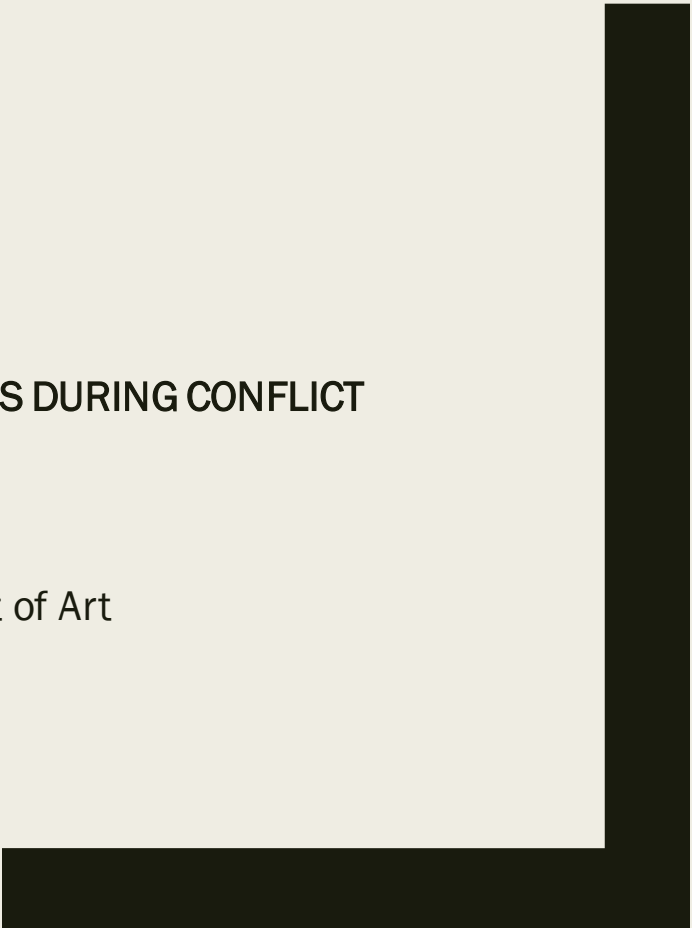




VISUAL COMMUNICATION: USE OF SOCIAL NETWORKING PLATFORMS DURING CONFLICT

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Propaganda / Persuasion

- What is propaganda / persuasion?
 - *Visual communication used to persuade and influence an audience into following a set of concepts and beliefs*
 - *Utilized in advertising, education, political campaigns, and national agendas*
 - *Goal: Communicate an idea and initiate an emotional response from the viewer*

- “Propaganda not only inhibits our sense of reality, it frequently causes us to act against our own interests. It does this by affecting the primitive parts of the brain that are unaffected by logic or consciousness but respond to images and symbols.” (Milton Glaser, *Art and Propaganda*, 2008)

History / WWII

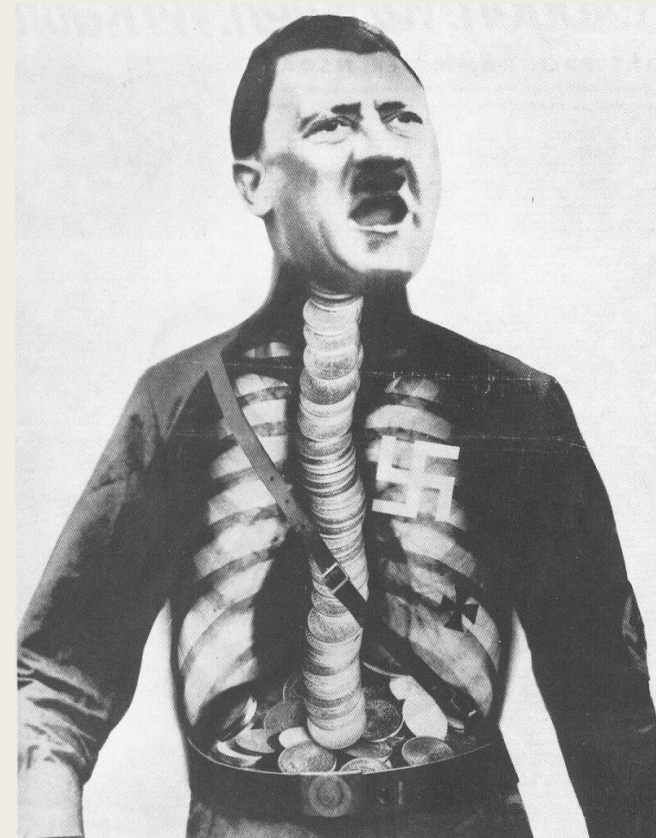
Pro-Nazi:

The Guarantee of German Military Strength Hans Schweitzer, aka Mjolnir



Anti-Nazi:

Adolf, the Superman, John Heartfield, 1932



ADOLF, DER UBERMENSCH: Schluckt Gold und redet Blech

History

Anti-Vietnam
Napalm Girl, Nick Ut, 1972

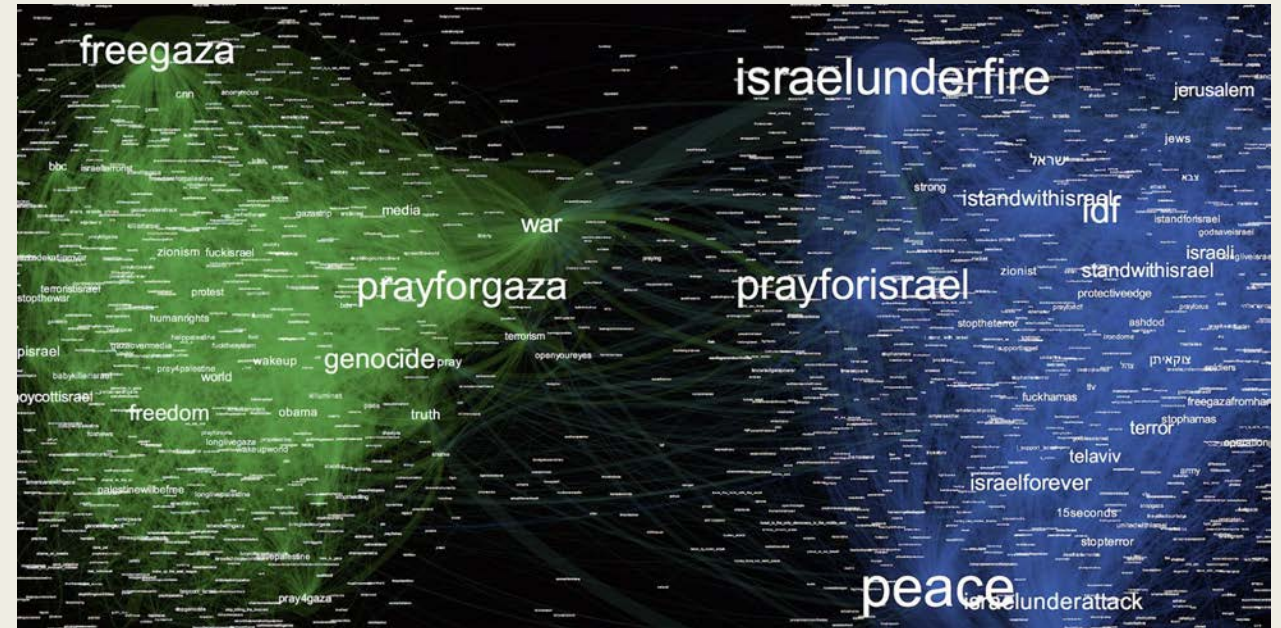


Pro-War / Iraq and Afganistan
World Trade Center 9/11, 2001



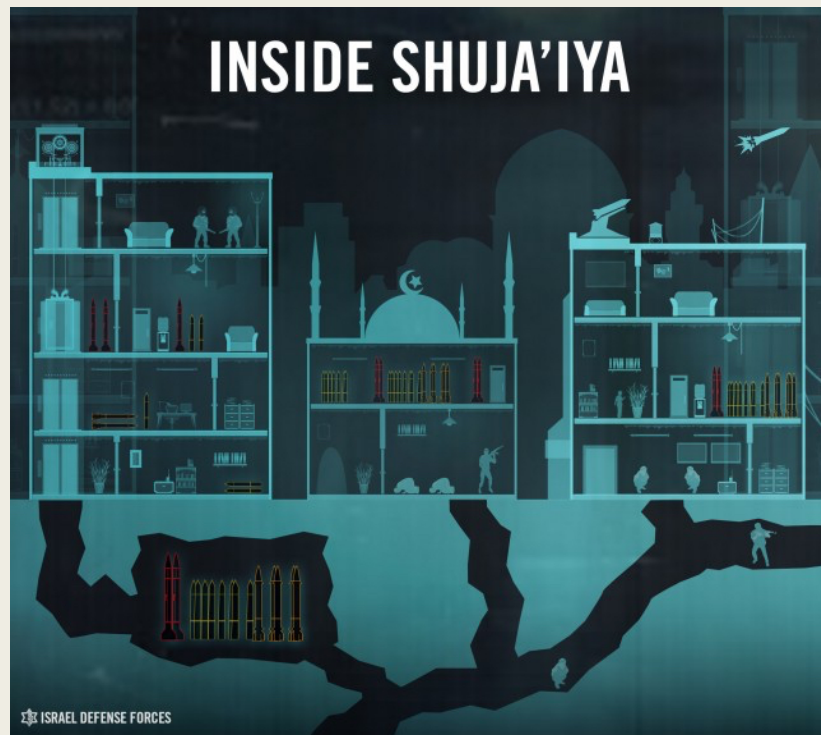
Operation Protective Edge

- Launched July 8, 2014, 7/week war between Israel & Hamas
- “Social Media War”
- “Social media opened the opportunity to incite visual propaganda and persuade the global community to become followers of established sides.” (Burrell, 2014)
- Image: Study by Gilad Lotan, Betaworks



O.P.E – Shujaiya

Pro-Israel



Pro-Gaza



O.P.E – What Would You Do?

Pro-Israel



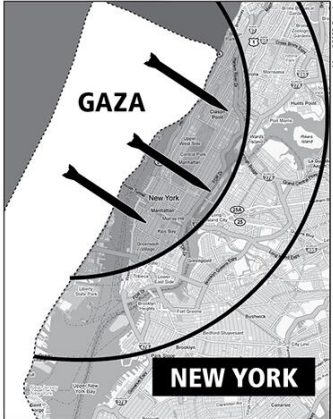
Pro-Gaza



O.P.E – What Would You Do?

Pro-Israel

WHAT IF HAMAS WAS IN YOUR NEIGHBORHOOD?




A map of New York City with a semi-circular area on the left side shaded in grey and labeled 'GAZA'. Three black arrows point from this shaded area towards the rest of the city, which is labeled 'NEW YORK' in a black box at the bottom. The map includes street names and a scale bar.

Imagine if Hamas terrorists were targeting you and your family. No country would allow such danger on its border, and neither will Israel.

THAT'S WHY ISRAEL IS FIGHTING BACK

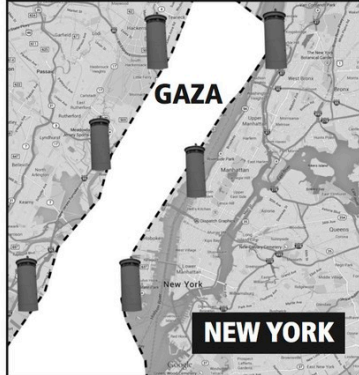
For more information, visit: www.adl.org



ADL
Anti-Defamation League®

Pro-Gaza

WHAT IF YOUR NEIGHBORHOOD WAS A GIANT PRISON?




A map of New York City with a semi-circular area on the left side shaded in grey and labeled 'GAZA'. The area is enclosed by a dashed line with barbed wire symbols. The rest of the city is labeled 'NEW YORK' in a black box at the bottom. The map includes street names and a scale bar.

Imagine you've been stateless for 66 years, living under military occupation for the last 47, and under a devastating trade embargo for the last 8. Imagine that anyone around you could be arbitrarily executed without due process by the occupying army. Imagine you had absolutely no legal recourse for addressing your predicament. No people would tolerate such conditions forever, and neither will Palestinians.

THAT'S WHY PALESTINIANS ARE FIGHTING BACK

For more information, visit: www.electronicintifada.net



ADL
Arab Defamation League

O.P.E – Stand With Us

Pro-Israel



Pro-Gaza



Questions:

- How does social media influence conflict?
- What are the reactions / responses to visual communication exhibited on social media networks during conflict?
- Can the use of social media develop more harm (than good) during conflict?
 - *Response via virtual feeds*
 - *Response via physical activity*
 - Example: ISIS

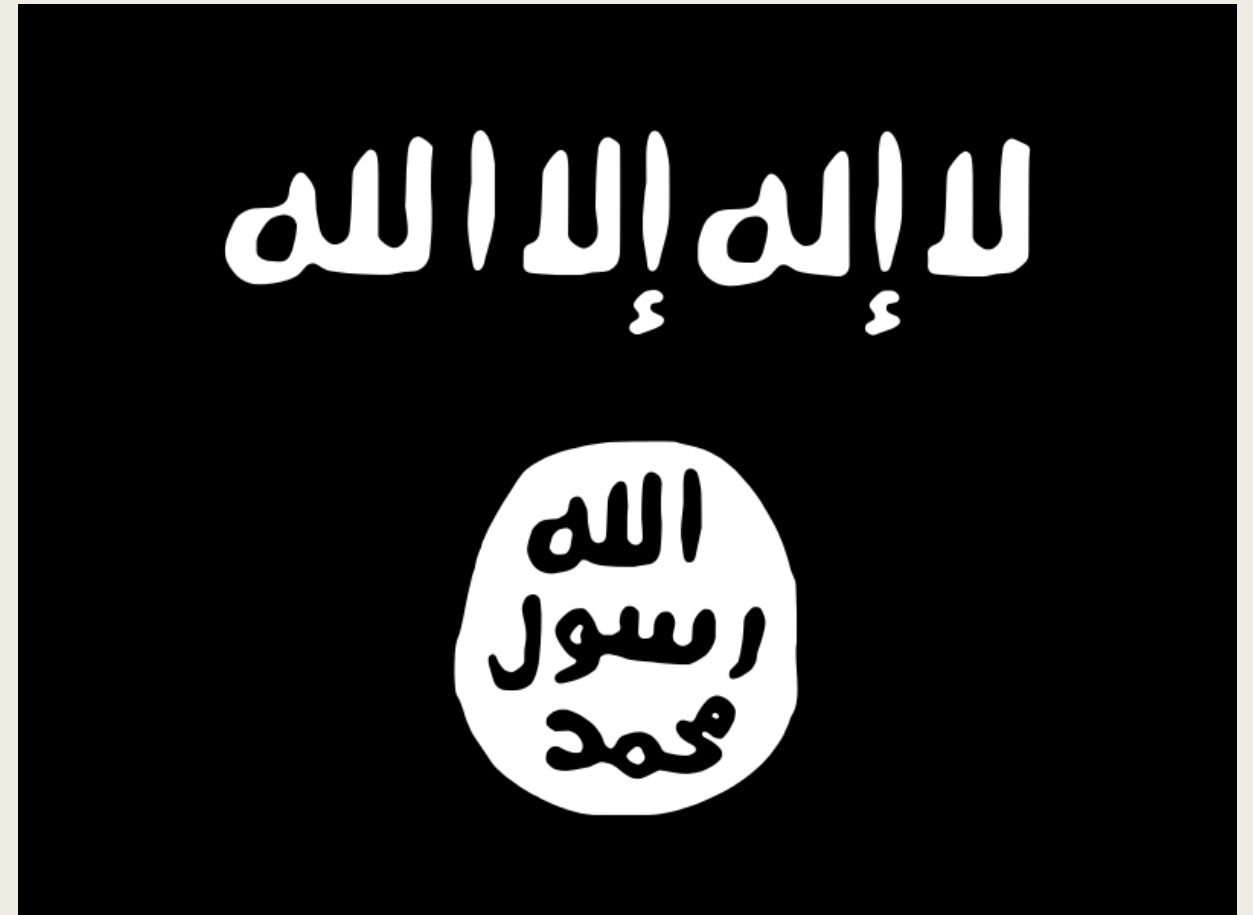
ISIS

- Jihadist Militant Group / Terrorist Organization
- Known As:
 - ✓ *ISIS: Islamic State of Iraq and Syria*
 - ✓ *ISIL: Islamic State of Iraq and the Levant*
 - ✓ *Daesh: Arabic acronym*
- Questions:
 - ✓ *How does ISIS use visual communication as propaganda via social media networks?*
 - ✓ *What are the aesthetic and conceptual elements that create viewer engagement?*
 - ✓ *What is the response / impact of these materials?*



Visual Identity: / Logo

- Symbol:
 - ✓ *Black Standard Flag / Black Banner (Mohammad's flag),*
 - ✓ *Mohammad's seal*
- Typography:
 - ✓ *Rough, handwritten script, bold, heavy*
- "There is no God but God. Mohammad is the messenger of Allah.", "Mohammed is the messenger of God"



Target Market

- *Primarily Male*
- *Muslim*
- *Youth / Millennials*
- *Tech Savy*
- *Global / Multi-racial*
- *Multilingual*
- *Urban (?)*



“Slogan”

- “There is no god but Allah. Mohammad is the messenger of Allah.”
 - ✓ *Appears on all videos and publications*



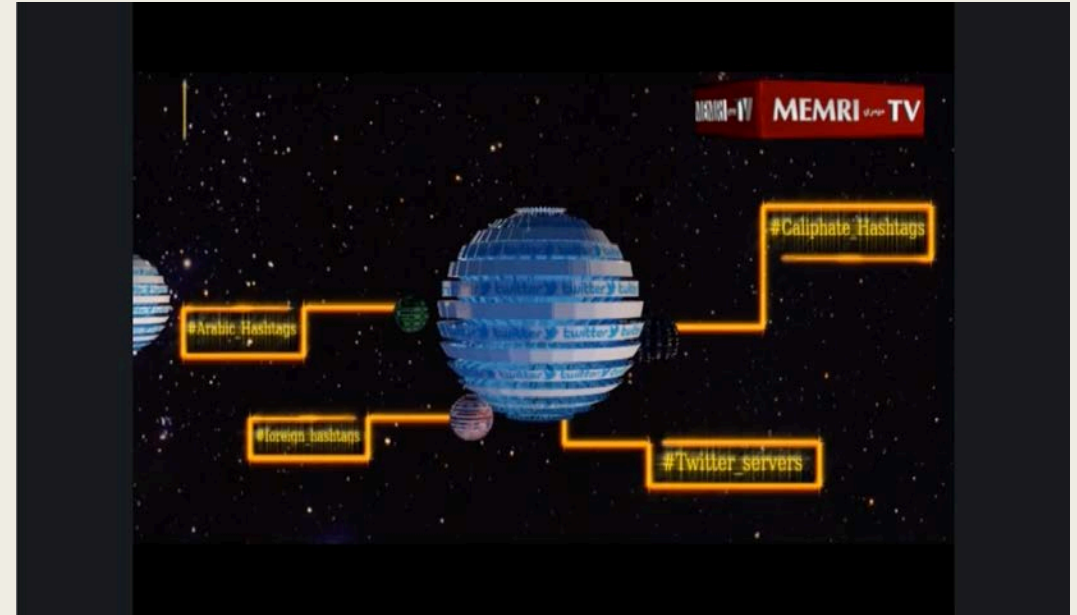
Visual Communication

- *Social Media*
- *Media Outlets*
- *Multilingual Magazine Publications*
- *Videos*
- *Hackers*



Social Media

- Facebook
- Twitter
- Whatsapp
- Youtube
- Telegram



A screenshot of a Twitter profile for 'ISLAMIC LION'. The profile bio reads: "Don't look to attain a big number of followers", "You are here to deliver the message of the Caliphate for the entire world", and "Don't waste your bullet and shoot your target". Below the bio is a comparison of statistics:

Category	Current	Target
Favourites	02	200
Followers	2,060	100
Following	20	192
Tweets	220	2782

Red arrows point from the current values to the target values. A red 'X' is over the current tweet count, and a green checkmark is over the target tweet count. The MEMRI-TV logo is in the top right corner.

ISIS nyheder

ISIS nyheder
128 likes · 60 talking about this

TV Network
Seneste nyheder om den islamiske Stat i Irak og Shaam (ISIS) OBS: Alt nyheder, som bliver delt på siden, er fra ISIS's officielle kanal.

128

About · Suggest an Edit

Highlights

Post Photo / Video

Write something...

Post

ISIS nyheder shared a link
June 5

Engelske undertekster på følgende videoer, som er udgivet af den islamiske stat:

<https://www.youtube.com/watch?v=Ijdx18bg8U> - What is better than Allah's law

<https://www.youtube.com/watch?v=XsYcY4bL8> - Al Saud's Nationality is under my feet

<https://www.youtube.com/watch?v=8rG070Jtc> - The Best Ummah

See Translation

ISLAMIC ENGLISH SUBTITLES Islamic Courts | ISIS establishes Shariah Courts | Islamic State of

Invite Your Friends to Like This Page

Type a friend's name...

Invite

ISIS nyheder shared a link
11 hours ago · Edited

#Irak Wilayat Nineveh

Den islamiske stat har næsten fuld kontrol af byen Mosul (Iraks anden største by efter Baghdad).

ISIS kanaler rapportere om enden for Sycot-Picot grænserne meget snart in shaa Allah.

<http://justpaste.it/mvsl1>

See Translation

Stand up all and pledge allegiance to

ABU BAKR AL BAGHDADI

ISIS News

avez-vous tous et prêtez allégeance à

IsisNews EnFr Censuré

Add Friend Message

Timeline About Photos Friends More

DO YOU KNOW ISISNEWS?

To see what he shares with friends, send him a friend request.

Add Friend

FRIENDS · 711

ISIS News June 8

Salam alaykoum, je vais poster quelques sources d'informations (arabe-anglais-français) pour tout ce qui concerne les infos sur l'#EILC, le jihad mondial, et le Shâm.

Pour ceux qui l'ont toujours pas fait, créez-vous un compte Twitter in sha Allah, +-80% des bonnes sources d'infos (internet) sont dessus :

- Arabe

Comptes Twitter de la Dawla :

Syrie ... See More

See Translation

PHOTOS

is shows the capri rise, hit & run, s #Syria against

ISIS Philippines

ISIS Philippines
985 likes · 22 talking about this

Organization

985

About · Suggest an Edit

Highlights

Post Photo / Video

Write something...

Post

ISIS Philippines shared Ayman Mat's photo.
June 3

Two Germans held by Sayyaf ..

Zamboanga, #Philippines : Two German nationals who went missing off Palawan still held captive by the Abu Sayyaf in Sulu province, The United Kingdom on May 14 to renew its warning to nationals to avoid travel to parts of Mindanao. Australia issued a similar warning .

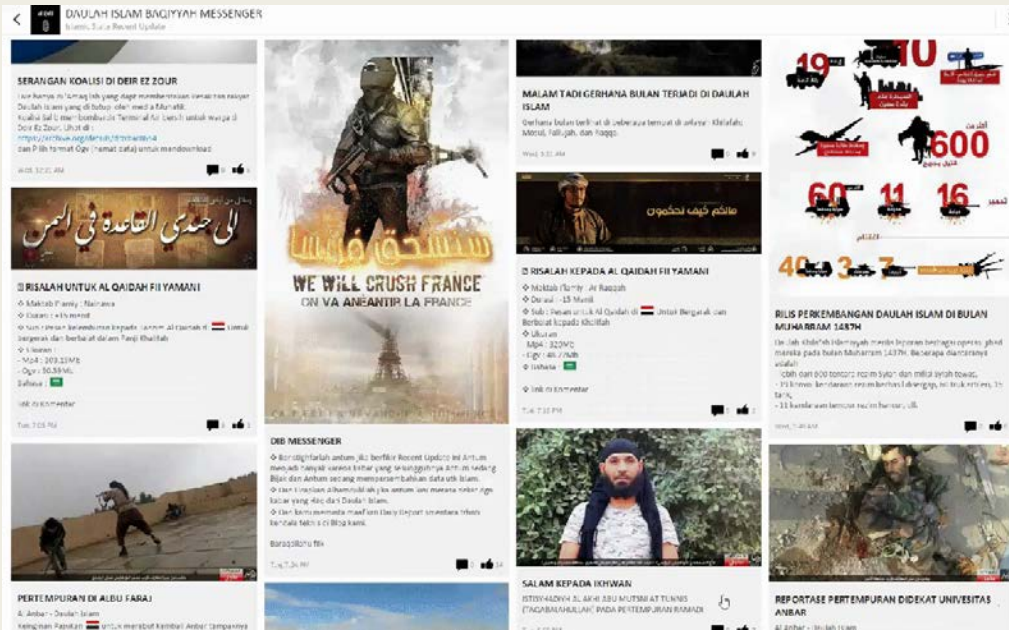
Recent Posts by Others on ISIS Philippines

Panji Hlham
TEKAD STUJUAN LINDUNGI BUMI DENGAN AL-QURAN DA...
May 13 at 10:17am

Almarj Peut Aj
Syrian country MAP ,via satellite #ISIS forces
May 7 at 8:25am

More Posts

ISIS Philippines shared Jihad Jalan Kami-Syahid Impian Kami's video.
June 3



Profile	Preview
<p>DAULAH ISLAM BAQIYYAH MESSENGER</p> <p>Recent Update Daulah Islam [Kami inginkan Media berimbang dalam memberitakan Daulah Islam]</p> <p>Subscribers: 479</p> <p>Islamic State Recent Update</p> <p>Details</p> <p>Channel PIN C002298D4</p>	

Profile	Preview
<p>DIB Messenger</p> <p>Subscribers: 238</p> <p>Recent Update Daulah Islam</p> <p>Details</p> <p>Channel PIN C001FE1BA</p>	

Profile	Preview
<p>Al-Hayat Media Center (Indonesia)</p> <p>Subscribers: 218</p> <p>Departemen Media Daulah Islamiyah</p> <p>Details</p> <p>Channel PIN C001F3857</p>	

Profile	Preview
<p>Generation Awlaki</p> <p>ISLAM IS THE BEST</p> <p>Subscribers: 32</p> <p>An islamic channel</p> <p>Details</p> <p>Channel PIN C004CA38B</p>	

Profile	Preview
<p>EKLUSIVE.. ADA YANG ANEH DALAM DABIQ 12</p> <p>Dabiq 12</p> <p>Dalam Majalah Dabiq Edisi</p> <p>Join this channel to view more</p>	<p>EXCLUSIVE - Image of the IED used to bring down the Russian airliner</p>

Media Outlets

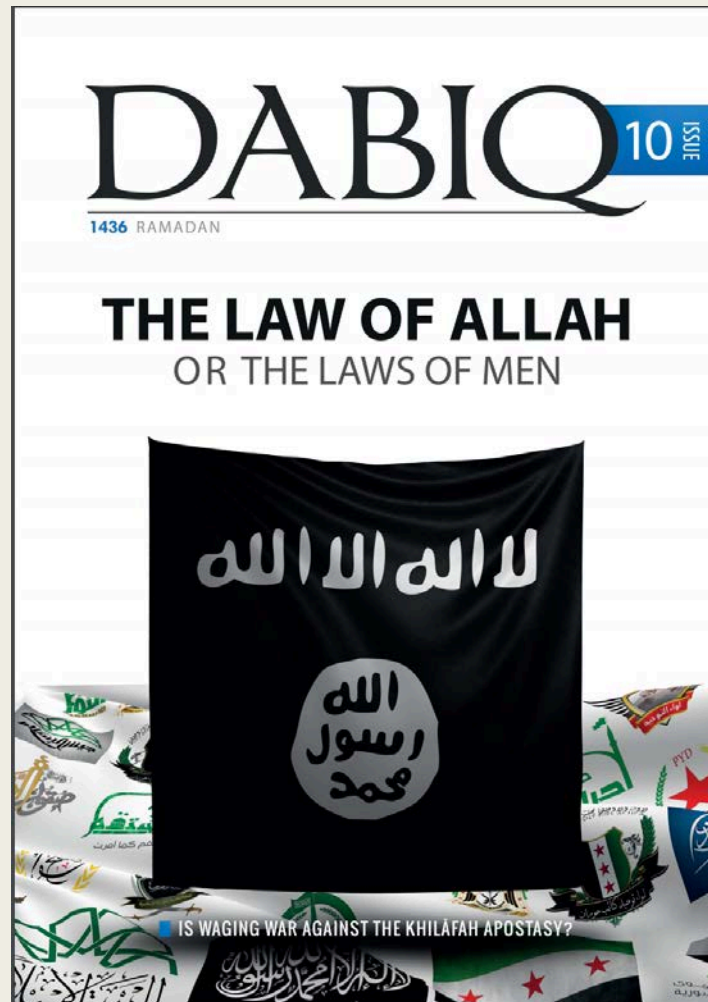
Al Hayat



Wilayat - Bagdad



Dabiq Magazine Publication (English)



Dabiq Magazine Publication

WISDOM

DABIQ

"UMAR IBN AL-KHATTAB (RADIYALLAHU 'ANH) SAID, "THERE IS NO ISLAM EXCEPT WITH JAMA'AH, AND NO JAMA'AH EXCEPT WITH IMARAH (LEADERSHIP), AND NO IMARAH EXCEPT WITH TA'AH (OBEDIENCE)." [SUNAN AD-DARIMI]

ALLAH'S MESSENGER (SALLALLAHU 'ALAYHI WA SALLAM) SAID, "I ORDER YOU WITH FIVE THINGS THAT ALLAH ORDERED ME WITH: JAMA'AH SAM' -LISTENING-TA'AH -OBEDIENCE-HIJRAH AND JIHAD FISABILILLAH

FOR INDEED, WHOEVER LEAVES THE JAMA'AH BY A HAND SPAN HAS REMOVED THE NOOSE OF ISLAM FROM HIS NECK UNLESS HE RETURNS, AND WHOEVER CALLS TO THE CALL OF JAHILIYYAH THEN HE IS FROM THE GATHERINGS OF JAHANNAM (HELL);" THEY SAID, "O ALLAH'S MESSENGER, EVEN IF HE FASTS AND PRAYS?" HE SAID, "EVEN IF HE FASTS, PRAYS, AND CLAIMS TO BE A MUSLIM. SO CALL THE MUSLIMS BY THEIR NAMES, BY WHAT ALLAH NAMED THEM: AL-MUSLIMIN, AL-MU'MININ, 'IBAD ALLAH (SLAVES OF ALLAH);" [AHMAD AND AT-TIRMIDHI]

30

31

ARTICLE

DABIQ

THE CONCEPT OF IMAMAH (LEADERSHIP) IS FROM THE MILLAH (PATH) OF IBRAHIM

In explaining this verse, the scholars of tafir stated, "This was a foolish woman in Makkah. Every time she spun some thread and made it strong, she would undo it again."

Indeed the millah of Ibrahim ('alayhis-salam) has strongly re-emerged within the soul of the young Muslim muwahhid (monotheist), such that he believed in it, loved it, declared it openly, and worked in accordance with its requirements. By doing so, this young Muslim muwahhid was simply following those who had preceded him in iman from amongst the scholars whose knowledge and religious practice he trusted.

As such, these scholars guided him with shar' evidence to the reality of this great millah, and authored a number of works that bore its name, insisting on the obligation to follow it and call others to it.

It reached a point where the echoes of this great millah reverberated amongst the young Muslim muwahhidin in just about every corner of the world, including the European nations.

Many of these youth began directing others to it, embracing it as a defining characteristic, speaking about it and explaining its meaning inside the masjid, centers, and places of gathering. Some would even express their love for it by singing islamic anashid in English and in various other European languages.

The secret behind all of this – and Allah knows best – is that this millah quenched a thirst within this young man's soul and restored his confidence in his religion and creed, especially with respect to the issue of openly disassociating oneself from the kuffar and mushrikin (polytheists). This is in contrast to those who for so long have bowed and prostrated submissively before the mushrikin and began preventing the people from openly displaying their religion in the midst of those who oppose them, falsely claiming that this was for the sake of global peace which the United Nations and the "divinely revealed faiths" called for.

Then after some time had passed, this millah was afflicted within the souls of its proponents by the same thing that afflicts the iman in a man's heart, and it started to become ragged and worn-out just as a garment becomes ragged and worn.

This even reached the extent that some of the very individuals who had spun this "garment," strengthened it, written about it and openly declared it, were now setting out to undo it with their own hands like the foolish woman of Makkah.

So it became incumbent upon us to revive the characteristics of this millah that had decayed within the people's souls, and attempt to advise those individuals working to undo the thread they had spun after it had become so strong.

All this, in the hopes that Allah would lead them to repent and that they would return once more to the guidance they were upon, supporting the truth and following the millah.

20

21

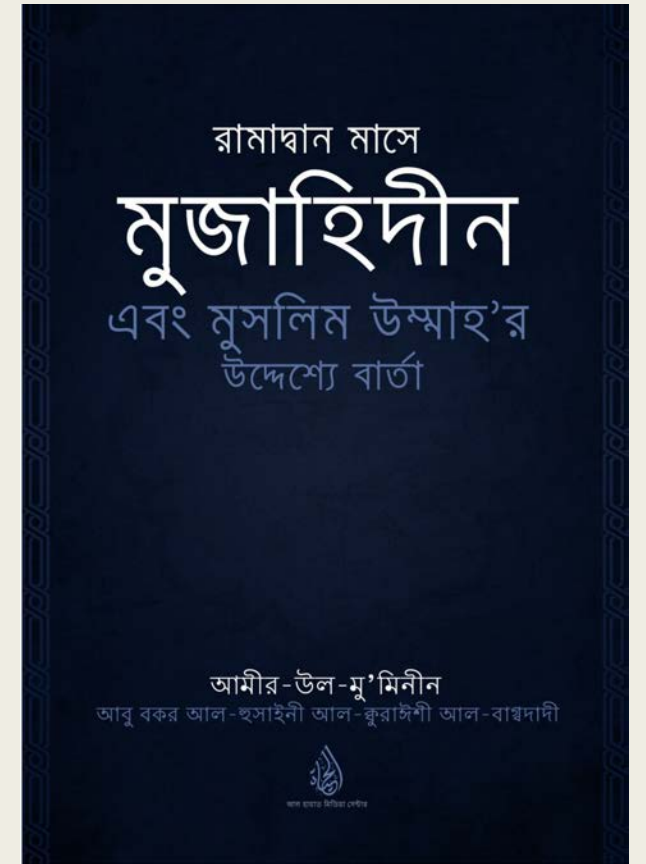
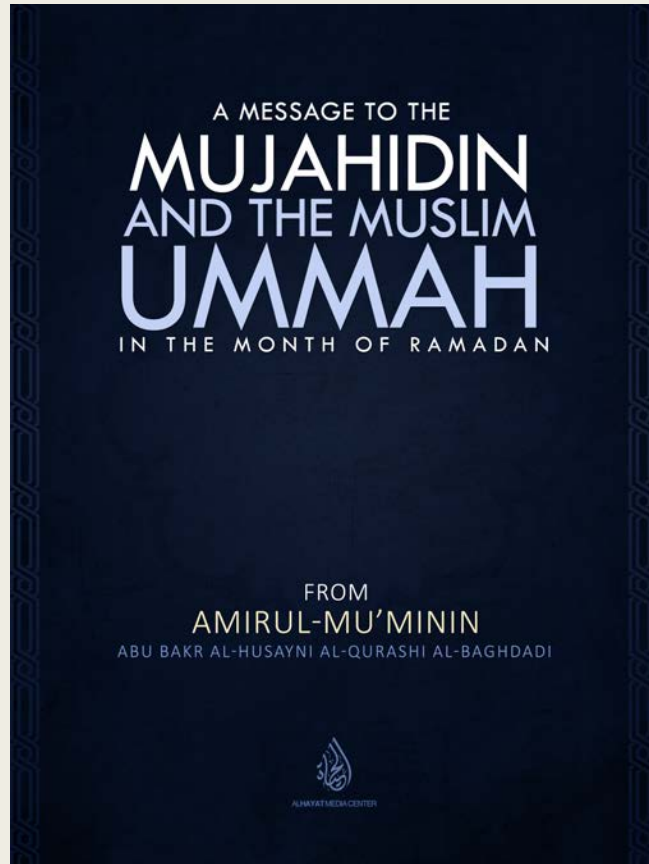
Dar Al Islam Magazine Publication (French)



Konstantiniyye Magazine Publication (Turkish)



Multilingual Publication / Al Hayat



Video Banner / Al Hayat



Video / Al Hayat



Video / Wilhayat – Al Jazirah

تحميل موزي Full HD 15:12

ردع الجناة

رمضان ١٤٣٧ هـ

AL JAZIRAH

The Islamic State — “Deterring the Offenders #2 – Wilāyat al-Jazīrah” SHARE

كُمُ الْعَدَاوَةُ وَالْبَغْضَاءُ أَبَدًا حَتَّى تُؤْمِنُوا بِاللَّهِ وَحَدَهُ ۗ إِلَّا قَوْلَ إِبْرَاهِيمَ لِأَبِيهِ لَأَسْتَغْفِرَنَّ لَكَ

14:44 / 15:11 HD

Top 10 Videos / Al Hayat

SELECTED 10
TEN VIDEOS SELECTED FROM THE WILAYAT OF THE ISLAMIC STATE

3 ربيع الثاني

1ST **يوم على الفتح**
ONE YEAR AFTER THE LIBERATION

2ND **جيش الفلوج**
THE BATTLE OF SHAYKH ABU MALK AT-TAMIMI 1

3RD **جيش العقول**
THE BATTLE OF MINDS

4TH **قصة عبد الحميد**
THE STORY OF ABU HANIFA AT-TAMIMI 1

5TH **يوم الفتح في بلد القيسية**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

6TH **الشيخ أبو بكر بن محمد**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

7TH **قصة عبد الحميد**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

8TH **يوم الفتح في بلد القيسية**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

9TH **يوم الفتح في بلد القيسية**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

10TH **يوم الفتح في بلد القيسية**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

الدولة الخلافة

SELECTED 10
TEN VIDEOS SELECTED FROM THE WILAYAT OF THE ISLAMIC STATE

3 ربيع الثاني

1ST **سقيني ولدي**
MY SON WENT AHEAD OF ME

2ND **الأمن والأمان بحول الإسلام**
SAFETY AND SECURITY IN THE ISLAMIC STATE

3RD **إلى النور**
INTO LIGHT

4TH **خذ من أموالهم مما**
OF THEIR GOODS, TAKE ALMS

5TH **عزوة أبي بصير القرظي تغلبه الله**
THE BATTLE OF ADU BASIR AL-CURAZHI

6TH **هم كعدو فاجذبهم**
THEY ARE THE ENEMY SO BE WISE OF THEM 4

7TH **عزوة أبو حنيفة الأنباري**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

8TH **لن ينفعكم العزاز**
YOU SHALL NEVER FLEE

9TH **الطامع يراي أمتهم**
THE AMBITIOUS MAN SEES HIS NATION

10TH **نصر من الله ومن قبله**
VICTORY FROM ALLAH AND FROM BEFORE

WILAYAH: HALAB, HALAB, HALAB, TARABILUS, SALAMUDDIN, AR-RAQQA, AL-ANBAR, AL-KHAYR, SALAMUDDIN, NORTH BAGHDAD

TWITTER HASHTAG @الصباح_الخدافة

SELECTED 10
TEN VIDEOS SELECTED FROM THE WILAYAT OF THE ISLAMIC STATE

3 ربيع الثاني

1ST **جيل الملاحم**
THE GENERATION OF EPIC BATTLES

2ND **طريق الأباء**
THE PATH OF RIGHTEOUS FATHERS

3RD **وليمكن لهم دينهم**
HE WILL SURELY ESTABLISH THEIR RELIGION FOR THEM

4TH **قوة الصمود**
FALLUJAH OF STEADFASTNESS

5TH **سعى الله**
CRUSHING THE ENEMY

6TH **من أهل إلى العزة**
FROM DEBILITATION TO DIGNITY

7TH **عزوة الأبرار**
THE BATTLE OF ADU BASIR AT-TAMIMI 1

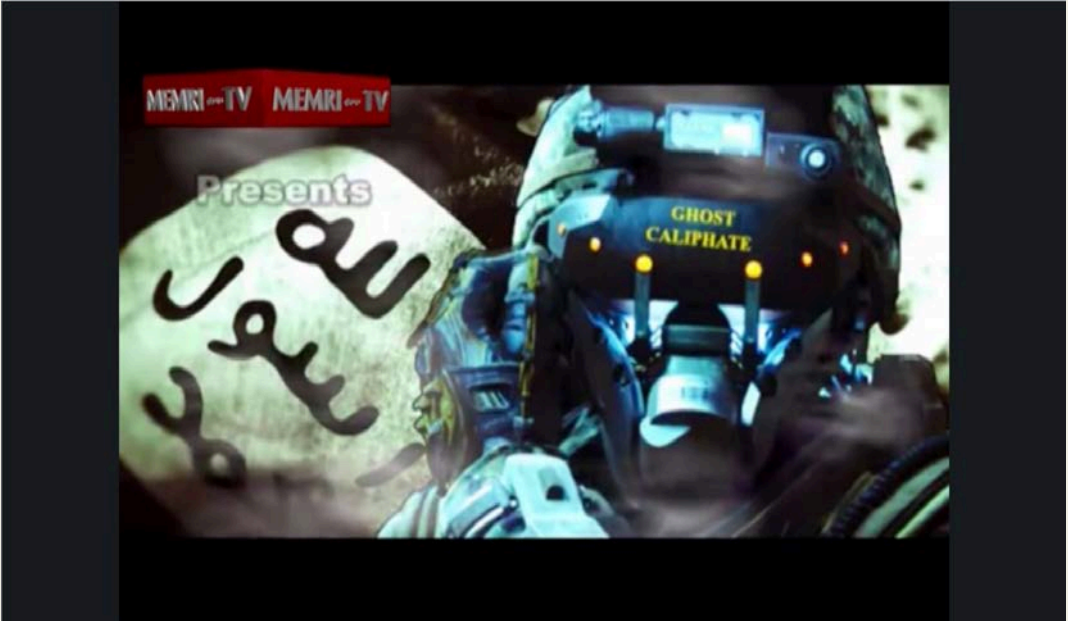
8TH **لن يهزم من يقاتل بحسن**
THE LINE OF MEN WHO FIGHT WELL

9TH **بلائت الكواكب**
SIGN OF THE PRECIOUS

10TH **قوة المشرك والوثاق العبر**
THE CLASH OF ISLAM AND THE PEACE OF ISLAM

WILAYAH: BARAAH, HALAB, BARAAH, FALLUJAH, ADAN ABIYAN, TARABILUS, NINAWA, HIMS, AL-ANBAR, KARKUK

Cyber Caliphate / Hacker Group



Internet Defenders / Hacker Group



Conclusion

- Visual Communication
 - *sophisticated and strategic*
 - *branded and organized*
 - *multiple systems of new technologies being used to present propaganda / visual content.*
- Has ISIS developed a new form of warfare created via visual communication, social media, and new technology?
- One in which is influenced by persuasive components utilized in advertising and marketing; visual aesthetics, design, and new technology.