jalaluhu, Subhanahu Wa Ta'ala, Azza Wa Jal, Ta'ala	518
La Ilaha Illallah	109
Allahu Akbar	57
In the Name of Allah	34
Mohammed, Prophet, Messenger, Rasulullah, related pronouns	718
Salallahu Alayhi Wasallam, Alayhi Salam	700
Islam, Islamic	593
Muslims	564
Quran	303
Hadith	282
Jannah, Heaven	280
ISIS	386
Khilafah, Caliphate	297
Khalifah, Amir Al-Mu'minin	134
Iraq	127
Sham, Syria	148

Table (2) is a detailed calculation of the most common terminologies in the selected articles in both magazines. The word Allah has the most frequent use in the articles with its synonymous and related pronouns reaching to (1127) times. Other terminologies and expressions are used for the descriptions of Allah and his characteristics. For instance, the expression Jalla Jalaluhu (May His glory be Glorified) and its similar phrases such as Subhanahu Wa Ta'ala (May He be praised and exalted), Azza Wa Jal (possessor of complete

glory and majesty), and Ta'ala (almighty) are used (518) times. Other expressions to praise God are as following: La Ilaha Illallah (There is no God but Allah) (109), Allahu Akbar (God is great) (57), in the name of Allah (34). The second most commonly used in the article is the word Mohammed (Muslim prophet) and its synonyms in both English and Arabic languages with (718) times; the expressions Salallahu Alayhi Wa Salam (May Allah honor him and grant him peace) and Alayhi Salam (Peace be up on Him) are used nearly (700) times. The value of those praising words to God and prophet shows degree of contemplation and commitment of Muslim communities to their religion, and this style shows the methods of religious figures in their discourses as a main feature.

There are some other terminologies that dominate the articles by having them used massively including: Islam (593) times, Muslims (564), Quran (303), Hadith (282), Janna (heaven) (280), ISIS (Islamic State in Iraq and Sham or Syria) (386) times, Khilafah (Caliphate) (297), Khalifah or Amir Al-Mu'minin (the Caliph) (134), Iraq (127), Sham (Syria) (148).

Table 3: Persuasion in the Titles of the Selected Issues in Dabiq and Rumiya

Issues of Dabiq	Persuasion
Dabiq 1	16
Dabiq 3	14
Dabiq 4	16
Dabiq 5	9
Dabiq 7	19
Total	74
Issues of Rumiya	Persuasion
Rumiya 1	9
Rumiya 2	8
Rumiya 4	14
Rumiya 5	9
Rumiya 10	15
Total	55
Overall Total	129

Table (3) sheds light on overall statistics of titles of the articles in the selected issues. On the one hand, the aim of the table is to identify the persuasion phrases from the titles of all the ten selected issues. Among (165) articles in the all (5) issues of Dabiq, (74) articles are provided as persuasion from their titles. On the other hand, from (122) articles in Rumiya magazine, (55) articles are given as persuasion through their titles. The overall number of persuasions is (129) from overall of (287) titles of articles in the selected (10) issues of Dabiq and Rumiya.

The above statistics in table (3) show the objective of ISIS press in broadcasting their activities especially victories through their highly professional media platforms in order to encourage their fighters, gaining trust from their colony populations, and attracting the Muslims around the world for recruitment process, because they want to show the Muslims that they represent the true Islam authority as God fulfills their prayers and wishes.

Table 4: Persuasion in the Selected Articles in Dabiq and Rumiya

Issues of Dabiq	Persuasion
Dabiq 1	66
Dabiq 3	64
Dabiq 4	329
Dabiq 5	132
Dabiq 7	344
Total	935
Issues of Rumiya	Persuasion
Rumiya 1	1067
Rumiya 2	1002
Rumiya 4	1331
Rumiya 5	999
Rumiya 10	748
Total	5147
Overall Total	6082

Table (4) shows the detailed statistics of the number of persuasions in the all over (60) selected articles in the (10) selected issues of Dabiq and Rumiya. The number of persuasions reaches to (935) in Dabiq selected articles, while the statistics are getting massively higher in Rumiya magazine to (5147). The overall number of persuasions reaches (6082). The statistics show that ISIS tries to use persuasion in their publications because of the fact that recruitment is very hard due to the huge amounts of losing fighters in the continuous battlefields in all the directions of their colony. The ISIS media and social media are well formed with highest quality techniques through getting benefit from global mass media. Hence, the ISIS media is run and managed by very professional human resources, especially those who lived and in the developed countries. The shown techniques are similar to the East and West mass media as long as the highly techniques of Hollywood movies. The media effects on people's mentality are undeniable fact which changed the direction of life style and people's mindset in a massive way. Besides, the positive and negative sides of media are challenging during the history and

ongoing future life. The same process and phenomenon are implemented in the Middle-east countries; ISIS has used the same style and policy to stand against their enemy on one hand and attracting the Muslim communities' population on the other hand.

Findings

This section presents the overall findings depending on the entire data analyses and results. ISIS has paid too much attention to media and social media in a way that equals the physical battles and confrontation. The quality of the media techniques is very high and the publications or broadcasting are professional to convey messages for both Muslims to be recruited and enemies to be frightened. The process of ISIS media seems to be well planned and designed depending on experts and high qualified human resources with the most developed technology. ISIS has prepared their plan ahead and tried to adapt the new development in their propaganda, because they have prior knowledge about the importance of media and technology in targeting their aims. ISIS has put a lot of effort in mass media through having hundreds of platforms to publish their activities with the best quality including: social media platforms, TVs, radios, magazines, websites, and many other similar means. The media conflict can be equal or even more effective than the physical battles, due to its psychological impact on the people. For instance, the two selected magazines in this paper have built in the best way possible to target the whole globe as the language is English in the selected two magazines.

The name of Dabiq comes from a city in Syria that ISIS has focused on it due to the importance of the city corresponds to the religious manuscripts especially Hadith of the prophet. The story of ISIS is a completion of ideology by Zarqawi who is considered to be the spiritual leader of extremists in Iraq and Sham, thus his quotation about Dabiq based on Hadith is the source for naming the magazine. Zarqawi is also the true owner of establishing and reviving the Caliphate in Iraq and Sham, but he could not achieve his goal due to his early death in 2005 in the battle.

Hijra (migration) is one of the most popular topics and stories in Islam. ISIS has used many articles in the magazines for Hijra purposes and given too much details for the process. The event of Hijra belongs to the prophet Mohammed's famous Hijra from Makkah to Madinah to protect his fellow Muslims from torture and violence; besides, there are many other Hijrah events in Islam including the Hijrah of Muslims to Habasha (Ethiopia) for the protection reasons as well. ISIS brought those examples in the articles to affect the Muslim population for

making Hijrah to the ISIS colony, in order to strengthen his power for battles and implementing social services. Those famous historical events make the process mandatory in the ISIS point of view as there are many Hadith for that to make it a direct order from the prophet and God for the Muslims. The spirit of Muslims about Hijrah reaches to a surprising level as they must ignore and leave everything behind such as: family, property, occupation, and even homeland. Furthermore, the ideology of ISIS attempts to gather as many Muslims as possible to build the largest armies and population in order to control the majority of the areas especially Middle-East; besides, ISIS does not allow his supporters to live outside its colony as sleeper cells.

The Islamic State's newborn Caliphate considers themselves as the true believers of Islam and claims to be followed by others. The clear viewpoint is considering other Muslims with different methods and viewpoints as wrong-path believers of Islam. The ideology comes from Salaf (a method in Islam) method and ISIS rejects other methods among Muslims and considers them enemies if they do not repent and accepts the ISIS method and its policy. ISIS stands against all the Islamic countries applying Islam, and fights them without any differences through physical and or media attacks. For instance, ISIS considers KSA enemy however it is considered to be the center for Muslims due to the two holy cities Makkah and Madina (the places of prophet Mohammed). Qaida and similar movements are also considered to be enemies by ISIS despite of their strict ideology of Islam and their similar deeds to ISIS. ISIS only objective is to put an end to all the different ideologies and methods of Islam in the whole world and gather them under one umbrella, thus repentance is required from all the Muslims to be accepted in the ISIS authority. The newborn Caliphate executes anyone who stands against them without any differences in ideology and religion.

The other major theme in the articles is the persuasive strategies. Persuasive covers most of the articles in the publications of Dabiq and Rumiya. ISIS uses many different methods and procedures to attract the attention of the Muslim communities for the recruitment process, in order to strengthen its power and colony of the Caliphate. The main method is mirroring the style of living through imitating the era of the prophet Mohammed and other subsequent Caliphates; ISIS tries to show a copy version of the previous Islamic Caliphates in clothes, behavior, authority, standards of living, appearance, battles, punishment styles, and overall affairs. Another very powerful method is using all the religious manuscripts including Quran, Hadith, companion and Fuqaha quotations to affect the Muslims whether with their will or are

obliged to migrate to the ISIS colonies. The case of women as Jihad brides is another significant method to be used by ISIS for the convincing process; ISIS revive the slave phenomenon as the war achievements to be distributed among the fighters, which is a huge support for ISIS fighters to even compete in battling. The sensitive phenomenon of women causes many issues for the world policy and standards of living as long as affects many men to accept the claim of ISIS who believe their rights are limited due to women and feminism organizations with the support of constitutions. Using the description of Jannah based of religious scripts is another method of persuasion; ISIS pays too much attention to the point of heaven description in Quran and Hadith as very important weapon for convincing Muslims. Another method of persuasion is the spirit of revenge among the populations of countries that the powerful countries interfered in their lands such as Middle-East, Africa, and some East of Asia states. People of those countries feel offended through having a foreigner ruling in their homeland and share their fortune with them. Nationalism is another method for attracting the attention for recruitment process, because the ideology of owning Islam by the Arab nation can impact on all the nearly twenty-two Arabic countries to gather the largest army in the world with their population. Besides, the ideology conflict has a great impact in standing against all the other religions in the area that try to harm Islam through many different methods. The ideology conflict has a long history that caused thousands of battles among different religions and ideologies in the area, and caused the death of millions of people during the history.

Jihad is one of the main themes in the articles to be focused by the ISIS scholars and writers. ISIS specifies many articles to focus on Jihad among Muslims as the top deed and rewardable action for Muslims. Jihad is mentioned in Islam religion many times in Quran and Hadith, and it is been focused in a way that is closed to an obligation. Many scholars believe in the obligation of Jihad on Muslims due to the high demand from God, while some others believe that Jihad is not only covering fighting for God but there might be other good deeds that are pretended to be Jihad as well. ISIS mainly focuses on the belief of fighting against anyone who stands against the newborn Caliphate. According to Islam ideology, Jihad is also considered to have the highest reward from God due to sacrificing the soul, which is reaching to the highest places in heaven and granting a high number of virgins. The explanations and clarifications make the spirit of Muslims to love and compete for being killed in the battlefields, hence ISIS gets benefit from the manuscripts and historical stories of the other Caliphates. ISIS targets the youth mainly especially for Jihad purposes due to the capability of human body in the early

ages; the case didn't not mean to ignore and abandon the elderly but the focus was on adults. Notably, ISIS made the computer games to be implemented in the real life through providing all the weapons and military equipment; young people love playing games especially battle games with weapons, hence, ISIS tries to create this environment for them. Some videos of ISIS fighters show the imitation of games such as PUBG and Call of Duty in the way of attacking and killing.

Conclusions

The power of the language in the publications make very easy paths for ISIS army to easily implement the confrontation process due to its high psychological impact on people and armies. The structure of the articles is well designed through using high techniques of language and linguistics; the writers are well skilled especially in covering linguistic skills and language potentials. Besides, the media is used in a very professional level through showing the best performance in designing to every individual technique of publications and broadcasting. The persuasive strategies are highly focused as long as the threatening messages directly and indirectly by using the linguistical complex elements for shaping and constructing the language in a perfect way. This concluded point is the answer to research question one **"What linguistic and textual strategies does the media language of ISIS use in conveying direct and indirect messages to their audience?"** and corresponds to hypothesis two **"The language of media is carefully planned and designed by ISIS and it is one of the factors behind its great power."**

The publications are full of persuasive attempts in overall articles. ISIS has used many different methods for persuasion in their publications. The strategy of using persuasive language reflects in all the articles even in the ones that are specified for threatening, (i.e.) the threatening articles are also containing persuasive strategies through sending messages to the Muslims who are feeling happy in revenging upon the other nations due to some certain reasons. The best method that ISIS uses for persuasion is a massive number of religious scripts such as: Quran, Hadith, and Muslim scholars' quotations. The religious manuscripts are redlining for Muslims and considered to be direct orders from God to the human beings, thus the reasons behind using those religious manuscripts are for affecting Muslim communities willingly or pressing them through God's commands. Furthermore, the majority of the articles contain tens of religious manuscripts in a way to prove any argument with them to tell the Muslim

communities about the wills of God and attracting their attention for their interest. The current conclusion point is an obvious reply for research question two **"To what extent does the media language of ISIS utilize the Islamic religion, the Holy Quran, and the Prophet's quotes (Al-Hadith) in a way to serve their interests for persuasion process?"** and corresponds to hypothesis one **"ISIS makes use of the rhetoric of the Holy Quran and the Prophet's quotes (Al- Hadith) which have effects on the mentality of the young Muslims to get involved in the recruitment process. The Caliphate tries to apply all the features of being an Islamic army to persuade Muslims in order to gather under one umbrella again."**

The role of multimodality is crucial in targeting the themes of the articles especially in persuasion. The power of non-verbal modes is equal to the power of the verbal language. The used images along with articles make the messages stronger, more effective and clearer to the audience. The power of visuals is faster in conveying the messages to the brain and creates images in mind that stay longer than words, or puts real images to clarify the intended meaning. The use of color, view, fictional scenery, or any other non-verbal modes interests the audience as well and provides a better influence rather than only putting words that bothers the readers. The power of the used language connected to the non-verbal communications make the intentions and messages the most effective compared with the using one of them alone. This concluded point is a reply to research question three **"To what extent does the multimodality influence the verbal and non-verbal communications to show the power of language."**

Recommendations

The power of language might be much more effective than physical impacts in the battle lines and confrontations. The effective language use within well designed media publications can be unstoppable, dangerous, or unbelievable in our developed world. The world is considered to be one united nation due to the fast progress in technology, hence mass media seems to be more powerful than before as everything is available in seconds in your pocket. This paper can also lead to some recommendations:

- The fast growing of technology makes mass media uncontrollable; there should be also limitations for the growth of digital era due to the negative impacts on human lives. The procedures of using the technology should be censored and backup plans need to be

implemented in the emergency times. There should be careful steps in controlling centers to reduce the serious negative impact.

- The superpower countries should work on different procedures to communicate with their people who have different religions; in other words, they should talk to them in their language rather than explaining rules and system especially the ones who migrated to their lands. For instance, it is better to let Muslim figures and experts to talk to people in their religious language for the purpose of convincing rather depending on their regulations.
- The most populated religions need a true leader to impact people in their decisions. A leader with highly characteristics is needed that can advise and persuade people in avoiding violence and follow the peaceful lives.
- Media and social media should be censored and new policies should be implemented along with the growth and progress of technology. Media causes huge damage and harms human beings continuously, especially with the huge impact of non-linguistic modes such as visualities. The mindset of using media by people should be worked on as well through educational trainings and recommendations.

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پوخته

ئەم توێژینەوێهێ تیشک دەخاتە سەر کاریگەری دەقه ئاینیهکان لەسەر پرۆسەی فراوانکردنی هیزی داعش. توێژینەوێهێ هەڵدەدات جەخت لەسەر ڕیکارەکانی قایلکردن لە میدیای داعش بکاتەو، لە توێژینەوێهێ زیاتر لە (٦٠) بلۆکراوە لە (١٠) بەرگی جیاوازی دابق و ڕۆمییه بەکارهاتوون. میتۆدی وەسفی شیکاری بە پشت بەستن بە تیۆری فرەمۆدالی گوتار شیکاری ڕەخنەیی ۆهالۆرەن (٢٠١١) بەکارهاتووە، کە سودی لە لکاندنێ هەدوو تیۆری گوتار شیکاری ڕەخنەیی فێرکەف (١٩٨٩) و هێما کۆمەلایەتییەکانی کریس و قانلوین (٢٠٠١) بینووە. ئەنجامی توێژینەوێهێ پشتراستی کاریگەری بەرزی دەقه ئاینیهکان لەسەر کۆمەلگا موسڵمانەکان دەکەنەو، بە مەبەستی ڕازیکردنیان، تاوەکو پەيوەندی بە جێشینێ نوێه بکەن. هەروەها بەکارهێنانی لایەنەکانی تری نازمانی، وەک وێنە و بینراوەکان لەناو بلۆکراوەکاندا کاریگەرییهکان فراوانتر دەکەن.

وشە کللیهکان: تیۆری فرەمۆدالی گوتار شیکاری ڕەخنەیی، داعش، میدیای داعش، دەقه ئاینیهکان، قایلکردن، پرۆسەی فراوانکردنی هیزی.

مستخلص

يُسلّط هذا البحث الضوء على تأثير النصوص الدينية في عملية التواصل بتنظيم داعش، إذ تحاول الدراسة التركيز على استراتيجيات الإقناع في وسائل الإعلام التابعة للتنظيم. وقد تمّ أخذ أكثر من ستين مقالاً من عشرة أعداد من مجلتي دابق ورومية. وقد تمّ استخدام المنهج الوصفي النوعي في الدراسة معتمداً على نظرية تحليل الخطاب النقدي متعدد الوسائط التي طورها أوهالوران (٢٠١١)، من خلال اندماج نظرية تحليل الخطاب النقدي لفيركلاف (١٩٨٩)، مع نظرية السيميائية الاجتماعية لغونتر كريس وفان ليوين (٢٠٠١). وتشير النتائج إلى أنّ هناك دوراً كبيراً للنصوص الدينية في التأثير في المجتمعات المسلمة لإقناعها بالانضمام إلى الخلافة الوليدة، لأن النصوص الدينية أوامر إلهية يجب اتباعها بشكل مباشر أو غير مباشر. كما أن لاستخدام وسائل غير اللفظية، كالصور والمشاهد -إلى جانب الوسائل اللفظية النصية- دوراً حاسماً من خلال نشرها داخل النصوص .

الكلمات المفتاحية: تحليل الخطاب النقدي المتعدد الوسائط، داعش، وسائل إعلام داعش، النصوص الدينية، الإقناع، عملية التواصل والانضمام.