



## The Marketing of Terrorism. Analysing the Use of Social Media by Isis

By Lisa Wiechert

StudyLab. Paperback. Condition: New. Dimensions: 8.3in. x 5.8in. x 0.3in. Masters Thesis from the year 2016 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1, 0, Institut für Interpretation und Sprachen München, language: English, abstract: Social media has played a central role in the digital era for almost a century, influencing almost all aspects of life. The use of social media in warfare is threatening not only one country but the whole global community, is a recent development. The famous speech by Abu Muhammad al-Adnani on social media inspired the bloody month of Ramadan in 2016 and showed the deadly power of social media inspired attacks and what the Islamic State is capable of achieving. Although the terrorist group has lost territory over the last few weeks of combat both in Syria and Iraq, and is on the edge of losing their main capital Mosul, IS still remains a hybrid threat. Consisting of military powers and an unmatched affinity of using social media as a cyber-war weapon, IS will continue to be a severe danger to the global community. This book aims to foster a deeper understanding of the use of social media for recruiting efforts by...



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