

**Daesh Media Strategies: The Role of our Community Leaders**  
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**Introduction**

Daesh has capitalized on the political vacuum created by failed states and the failure of national governments to address core sociopolitical grievances, more specifically the disenfranchisement of youth and marginalization of particular segments of the population. Driven by a deep discontent and estrangement from their own societies, thousands of youth have joined Daesh in the search for an idealistic society. Daesh has taken advantage of these feelings of disenfranchisement in its recruitment by emphasizing the need for a society that addresses Muslim grievances across the globe.

Daesh’s systematic misrepresentation of religious doctrines and manipulation of political grievances serve as tactics to legitimize violence and attract new recruits. Even though their barbaric practices violate every Islamic law, it uses out of context religious texts to establish its authority and justify jihad as a morally and Islamically justifiable act. By re-contextualizing Quranic references, Daesh taps into the Muslim imagination to reminisce about the glory days of Muslim power. Apocalyptic in style, Daesh asks its target audience to relive Islamic history, the times of persecution, and the times of glory that God promised the community if they remained steadfast. This sympathetic figuration revives a nostalgic

humiliation and transgression of the ummah b) humiliating the west c) military jihad d) providing social services within Daesh controlled territory e) hypocrisy of Muslim and MENA leaders f) the ability to administer territory by providing security, law, and order and lastly, g) espousing purely theological motivations. Their main narrative is heavily dependent on their target audience and media channel.

Daesh

