

The Impact of Violence as Means of Threat in ISIS Media Language: A Multimodal Critical Discourse Analysis

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DOI: <https://doi.org/10.31918/twejer.2692.05>

Published: 5/4/2026

Abstract

This paper is an attempt to highlight the influence of shown violence in ISIS media posts on people and armies. The paper sheds light on the impacts of threats on the mentality of civilians and armed forces in ISIS conflicts in Iraq, Syria, and the world. Over sixty articles are taken from ten issues of both Dabiq and Rumiyah magazines. The study is qualitative descriptive depending on Multimodal Critical Discourse Analysis Approach developed by O'Halloran (2011) by merging Fairclough's Critical Discourse Analysis (1989) to Multimodality based on Gunther Kress and van Leeuwen Social Semiotic theory (2010). The findings indicate a huge role of ISIS media on people and armies' mentality that causes threats, impacting the fast confrontation of ISIS armies in the area. Besides, the non-linguistic modes such as images and views double the influence by means of the massive effect of visual modes along with the scriptures.

Keyword: Multimodal Critical Discourse Analysis, ISIS, ISIS Media, Violence, Threats.

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1. Introduction

The present study is entitled “The Impact of Violence as Means of Threat in ISIS Media Language: A Multimodal Critical Discourse Analysis”. This paper is a part of a PhD dissertation "A Multimodal Critical Discourse Analysis of the Language of ISIS". It attempts to analyze the language used in media of ISIS from a multimodal perspective along with Critical Discourse Analysis. The philosophy of the study is to mix some linguistic theories for the purpose of analyzing the selected data.

This paper attempts to address the phenomenon of violent influence in media as a gap. ISIS uses 'Threatening' to influence people and scares them in the confrontation process of occupying places in Iraq and Syria. These are investigated by virtue of showing the power of language, threatening strategies, which are highly focused on ISIS media broadcasts and publications.

The study aims at finding out the role, function, and strength of ISIS media during the occupying process in Iraq and Syria. It also aims to analyze the terrifying texts along as with photos announced by ISIS during the war. Lastly, the main objective of the paper is merging the Multimodality with the Critical Discourse Analysis for analyzing data to show the power of language.

The study endeavors to answer the following research questions:

- To what extent ISIS media has affected people and armed forces?
- How does the media language mentally work to cause a big reaction of terror on the part of the civilians, and the soldiers who have fled from the war zone?

- To what extent does the multimodality influence the verbal and non-verbal communications to show the power of language?

The study is generally based on the following hypotheses:

- ISIS utilizes an influential language to frighten its enemies throughout the world under the slogan of Al-Jihad.
- The language of media is carefully and intentionally planned and designed by ISIS and it is one of the factors behind its great power.
- The Multimodal modes have impacted the occupying process in the battlefields massively. The impacts of those frightening visual modes make people and army to flee away as quick as possible without considering the few numbers of the ISIS forces.

2. Theoretical Framework

2.1 Multimodal Critical Discourse Analysis

The term multimodality focuses on the visual modes or texts accompanied by photos and videos. Some of the late 1980s and 1990s linguists were interested in analyzing meaning through the communicative semiotics modes rather than the verbal language only. Critical Discourse Analysis (henceforth CDA) allows us to concentrate on the lexical and grammatical choices in the language along with the social practice in a critical way; Multimodal Critical Discourse Analysis (MCDA) also fosters analyzing 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 have also clarified the role of those features to describe any image, mood, visual or over all signs like a communicative language. The combination of both verbal and non-verbal modes can offer an absolutely efficient interaction as they are accompanied to each other. (Machin & Mayr, 2012, p. 16)

Helland (2015) believes that MCDA is a field of linguistics that merges CDA to the multimodal approaches. The field has appeared due to a series of criticisms against the CDA in its lack of analyzing the non-linguistic termed modes and non-verbal communications. The critique is well-formed that CDA is not liable to analyze the semiotics as they lack the verbal interactions. The linguistically termed texts depend on the verbal language extracts as all kinds

of discourses should turn to texts for the analytical process, then the theories are applied to analyze the extracts or the whole text. Notably, the role of multimodality can focus on the semiotic part of the texts. Through merging of the two theories and approaches; texts can be analyzed much better as both linguistic and non-linguistic termed texts can be analyzed easily and they both can have a complete package of meaning delivered by means of the texts. (p. 27-29)

Carter mentions MCDA as a qualitative descriptive method for researching. The theory is a new extension of Critical Discourse Analysis, and it is also considered to be one of the crucial progressions 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 by pioneers preserve the cultural environment of the interlocutors in any discursive text for the analytical process. The only missing part in the theories is the role of modes 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 communications in texts. Multimodal Critical Discourse Analysis was developed by O'Halloran (2011) by merging Fairclough's Critical Discourse Analysis (1989) with Multimodality based on Gunther Kress and van Leeuwen Social Semiotic theory (2010) to analyze discourses. (2011, p. 59)

2.2 Islamic State in Iraq and Syria (ISIS)

The phenomenon of ISIS is considered to be the biggest event in the first quarter of the twenty-first century, and the clashing point between historical and modern 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 the Levant) and DAESH (the Arabic acronym). The Caliphate started appearing in 2013-2014, starting from Iraq and covering Syria as well particularly the border areas between the two countries. The event was unbelievable among the people and managed to attract the international affairs' attention, because such events through radical beliefs of the society have not been noted since the Sykes-Picot Agreement after World War One. It is believed that ISIS appeared suddenly and started its strategy out of nowhere, but some other factors matter 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, Yemen, 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 create an easier atmosphere to achieve the goals. Thirdly, the series of revolutions in the Middle East countries cause a huge damage to the security of the countries and creates a better environment for organizations like Daesh to start planning. (Oosterveld & Bloem, 2017, p. 5) (see also: Wood, 2015)

Dirabroosh states that the ideology of the Islamic State is clearly taken from the 'Al-Salaf' (an ideology in Islam), but the Jihadi term is added to be 'Jihadi Al-Salafi'. The term belongs to the affiliation of *Al-Qaeda* when *Abu Mus'ab Al-Zarqawi* coined the term 'Tawhid and Jihadi' in (2004). The objective of the term extremism (Jihadi) comes from the belief that there are no other ways to reform societies rather than declaring battles against anyone who stands against the Islamic State, (Muslims or non-Muslims), through violent methods to prevent forbidden deeds. Obviously, the Caliphate cannot be built without the Jihadi method to apply God's regulations and procedures. Hence, the Caliphate declared war against all the authorities even in the Islamic regions, under the pretext of their disobedience to Allah's regulations; besides, the State considered the Islamic populations as infidels for accepting to live under the region of those leaders. (2019, p. 82-105)

Dirabroosh (2019) elaborates on the enormous significance that the media methods had in building the Islamic State. The Caliphate paid too much attention to the media platforms for delivering their messages and affecting the world especially attracting Muslim youths' attention. The newborn Caliphate has used the media since the beginning of their foundation because of its importance in spreading the activities and ideology very fast, especially on social media. ISIS has used highly 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. (p. 19-22)

2.3 Previous Studies

Shane and Hubbard (2014) published an article in *New York Times* under the title "ISIS is playing a Deft Command of Varied Media". They have clarified the worried attention of Western Intelligences about the ISIS media language beside its brutal fights and seizing the large parts of Syria and Iraq. The article mentioned some media methods that were used by

ISIS including: videos, images and twitter. It is claimed that ISIS has used the most recent methods of media for two different purposes: recruiting fighters through attracting their attention to religious beliefs and rewarding, and threatening their enemies through cruel massive killing videos. ISIS, unlike Al-Qaeda, used a different style to claim fewer attacks on western people, and to avoid the policy of foreign attacks adapted by Al-Qaeda in other countries. ISIS used the western attacks to have a safer environment for their works and colony expansions; for instance, killing the American journalist James Foley in 2014 in reaction to the alliance air strikes. Besides, the ISIS media's claim focused on how the Arabic nation is divided and conquered by western super-white countries and how unifying them under the control of one Imam (Caliph) one more time, based on the ancient beliefs. See also (Folgero-Holm, 2018)

Further, Allendorfer and Herring (2015) had researched about Digital War between the US government and ISIS in case of virtual posts and propagandas especially videos. They found out that the US lost the war against ISIS because ISIS chose their audience properly and wisely, while US government's interaction with the targeted community was not sufficient through the mass media and social media. Both ISIS and US government were targeting a special group, namely the Muslims. American government videos did not have any religious materials such as (Holy Quran or Holy Traditional Al-Hadith), while the ISIS videos were full of them. Hence, US government could use many examples in Islamic materials to prove their claims and criticisms against ISIS, because they were mostly directing the videos to Muslims. See also (McDearis, 2016)

Also, Friis (2015) gave a different vision for threatening by ISIS through focusing on violence visibility especially beheading videos. The paper concentrated on early videos of beheading the American journalists: James Foley, by the Black-clad Jihadi John, and Steven Sotloff, the photo journalist. The videos were used as a message to America and US president Barak Obama then. The article also showed the UK aid workers' beheading, David Haines and Alan Henning. The study focused on a qualitative method of researching. The researcher wanted to show the strategy of ISIS in showing political discourse that the videos were mobilizing rapidly to the whole world. Besides, the findings showed the escalation of military forces' actions by the organization. The messages had several objectives such as: threatening the globe, cease the air-strikes of the allies and criticizing the West interfere to the east countries. See also (Ashmawi, 2022)

Moreover, Qi (2019) conducted a PhD dissertation under the title “ISIS and the Theater of Terror: A Study of Official English-Language ISIS Videos (2014-2017)”. The study examined 79 official videos from ISIS to understand its global propaganda. The researcher used three theories for the data analysis process: content analysis by Braddock and Horgan (2016), Speech Acts through the lens of Quentin Skinner’s (2002) quantitatively, and a qualitative method of four dominant Speech Acts in examining four videos. The study found out that themes such as enemy, religion and Sharia (Islamic Law) were dominant in the videos and had the largest use. Directive, expressive and assertive were the most used and common categories of illocutionary acts that were used in the videos; besides, the specific types of speech acts were threatening, condemning, inviting and inciting. The study concluded that ISIS used the most developed and sophisticated methods of global media, in order to face challenges and issues that they face during different circumstances.

A group of researchers from Australia, Germany and Belgium conducted a paper about the relationship between interpreting text and image of the violence discourse and extremism. (O’Halloran et al., 2019). The paper used a mixed method through using multimodal discourse analysis for interpreting big textual and visual datasets. The objective of the study was to show the value of ISIS beliefs in their perspective through using violence to threaten, and incitation to attract through interpreting the data of printed magazines. Notably, the researchers tried to develop an approach through their contribution in the coming up decades. The proposed approach was mixed between image and text frameworks and multimodal analysis to establish a software for larger dataset analyses. See also (O’Halloran et al., 2017; Wignell et al., 2018; TaradLafta et al., 2019; Hussein, 2021)

Winkler et al. (2019) claimed in their research that ISIS showed the death images in two different printed press releases. The study compared the death images that were published in two ISIS printed press releases. On the one hand, Al-Naba was in Arabic; Dabiq was the second printed press that published articles in English. The study found out that ISIS used Al-Naba for attracting the Muslims’ attention towards Tawhid, hence, the images of death were shown in a proper way within caskets. On the other hand, ISIS showed the dead bodies or even the violence of their military forces in Dabiq in order to threaten the whole world.

Georges (2020) worked on the word Ummah in a paper. The study was about the rhetoric of ISIS for Ummah creation through using critical discourse analysis using Van Dijk’s notions

such as power abuse, domination and inequality. The data was the first speech of Abu-Bakr Al-Baghdadi on 4th July, 2014 for declaring the Caliphate. Despite of focusing on Ummah term, the words such as Allah and God were mostly used in the video by Al-Baghdadi. The findings showed the speech through some certain points: claiming for the Caliphate and announcing the Caliph, spreading threat in the heart of the surroundings and what they called disbelievers, attracting the Muslims' attention to have affiliations with their groups, and controlling the society for the changes that suits their own strict ideology.

3. Methodology

3.1 Theories Adopted

The study follows a number of theories for analyzing the data. It adopts 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). The main objective in choosing this approach 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, Meso and Macro analyses of the texts, and multimodality to analyze the other non-verbal materials such as images, views, color, cloths or any other similar modes.

3.2 Data

The printed press, the ISIS online printed press especially Dabiq and Rumiya, is the main source of data in this paper. (10) issues of both, Dabiq (1, 3, 4, 5, 7) and Rumiya (1, 2, 4, 5, 10), are used randomly in the study. More than 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 popular method was social media platforms including Twitter, Facebook, YouTube, and etc. ISIS special platforms, channels, accounts, and forums are highly focused on the data collection process.

3.3 The Methods

The current study uses a qualitative descriptive method for the data analysis process. Multimodal Critical Discourse Analysis theory depends on qualitative method in studies and research. The given statistics in numbers are also qualitative in the current study; they are considered as knowledgeable data that exist rather than a research tool or instrument to find out non-knowledgeable data. The data already exists in the raw materials, where only the number of certain vocabularies for the purpose of threats are calculated in tables.

4. Data Analysis

4.1 The Analysis of Dabiq and Rumiya Articles

The article in figure (1) is taken from Dabiq, Issue Three. The article focuses on punishment



FIGURE 1: DABIQ, 2014, ISSUE 3, P. 12, 13

on a clan (Shu'aytat) in Syria. According to O'Halloran's (2011) approach of linking Critical Discourse Analysis and Multimodality, the ideology of the clan is Sunni (one of the two major branches of Muslims) that has the same or similar ideology as ISIS. The words crusaders, apostate, falsehood, Israelites, and Murtad (an Arabic word for apostasy) are used as partial synonyms or similar meanings to refer back to disbelievers of Islam or against the religion. The nature of those words is on purpose to be used by strict Muslims to identify the opposition

especially the ones who stand against the Islamic State; otherwise, some of the words might have a positive meaning or be normal for other non-Muslim countries such as 'crusader'. Hence, the positivity and negativity refer back to the ideological beliefs or religious values. The words treachery, betrayal, covenant, and rebellion are used in the article to refer back to the tribe's attitude towards the Islamic State; besides, the words punishment, ambush, torture, and execution are used to show the consequences or results of the previous words. The understanding of the author comes from the conflicts between the Islamic State and the Shu'aytat tribe after the agreements. ISIS accuses the tribe of treachery and betrayal because the tribe collaborates with the other forces, hence the Caliphate impersonates them and executes them in groups with firing bullets at them. The fact is crucial as the tribe is Sunni and share the same ideology as Islamic State. ISIS has made a massive killing of the tribe due to the disobedience. The point is debatable in the Islamic perspective because Muslims are not allowed to kill each other, but ISIS has made the execution decision on them.

The photos show intensive violence of killing of the tribe's men especially in a very direct and cruel way by eye-folding them, putting their hands in handcuffs, and massive shooting bullets in the back in groups. The clothes of the people are full of dirt, torn apart, and blood is seen on them. The above are signs for strict torture before the murder process. The article is used to show ISIS's reactions to the people who stand against them, fight them, or don't follow the agreements. The objective is to threaten the people and forces through written script and the use of images of violence. For instance, Zarqawi's statement "We will target them just as we target the crusaders" is a clear example of a commissive threat on the people who try to collaborate with the ISIS enemies. The objective of the other non-linguistic modes is to affect the future armies and people that ISIS face for the expansion or recruitment process.



FIGURE 2: DABIQ. 2015. ISSUE 7. P. 3. 5

The articles in figure (2) are among the most dangerous threats of ISIS through showing their activities in Issue Seven of Dabiq in (2015). According to O'Halloran's (2011) approach of merging Critical Discourse Analysis and Multimodality, the article on page three uses as many questions as possible; the author tries to build the article by using the technique of asking questions in the article. The post is mostly about Japan and its role in the war against ISIS. The article mentions many countries such as Japan, Germany, France, England and Australia and their role in declaring war against ISIS. It seeks the reasons for the war interference by the mentioned countries, especially the battle that belongs to the US government. The sentences are mostly passive and in past tense as the events belong to past during the wars of US in Afghanistan and Iraq. The setting context of the articles focused on different periods of time, when different countries have supported the US coalition in the battles against Iraq and Afghanistan. The author's understanding comes from the point that Japan's religious ideology is far from Christianity or Judaism which are Shinto or Buddhism. For ISIS the conflict is a religious aspect between them and other countries based on long historical events. There have been many long battles between Islamic empires and Christians or Jews especially the European countries. Hence, the author wants to clarify the benefit of Japan in the coalition against the newborn Caliphate. The second article on page (5) is the burning of a Jordanian pilot who has bombed the ISIS colony. The words such as: Taghut (dictator), Kafr (disbeliever), or crusader are used a lot in the article to refer to ISIS enemies from all religions. The word puppet is used as a metaphor to refer back to the Jordanian King Abdullah II, because Jordan

exists in the US coalition against ISIS especially to the point that Jordan is an Islamic country. The understanding of the author is the revenge against the Jordan government on one side and on the pilot himself on the other, because the Jordan government has decided to execute two ISIS members and the pilot has bombed an ISIS landed that caused in killing fighters and civilians.

The non-linguistic mode in the articles is the color of the Japanese hostage (Yukawa) which is the orange color, the color of execution; the knife that touches the neck is representing the afterward event which is going to be beheading. The cage and fire are other two modes in the burning Jordanian pilot, the view shows one of the cruelest ways of execution which is not allowed based on human rights; besides, showing the time of execution is another abandoned feature from media. The main objective of the articles above is indirectly threatening through showing executing methods in their media broadcasts as a revenge point on the US army and allies due to their continuous attacks, airstrikes, or any other cooperation.



FIGURE 3: RUMIYAH 2016, ISSUE 1, P. 24

The above article in (figure 3) is one of the essential messages from ISIS to its population in the first Issue of Rumiayah (2016). The other photo, selected 10, is a new strategy in the ISIS magazines sharing the chosen ten videos from the AL-HAYAT Media Center (It is for realizing

ISIS online videos). Based on Kress and van Leeuwen's Multimodality theory (2010) and O'Halloran's approach of linking between Critical Discourse Analysis and Multimodality (2011), the article's title includes a command for ISIS fighters to fight against disbelievers of Islam and kill them. The words "blood and shed" are used in the title of the article as a commissive threat to the ISIS opponents and directive persuasion for Muslims to follow the order. The used photo in the article is only a visual of bloodshed with knife, it resembles the real action of killing to support the message in the title of the article. The blood color is usually too scary for human being's mentality. Furthermore, the Selected 10 photos mostly show the violent scenes of ISIS missions including different types of killing including: direct gunshots on the hostage's head, beheading with knife, bombing, and rifle's shooting. The views are illegal to be shown on media methods due to serious damage they cause to people's mentality, but the views are shown to scare people and their opponents.



FIGURE 4. RUMIYAH. 2016. ISSUE 2. COVER PAGE

The image in figure (4) is the cover page of Issue Two of Rumiya magazine. This magazine uses the knife as a weapon to be an essential theme in its articles. The knife weapon has been used in many articles, but in the above photo it is used on the cover page to show the importance of the object in the ISIS policy of fighting. According to O'Halloran's approach of linking

JURY TYPICAL TRAJECTORY

KNIFE ATTACKS

THE EPIC BATTLES OF SIRTE

SINAI HARVEST

SHAM HARVEST

FIGURE 5: RUMIYAH, 2016, ISSUE 4, P. 8, 14, 15, 23

The above photos in figure (5) are taken from Issue Four of Rumiya magazine. Most of the photos are feedback from the series of battles and conflicts of ISIS troops against the other multiple armies; the photos do not include articles but visual modes dominate these parts with some written sentences or numbers. According to O'Halloran's (2011) approach by linking Fairclough's theory of Critical Discourse Analysis (1989) and Multimodality of Gunter Kress and van Leeuwen (2010), the first photo indicates the strategies of using knives again as weapons for attacking purposes in other countries as sleeping cells. The photo contains several different visual modes such as human body organs, different types of knives, and different photos of people taken in the back. The objective of using the body organs show the different human organs being attacked by using knives; besides, using the night mode is on purpose to convey the preference of darkness for attacks rather than day shift due to the confidentiality of the process and safe escape. Furthermore, showing the casualties' photos from the back side is also intentional to clarify the knife attacks on the back position, due to the lack of attention to the casualties. The other three photos are numerical data of battles that represent the losses and casualties of ISIS opponents including kills, injuries, vehicle damages, and even fighting jets. The blood color is used as usual to represent the murder and serious damages to human beings. Moreover, the view of the after-wars is shown as the background of the photos to show the damage of the ISIS troops and power to the enemies, in order to create an image in their mind that ISIS has almost equal military power compared to the other strong forces in the area. The term harvest is used in the last two photos but not for conveying agricultural purposes, it is for mass killing and serious casualties of human beings. The word harvest is a clear metaphor for killing, injuries and damages during the continuous battles in both Iraq and Syria. The objectives of all the photos are commissive threatening that ISIS attempts to continue the strategy of terrifying the opponents through feedback from battlefields.

5. Results

Table 1: Terminologies

ISIS	386
Khilafah, Caliphate	297
Khalifah, Amir Al-Mu'minin	134

Iraq	127
Sham, Syria	148
Other Countries (Names)	493
Fight	447
Fighter, Soldier	407
Jihad	423
Battle, War	327
Hijrah	243
Army, Troops, Forces, Militias	258
Weapon, Gun, Armed	262
Sword, Knife	167
Military	209
Operations	192
Kill, Murder, Massacre	513
Attack	303
Blood	223
Burn, Fire	158
Destroy	157
Execute, Execution	117
Pay the Prize, Revenge	84
Crime	52
Prisoners	43
Flee, Run Away	63
Ghanimah	37

Economy	68
Malahim	8
Arrogant	53
Torture	14
Ambush	23
Shaytan, Eblis, Evil, Devil	228
Kafir, Kufar, Takfir, Disbeliever	533
Crusader	362
Mushrikin	302
Enemy	283
Murtad, Murtadin	278
Rafidah, Rafidi	192
Taghut, Tawaghit	189
Threat, Scary, Fear	183
Apostate	169
Munafiq, Hypocrite, Hypocrisy	136
Traitor, Treachery	129
Khawarij	98
Jahannam, Hell	237
Shirk	119
Fitnah	67
Weak Hearted, Heart was Diseased	52
Jahiliya	47
Fool, Stupid	38

Table (1) is a detailed calculation of the used terms in the selected articles in both magazines. The main topic terms by nature dominate the articles. They are the terms that refer back to ISIS and Caliphate. The above terms are used to show and support behind the name of the newborn Caliphate and their mostly activities in Iraq and Sham. The Arabic terms such as Khilafah and Khalifa are used to reborn the policy of the leader in Islamic history. The two main countries Iraq and Syria are targeted based on religious scriptures that are among the countries which have been mentioned in Islamic scriptures as the place of great battles and epic wars. The violent acts are also massively concentrated in the articles to show the cruelty of ISIS against their enemies and as a series of messages to the whole world about how will be the destiny of ones who stand against the newborn Caliphate. Notably, ISIS uses various methods of violence against their enemies such as: killing, beheading, burning, drowning, group killing, etc. Besides, swords are also very popular in Islamic history as the previous styles of wars depended on swords and similar military equipment. The sword particularly is a symbol for Muslims as the shape of it occurs in many designs.

The last terms refer back to the groups of specific people who are considered to be evil, bad and opposite to the ISIS beliefs. The disbelievers, in the ISIS point of view, are the targeted people by calling them different names based on the religious ideology. ISIS attempts to offend their enemies by using all these negative terms or to affect their character among the Muslim communities. These terms are mostly used by Muslims throughout the Islamic history to belittle their enemies, in order to be fought by Muslims. The terms are for other types of beliefs in general, out of Islam ideology through differentiating them by levels; for instance, the ones who have divine religions such as Christians and Jewish, the ones who do not believe in any religion, the ones who have created a religion for themselves, the ones who turn their back from Islam, and etc.

Table 2: Threats in the Titles of the Selected Issues in Dabiq and Rumiya

Issues of Dabiq	Threat
Dabiq 1	12
Dabiq 3	16
Dabiq 4	25

Dabiq 5	14
Dabiq 7	24
Total	91
Issues of Rumiya	Threat
Rumiyah 1	10
Rumiyah 2	14
Rumiyah 4	17
Rumiyah 5	16
Rumiyah 10	10
Total	67
Overall Total	158

Table (2) sheds light on overall statistics of articles' titles in the selected issues. On the one hand, the table aims to identify the threat from the titles of all ten selected issues. Among (165) articles in the all (5) issues of Dabiq, (91) articles manifest threats from their titles. On the other hand, from (122) articles in Rumiya magazine, (67) articles are given as threats through their titles. The overall numbers are clarified as (158) titles of threats. The above statistics show that the number of threat titles is very high in both magazines. Thus, the objective of ISIS's press is obvious in implementing their attacks through their media platforms as well as their battlefield activities. On the other side, the newborn Caliphate tries to convey threatening messages to their armed and unarmed enemies that they are going to have the same fate as the ones who stand against them; the psychological battle is equal or even more effective than the physical wars, especially for the plans and operations in the area.

Table 3: Threats in the Selected Articles in Dabiq and Rumiya

Issues of Dabiq	Threat
Dabiq 1	37
Dabiq 3	43
Dabiq 4	135
Dabiq 5	65
Dabiq 7	154
Total	434
Issues of Rumiya	Threat
Rumiya 1	251
Rumiya 2	190
Rumiya 4	132
Rumiya 5	457
Rumiya 10	148
Total	1178
Overall Total	1612

Table (3) is a very detailed manual calculation for the number of threats in all (60) selected articles in the (10) issues of Dabiq and Rumiya covered in this paper. The number of threats reaches (434) in Dabiq selected articles. Meanwhile, the statistics get higher in Rumiya magazine reaching (1178). The overall number of threats reaches to (1612). The ISIS mass media and social media are well-formed with the highest quality techniques, benefiting from global mass media. Hence, the ISIS media is run and managed by very professional human resources, and have probably lived and got experienced in the developed countries. The shown techniques are similar to East and West mass media as long as the sophisticated technical

techniques of Hollywood movies. The media effects on people's mentality as an undeniable fact which changed the direction of life style and people's mindset massively. Besides, the positive and negative sides of media have been challenging throughout history and ongoing the future. 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.

6. Findings and Discussions

This section presents the particular and overall findings depending on the entire data analysis, results, and O'Halloran's (2011) approach by linking Fairclough's theory of Critical Discourse Analysis (1989) and Multimodal Social Semiotic Theory of Gunter Kress and van Leeuwen (2010).

Thus, ISIS paid too much attention to mass and social media not less than equals the physical battles and confrontation. The quality of the media techniques is very high and the publications or broadcasts are professional in conveying messages for enemies to frighten. The process of ISIS media seems to be well-planned and designed depending on experts and highly qualified human resources with the most developed technology. ISIS has prepared its plan ahead and tried to adapt to 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 too much effort into 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 methods. 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 chosen magazines in this paper have been built in the best way possible to target the whole world as the language is English.

Hijra (migration) is one of the most popular topics and stories in Islam. ISIS used many articles in the magazines for Hijra purposes and gave too many details for the process. The story of Hijra belongs to Prophet Mohammed's famous Hijra from Makkah to Madinah (the two holy cities in KSA) to protect his fellow Muslims from torture and violence; besides, there are many other Hijrah stories 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 to make Hijrah to the ISIS colony, in order to strengthen its power for battles and implementing social services. Those famous historical stories made the process mandatory from the ISIS point of view as there are many Hadith for that to make it a direct order from God and Prophet for Islamic believers. The spirit of Muslims about Hijrah reaches a surprising level as they must ignore and leave everything behind, such as: family, property, occupation, and even homeland; Muslims might think all the time and commit the process mentally through their imagination as well. Furthermore, the ideology of ISIS attempts to gather as many Muslims as possible to build the largest army and population in order to have control of the majority of the areas, especially Middle East; besides, ISIS does not allow its supporters to live outside its colony as sleeper cells.

The magazines' articles are highly specified for violent purposes in half of the overall publications. The strategy of posting violence is one of the major themes in the ISIS publications through posting images, videos, and written articles. Nearly half of the articles with the majority of the articles' titles are specified for violence affairs in the Dabiq and Rumiya magazines. ISIS posts of violence contain the statistics of battles, punishment methods, styles of killing, strict religious scriptures on enemies, and etc. The main objective of violent articles is to target threats, in order to affect the psychological emotion of people and the army. The mass media attacks help to win the battles and scare civilians in confrontation processes. One very clear instance is the downfall of Mosul, the second biggest city in Iraq. Thousands of army soldiers escaped instead of defending the city, and civilians attempted to survive at any cost to save their lives. The catastrophe happened as a result of the psychological effects of the violent publications. The very beginning era of the Caliphate seems to be undefeated from the perspectives of many people due to the long series of victories of the ISIS army against many different forces who represent the majority of the world. ISIS uses violence against the international forces who try to help the area troops and authorities and fights the whole military armies in the area including official ones and militias, but still the ability covers those many pressures on them because of the media impact. On the one hand, ISIS attacks the same ideology militias as if the Caliphate wants to rule most of the geographical areas by itself like the series of Islamic Caliphates in history. On the other hand, ISIS uses a violent strategy to attract and persuade the Muslim communities who have a feeling of anger and revenge towards the superpower countries due to their interference through military operations such as: the US, the UK, Europe, Russia, etc. Furthermore, ISIS uses religious manuscripts such as

Quranic verses, Hadith and other stories to support their violence against the foreign and other local forces to convey the message to the Muslim population; thus, the conflict is considered to be fully ideological.

Jihad is one of the main themes in the articles to be focused on by the ISIS scholars and writers. ISIS specifies many articles for Jihad among Muslims as the top deed and rewardable action for Muslims. Jihad is mentioned in the Islam many times in Quran and Hadith, and it has been focused on in a way that is close to an obligation. Some Islamic 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 Islamic ideology, Jihad is also considered to have the highest reward from God due to sacrificing the soul, which is reaching the highest places in heaven and granting a high number of virgins. The explanations and clarifications make the spirit of Muslims love and compete for being killed on the battlefields, hence ISIS benefits from the manuscripts and historical stories of the other Caliphates. ISIS targets the young people mainly, especially for Jihad purposes due to the capability of the human body in the early ages; the case does not mean to ignore and abandon the elderly. Notably, ISIS made the computer games to be implemented in real life through providing all the weapons and military equipment; youths love playing games especially battle games of wars 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.

Non-verbal communication plays a significant role in ISIS publications in the media and social media. According to Multimodality approaches, the other modes of non-linguistics impact the claims and messages of articles including: images, views, colors, visuals, and others. The power of visuals is quicker and stronger in comprehension by the audience. For instance, a topic about punishing a group of hostages by ISIS is terrifying psychologically on the people, but accompanied by visual images makes the situation ten times more effective due to the reality that the eyes comprehend better than only sentences. ISIS uses a perfect design for their printed press and plenty of colorful images are also used along with the articles to support the claims and arguments.

The punishment style is very different from the ISIS perspective. ISIS uses the most cruel and abnormal methods of killing as punishments. Beheading and burning are among the styles which are abnormal and illegal in the rules and constitutions of the world. There are some other methods, including: drowning, shooting, massacre, killing, hanging, and many other cruel ways. ISIS's argument for that is the verses of the Quran and Hadith to kill in the same way they kill. For instance, the burning of the Jordanian pilot and the beheading of the American journalist are obvious examples. The phenomenon has a great psychological impact on people and military forces that they flee away from the battlefields and evacuate a city where ISIS confronts to even with few of fighters.

ISIS used many different weapons, including the developed ones that they have got them from the Iraqi and Syrian governments during their combats. The Caliphate used them against all the countries during confrontations and battles. But the favorite weapons are the ancient swords and knives for the ISIS fighters, because the sword is famous and seems to be significant and holy for Muslims, in ISIS perspective, due to its wide use in history especially by the Prophet and the followers. For instance, 'the Kafir's blood is Halal so shed it' is a good example to show from the orders of ISIS for the fighters and its population especially the visuals showing swords and knives. Besides, there are many articles that contain swords as symbols or articles that teach people how to use the knife for murdering their enemies especially in the outside colony.

7. Conclusions

The ISIS media has a great impact on people and armies from different perspectives. ISIS media impacts the Muslims due to their special attention to persuasive language to convince Muslims for recruitment process by using different procedures such as using religious scriptures, copy pasting the other Caliphates' policy through there interpretations, Jihadi brides, standing against the superpower countries, etc. Besides, ISIS impacts their enemies through threatening them by posting and broadcasting huge numbers of violence publications in their mass media platforms such as different types of executions.

The violent publications in ISIS media influence the people and armies psychologically in the confrontation and battles massively. The cruelty of ISIS forces towards hostages, soldiers,

and people causes a huge feeling of terror among the world population in a way that people and armies flee away from their living cities from the beginning steps of battles when ISIS steps towards. For instance, the case repeats in many different places in Iraq and Syria such as the downfall of Mosul when thousands of people and a big number of armies flee away because of the terror and fear of ISIS that comes from violent publications.

The power of the language in the publications makes it very easy for the 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 at a very professional level through showing the best performance in everything from designing to every individual technique of publications and broadcasting. The persuasive strategies are highly focused as long as the threatening messages are conveyed directly and indirectly by using the linguistic complex elements for shaping and constructing the language.

The role of multimodality is crucial in targeting the themes of the articles especially in threats. The power of non-linguistic modes is equal to the power of 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 the 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 communication interests the audience as well and provides a better influence rather than only putting words. The power of the language used connected to the non-verbal communications makes the intentions and messages the most effective compared to the usage of one of them alone.

8. Recommendations

The power of language might be much more effective than physical impacts on the battle lines. The effective language use within well-designed media publications can be unstoppable, dangerous, or unbelievable in our developed world. The world is considered 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. This paper can also lead to some recommendations:

- The fast-growing technology makes mass media uncontrollable; there should also be limitations for the growth of the 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 emergency situations.
- The religious conflicts harmed humanity during long history. The nations need to find peaceful ways to live together in the same world without letting strict ideologies cause conflicts among them. The religious figures should work together and guide people towards building a better life rather than causing conflicts.
- The national security experts should find better ways to protect people and civilians from future threats due to the media impacts. They should work on decreasing the influence of media language on people at any price.
- The most populated religions need a true leader to impact people in their decisions. A leader with highly desirable characteristics is needed who can advise people in avoiding violence and lead a peaceful life.
- Political issues and conflicts need to be limited and countries should work in serious negotiations to avoid battle, in order to prevent the emergence of unexpected movements or militias that can be uncontrolled in the future.
- The Media and social media should be censored and new policies should be implemented along with the growth and progress of technology. The media causes huge damage and harms human beings continuously. The mindset of using media by people should be worked on as well through educational training and recommendations.
- Violence should be completely banned from media broadcasting and publications, due to its highly psychological impact on people. The regulations of the media are restricting the violence but still needs improvements towards the new attempts in breaking the network system limitations.

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پوخته

نهم توژیڤنهوهیه ههولیکه بۆ دهرخستنی کاریگه‌رییه‌کانی بۆلۆکراوه‌ی توندوتیژی میدیای داعش له‌سه‌ر خه‌لک و هیزه‌ سه‌ربازییه‌کان. توژیڤنهوه‌که هه‌ولده‌دات تیشک بخاته‌ سه‌ر کاریگه‌رییه‌کانی هه‌ره‌شه‌ی داعش له‌سه‌ر لایه‌نی ده‌روونی خه‌لک و هیزه‌ سه‌ربازییه‌کان له‌ عێراق، سووریا و ته‌واوی جیهان. زیاتر له‌ (٦٠) بۆلۆکراوه‌ له‌ (١٠) به‌رگی جیاوازی (دابِق) و (رومییه) به‌کارهاتووه‌ له‌ توژیڤنه‌مه‌که‌دا. میتۆدی شیکاری وه‌سف‌ی به‌کارهاتووه‌ به‌ پشت‌ به‌ستن‌ به‌ تیۆری فرهمۆدالی گوتار شیکاری ره‌خنه‌یی و هه‌لۆره‌ن (٢٠١١)، نه‌مه‌ش سودی له‌ لکاندن‌ی هه‌دوو تیۆری گوتار شیکاری ره‌خنه‌یی فیرکله‌ف (١٩٨٩) و هه‌ما کۆمه‌لایه‌تییه‌کانی کریس و قانلۆین (٢٠١٠) بیه‌یوه‌. ئه‌نجامی توژیڤنه‌وه‌کان پشتراستی کاریگه‌ری به‌رزی میدیای داعش ده‌که‌نه‌وه‌ له‌سه‌ر لایه‌نی ده‌روونی خه‌لک و هیزه‌ سه‌ربازییه‌کان، که‌ هۆکاریکی سه‌رمکی پشپه‌روه‌ی داعشه‌ له‌ ناوچه‌که‌. وه‌ هه‌روه‌ها لایه‌نه‌کانی تری نازمانی وەک وینه‌ و بیه‌راوه‌کان کاریگه‌رییه‌کان دوو هه‌ینه‌ ده‌که‌ن به‌ به‌کارهێنانیان له‌ناو بۆلۆکراوه‌کاندا.

وشه‌ کللیه‌کان: تیۆری فرهمۆدالی گوتار شیکاری ره‌خنه‌یی، داعش، میدیای داعش، توندوتیژی، هه‌ره‌شه‌

مستخلص

ته‌هدف هذه الدراسة إلى التركيز على تأثير العنف المنشور في منشورات داعش الإعلامية على الأفراد والجيوش. ويسعى البحث أن يسلط الضوء على آثار التهديدات على نفسية المدنيين والقوات المسلحة في صراعات داعش في العراق وسوريا والعالم. وقد تم أخذ أكثر من ستين مقالا من عشرة أعداد من مجلتي دابق ورومية. كما تم استخدام المنهج الوصفي النوعي في الدراسة معتمدا على نظرية تحليل الخطاب النقدي متعدد الوسائط التي طورها أوهالوران (2011)، من خلال اندماج نظرية تحليل الخطاب النقدي لفيركلاف (1989)، مع نظرية السيميائية الاجتماعية لغونتر كريس وفان ليوين (20١٠). وتشير النتائج إلى أن هناك دورا كبيرا لإعلام داعش على نفسية الأفراد والجيوش، مما سبب في سرعة انتشار جيوش داعش في المنطقة، كما أن لاستخدام وسائل غير اللفظية، كالصور والمشاهد -إلى جانب الوسائل اللفظية النصية- دورا مضاعفا من تأثيرها من خلال نشرها داخل النصوص.

الكلمات المفتاحية: تحليل الخطاب النقدي المتعدد الوسائط، داعش، إعلام داعش، العنف، التهديدات.