# Terror Propaganda on Social Media: Daesh Terrorist Organisation

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## Abstract

*In 2000s, the changes in the information and communication technologies led to significant transformations in the communication process. The new media tools were introduced together with the Internet technologies. The social media tools that were emerged with the Web 2.0 application had created a new communication environment where the users can provide message and different contents in addition to forming virtual groups. Other than providing dual interaction, social media had become more advantageous than the conventional mass media tools through its fast and easy information flow. Today, social media, which is used as an effective propaganda tool, is preferred by the legal structures as well as the illegal organisations. One of such illegal organisations is the DAESH terrorist organisation that hit the headlines with their global sized massacres in the last years. The jihadist terrorist organisation conducting an effective propaganda activity together with the violent visual contents posted on the social media, which is a less controlled space than the conventional media, collects foreign fighters from all around the world primarily from the West, and leads a major and panic on the international community. According to the American researchers, DAESH, which makes terror propaganda in a professional approach through its Twitter account with almost 50 thousand followers, is considered as the best social media using terrorist organisation. This study assessed the most viewed video posts of DAESH on Twitter that is one of the most popular spaces of the new media as a text and conducted the interpretation of such videos through a critical discourse analysis.*

## Introduction

The changes in the information and communication technology by 2000s have created significant transformations in the communication process. The propaganda methods, which are directly affected by the mechanisms used in the communication process, are generated through more face-to-face and primary communication in the traditional period, and integrated the new methods with the developments in the communication technologies(Köseoğlu and Al, 2013:105). As the social media applicationunfolded with the Web 2.0 technologies (Taşdemir, 2011:647) had created a new and effective space for propaganda. Social media that includes complex formations related with the photos, video, text and media between the people(Vural and Bat, 2010:3349) has enabled an interactive communication environment for the users and has become the most used tool among the propaganda makers today particularly the political actors. Social media, which is a less controlled space compared to the conventional tools, had become more preferable by the illegal organisations.

DAESH, which is the top terrorist organisation threatening the national security of the global world, uses this channel for its propaganda activities. According to the American researchers, DAESH, which makes terror propaganda in a professional approach through its Twitter account with almost 50 thousand followers, is considered as the best social media using terrorist organisation(Berger and Morgan, 2015:2). This study evaluated the three popular videos of DAESH posted on Twitter, which is one of the popular channels of the new media, through the discourse analysis, and analysed the findings within the framework of propaganda elements.

### 1.New Communication Medium: Social Media

The change in the communication tools in relation with the development in technology has led the concept of space losing its importance and the elimination of geographical boundaries between the individuals.

Being able to instantly hear about the events anywhere in the world from various geographies is crucial for the reflection of developments in the communication domain by this era. The developments in the information technologies brought a new domain into the communication process. The new communication media caused a transformation in the mass media and paved the way for the evolution of conventional media towards the new media. Social media, which emerged with the use of Web 2.0 technology named as the interactive internet application, is very vital in terms of providing an interactive communication environment.Unlike the conventional media providing unilateral information flow, the social media ensures an interaction opportunity as multilateral and simultaneous information sharing, and eliminated the boundaries of time and space (Kırık and Domaç, 2014:415)Through providing an interactive communication opportunity for the users via Internet facilitates maximum sharing among individuals and enables socialisation of users. Social media, in other sense, has become both information acquisition and entertainment tool of our era (Karamehmet, 2016:973)

Mayfield categorised the social media as social networks, blogs, wiki, podcast, forums, content groups and micro-blog (2008:5-6) and classified the following features of social media under five subjects.

*Participation:*While encouraging the participants, social media collects every feedback from all users.

*Clarity:*A majority of social media services is open to feedback and participation. Such services support interpretation and information sharing.

*Speech:*In terms of content transfer and reaching to the mass, the social media is much better than the conventional media as social media provides dual communication.

Community: Social media enables fast and effective communication for the communities. Therefore, the communities share what they are interested in such as photograph, political matter or favourite television shows.

Connectedness:Many types of social media develop connectedness by providing the links of various sites, researches and people.

When compared to the conventional mass media tools, social media has advanced features and has a vital role in the dissemination and sharing of information. Pursuant to Engin (2011: 37) social media brings people together as well as the organised groups with the same objective, and creates an environment bonding the social actions and accelerating their actuality. Social media has created a broadcasting channel where people and organised groups can share their own production, actions and news.

Social media contributes significantly on the development of civil society, which has an effective role in terms of establishing public opinion, and has become an organisation tool to change the regime and launch an action. With such transformation, social media not only contributes the civil society but also becomes an important tool that social actions are planned, organised, launched and managed(Eren and Aydın, 2014:198)

The increasing influence of social media on the masses has affected the communication activities of political actors in the political domain. This new communication tool, which has more advantages compared to the conventional media in terms of providing an interactive communication with large electorate, has an important role in the propaganda activities of political actors.

## 2. Propaganda Power of Social Media

Propaganda, which is defined as "a deliberate action undertaken to determine and shape, control or change the attitudes of an individual or group by utilising the communication tools and anticipating to get reactions of such people or groups in a specific situation or status in accordance with their targets" (Qualter, 1980:279) is considered as an effective communication process in the generation of public consent. As indicated by İnceoğlu (1985:63), the propaganda actions, which are deliberate attempts to channelize, alter or control the views and attitudes of certain individuals by various social power or groups via communication tools, have been used since 20th century. The propaganda activities performed by the tools in the communication process has included the new method and techniques in compliance with the changing and transforming conditions. With the developing technology surrounding all parts of social life and introduction of new communication tools utilising the facilities of science, it is now possible to reach various data resources at once, generate data quicker with the analysis, store the data and provide access to large masses in short period of time via various channels (Atabek, 2003:10-12). Through the new media tools, many legal and illegal groups particularly by the political actors use propaganda, which enhanced its power and effectiveness in parallel to this change.

Propaganda activities, which are conducted to develop a new view or action in a targeted individual or society, increase the severity of action or change the view or action in the targeted group (Köseoğlu and Al, 2013:107), are performed via internet that has become an inevitable part of our lives. Social sharing networks as one of the latest developments in the global information flow that started with Internet have made the concepts of time and space less visible and launched a new period in the social life. From this perspective, the community, which is within the new period of global network, is interpreted as 'the network society' (Köseoğlu and Al, 2013:109). Manuel Castells indicated that the individuals in that process 'live in an interrelated network society weaved as global and local" (Binark et.al, 2009:25). As stated by Kesim (2008: 5-6), the network society has dual communication, which made it effective and also changed the structures of conventional structures. Pursuant to Karagöz (2013:143-144), within this society model, internet had three functions in terms of political activity; one of which is that the users deliver the discussion environment to wider groups that social media was converted into a global space and matured the politic ideas in addition to increasing the political participation. Another function is that due to the decentralised nature of Internet, it is not restricted and particularly provides opportunities for organising and planning demonstrations in terms of political activism. The third function is the mobilisation of information by the social media in an incontrollable way through taking the information beyond the boundaries as Internet addresses to a global arena.

In consideration with the political functions, this mean, which has a major impact in relation with the political communication, is widely used in existing election campaigns. Social media, which functions as a political propaganda tool during the election process, provided dual communication to the political actors and electorates. Social media is more advantageous than the conventional media in terms of allowing the dissemination of policies and actions to the large masses and collection of feedback in short time. Politicians can use social media to poll their voters(Çildan et.al, 2011), and also ensures the release of election campaign activities in a faster and more cost effective way through its effective communication feature.

Social media is effectively used by the legal structures like politicians, activist groups or civil society organisation as a propaganda tool but also by the illegal organisations as well. Illegal organisations utilize propaganda on the social media, which is less controlled than the conventional media, to get global supporters, disseminate their ideologies and be known by large masses. The illegal structures, which perform their propaganda activities in accordance with the new social structure known as the network community via the messages, video, photos or other visual elements shared on the Internet, utilize the social media as if it is an effective weapon.

Illegal structures can have an access to larger number of users through the social media, which might not be possible via the conventional mass media, and they have posed the threats to a global dimension regardless the existing geography, as it is very difficult to control this new media.

## 3. Social Media Use of DAESH

DAESH, which was formed by Abu Musab al-Zarqawi in 2003 with the name of "Jama'at al-Tawhid wal-Jihad" against the invasion of United States of America in Iraq, had proclaimed its alliance to "al-Qaeda" in 2004 with both have spiritual parallelism and changed its name as "al-Qaeda in Iraq".In 2006, DAESH joined with several smaller Iraqi Sunni groups in 2006 and named as "Mujahideen Shura Council"; in the same year, declared its name as "the Islamic State of Iraq", and then changed the name to "Islamic State of Iraq and the Levant". In June 2015, the organisation revised its name only as "Islamic State". (*Diyanet İşleri Başkanlığı*, 2015:11)

DAESH is known as a structuring that threatens the national security all around the world through its terrorist actions not only in its location, Middle East region but also mainly in Europe. DAESH, raised from the developments in the Middle East primarily from Iraq, had used the authority gaps after the state authorities in the region were undermined after the Arab Spring and had become widely dominant in Iraq and Syria (Yeşiltaş et.al, 2016:7)

As indicated by Lewis, DAESH have the general characteristics of terrorist organisations but unlike al-Qaeda, it has unique features. In terms of the strategy, this organisation chose to form a state and interpreted the Islam in the most benighted way of its history, converted the verses and hadiths into ideological slogans off their context, made the fundamental Islamic concepts meaningless and accused the others, who are not like them, with perversion and abandoning from the religion (Diyanet İşleri Başkanlığı, 2015:8).

DAESH uses the religious concepts, which they distorted their natures, as the most powerful propaganda means and way of getting new supporters.DAESH interpreted the Quran in an apparent approach and ignored the meaning levels, historical context and aim as well as the objective of message (Diyanet İşleri Başkanlığı, 2015:17-19) and defined itself as 'caliphate state', used the religious elements particularly the caliphate and followed an imperialistic policy, conducted big destruction actions and had obtained a national security threatening dimension.

DAESH had separated itself from the current known as the Salafism in history, which can be defined as understanding and endeavour to live Islam in the most simplest and authentic way, and had transformed into a political "Salafism" that take violence and terror as its basis (Diyanet İşleri Başkanlığı, 2015:8). Pursuant toYeşiltaş (2015:71), DAESH has a political vision theorised with religious reference and designed in a full scale war, and had a target of spreading to a much wider geopolitical area as well as showing that it had a tactical, hybrid military war doctrine.

According to the Directorate of Religious Affairs, (2015:9), DAESH exercised control over "the injured conscious" and "fatal identities" raised under the shadow of colony, violence, war, invasion and autocracy after big torments that affected the religious and cultural fault lines of Islamic world like Africa Colonies, the invasion of Afghanistan, Bosnia and Chechnya wars, Gulf War and the invasion of Iraq, and even the young generations in the West marginalised through ignoring their existence and identities, and transformed them into soldiers of an ideological movement where they sacrifice their lives and murder people bloodthirstily. In accordance to the determined military war doctrine, the organisation realizes their attacks in various geographies through its soldiers. DEASH performs its acts in three different geographical zones as the engagement areas Syria and Iraq; North Africa and Middle East; and the remaining areas of world. DAESH conducts its acts in the first two areas through its military structure and the supporters, sleeper cells or returning fighters in the attacks located in the third zone. (Yalçınkayaet.al, 2016: 7)

DAESH establish its attack strategy in integrity and the attack in three regions support one another. According to this strategy, the attacks might be summarized as defence and expansion in the first zone; establishment of emirates and chaos creation in the second zone; and attack and polarization in the third zone (Yeşiltaş et.al, 2016:16)

DAESH also performs propaganda-targeted actions in order to accomplish its strategic objectives. It realizes sensational attacks in the third zone particularly in Europe where Muslims live in large numbers; tapes the brutal executions of foreign journalists or captive soldiers in the areas of their command; and creates a global propaganda environment.This action, which consecrates violence and normalises to dye and kill (Diyanet İşleri Başkanlığı, 2015: 11), revolts to the civilised states in the world foremost the USA and aims to publicise and disseminate its own ideology through the messages given during the realization of actions and to get new fighters. One of the most important means used by this organisation that threatens the national security in bringing the terrorism to a global dimension is the social media. DAESH, which uses the means of technology in various geographies despite of being distant from the values of civilised world, has brought its actions and ideology to a global level through the social media platforms like Facebook, Instagram, PalTalk, Kik, Telegram andTwitter (Yalçınkaya vd., 2016:7-8)

ISIS: J.M. Berger, who is the author of Terror State and conducted the study "Twitter Count of ISIS" together with Jonathon Morgan, stated that DAESH uses the social media very well and disseminates the propaganda content on the social media. Berger indicated that there were 46 thousand Twitter accounts between October 2014 and December and emphasized that DAESH utilizes several social media strategies simultaneously and each strategy targets a specific group and was designed in the way to create specific reaction (http://www.amerikanınsesi.com.tr/, E. T. 2016)

Another important aspect in the research of Berger and Morgan is that the 73% of the Tweets posted on the accounts of DAESH, 60% of which were opened in 2014, are in Arabic, 18% in English and 6% French respectively. The organisation posts in the languages other than Arabic in order to find new fighters from the West. The aim with the messages tweeted in English by 18% is to make propaganda towards the target group in America (Berger and Morgan, 2015:14-17)

Although there are other terrorist organisations that use social media, others were not that effective as DAESH. DAESH became more effective in the social media as it uses the social media in a pluralist and centralised way, and generates intensive digital propaganda material (Keskinkaya, 2015:38).

Zelin (2015) noted that DAESH follows a very successful way to gain supporters particularly via Twitter through sharing execution images, messages from the organisation management, military operations, activities on the social media platform and posts about the daily life in the areas under its dominance.Zelin (2015) emphasized that the accounts dissemination the messages of organisation are considered as a tool in reaching other users with radical tendency and generally the organisation get in touch with the ones that will become fighters through this platform.

DAESH differs from other terrorist organisations, as it is the first organisation expanded through the social media (Coughlin, 2014).As indicated by Steinberg (2014), DAESH has always been so professional in using this new media and ensured the participation of these foreign fighters to the organisation since 2013. Knowing the power of propaganda, DAESH has used this new domain as a new weapon in reaching its objectives. Fast sharing of content on the social communication networks and effectively reaching to the users through the social media platforms are crucial in terms of reflection the reason of DAESH in using this media. Aiming to go beyond the geographical boundaries and reach to the whole world, DAESH created effective contents on the social media to accomplish this objective. The terrorist organisation uses the hashtag campaigns that are for attraction the attention to a subject, an event or people and aims to reach much larger masses through opening hashtags in relation with the current affairs. The organisation also targets the West in the propaganda activities to ensure the participation of foreign fighters and creates new hashtag that will definitely get the attention of Western society (Keskinkaya, 2015:48-118)

DAESH shares its professionally made videos via the social media platforms and created a propaganda network by using the social media in an active and offensive way (Yeşiltaş et.al, 2016:17)

This network, which has a similar effect as the propaganda activities of large companies, is important in the way of showing the power of DAESH on social media as it can even compete with the works of the most advanced social media advertisement experts in the world (Berger, 2014).

## *4. The Analysis of Most Viewed Twitter Videos of DAESH*

**Aim and Method of Research:**

The discourse analysis, which is the assessment of language by the simplest definition, requires analysing beyond the statements/words and semantic boundaries, and assessing that meaning and content. Discourse covers not only all dimensions and content of a message but also the owner, reason, aim and addressee of that message (Çelik and Ekşi, 2008:99-100)  The aim of this study is to analyse the role of videos shared by the DAESH terrorist organisation via Twitter as one of the most popular channels of the new media, in the propaganda activity. The scope of this study is limited with the most popular three Twitter videos of DAESH, which were analysed with the discourse analysis. The findings of this analysis were interpreted in the propaganda elements axis.

**4. 1. "A Message to America" Video**

The first video analysed within the scope of this research was the video post of DAESH called 'A Message to America'. This post, which had become popular in the whole world primarily in America, included the execution images of James Foley, an American journalist kidnapped in Syria in 2012. On the 19th August 2014, this post, which was shared on Twitter with the English hashtag "#AMessagetoAmerica' was disseminated from 2000 accounts in three hours. After being published on Youtube, this video of 4 minutes 40 seconds was watched 1.754.861 times until its removal in 9th October 2016. The video was published short after the bombing of organisation's locations by the American planes pursuant to the demand of Iraqi government after DAESH got the control over Mosul.

The journalist James Foley was on his knees wearing orange clothes like the prisoners in the Guantanamo Prison, which the terror criminals are kept. In order to refer to the Guantanamo as being criticised around the world for the maltreatment towards the Muslim prisoners, Foley was put into orange clothes by the organisation and sent a message to the American government from the first seconds of video. Other than the Foley, Muhammed Emwazi, a British citizen called as 'Jihadi John' in black clothes covered in black clothes, which only his eyes are visible, was also in the video with a knife in his hand. The video started with the words of Foley, who was obviously was in fear and anxiety, 'I call my friends, family and beloved ones to riot against USA, my real murderer. What I will experience a little later is the outcome of the crimes of USA government'. Addressing his brother who is a member of American Air Forces, Foley said that his death warrant was signed due to the bombing of his counterparts. The organisation member nicknamed as Jihadi John threated Obama by indicating that America hails bombs all over the Muslims, causes death of people and if America continues the attacks, the blood of many more American citizens will be shed. DAESH, which defined itself as the Islamic army in the video, beheaded Foley and then continued its threats by showing another American journalist Steven Sotloff.

The main aim of DAESH in making Foley read this text was to bring the attention to the military operation of USA in the region against the organisation as DAESH consider this 'as a crime' and make the American government responsible from the death of an American citizen by creating public opinion. Taken a major blow from the intervention of America, the organisation aimed to be a power trip towards the international community to reverse this image through propaganda activities.DAESH wanted to show the intervention against them through a USA citizen journalist; and defined themselves as the Islamic army in the video and in a way aimed to publicize itself as the protector of Muslims in the world. The terrorist organisation emphasized Islamic elements in many places and indicated that the America harmed the Muslim community and that the Islam army exists against the American army. In order to pose a pressure on Obama, the organisation threatened him with the lives of his own citizens and sent a message to the American government as well as the alliance countries. The reason of putting Foley and other journalists on their knees in the videos was to give the message that we as DAESH will bring America to its knees like its citizens. DAESH wanted to show that there is a rebel structuring against America and aimed to get the support of masses that do not fond of the American policies particularly from the Muslim geography. Another interesting aspect from the video is the calm and insensitive look of Jihadi John during executing Foley. While aiming to show its relentless and aggressive approach towards its enemies, DAESH wanted to create fear and panic in the international community.

## 4. 2. 'Healing the Believers Chest' Video

The execution video of Jordanian pilot Muath Safi al Kasasbeh was released on 3$^{rd}$ February 2015 on the social media by the DAESH accounts with the name of 'healing the Believers Chests'. The video link released on several social media platforms particularly Youtube was shared by the Twitter accounts of organisation members with the hashtag of 'Healing the Believers Chests'. Regardless the big reaction, the video was broadcasted by the large media organisations such as Fox News and had become the first thing in the world agenda. The global impact of this video showing these images was so major that the President of America, Obama made a statement about 1 hour after the release of video as 'Should in fact this video be authentic If authentic, it's just one more indication of the viciousness and barbarity of this organisation.

DAESH called this 22-minute video as 'Healing the believers chest' with the aim of referring to the 14$^{th}$ verse of Surah At-Tawbah that is the 9$^{th}$ surah of Quran, the holy book of Muslims. Turkish meaning of Surah At-Tawbah, 14$^{th}$ verse: 'Fight them; Allah will punish them by your hands and will disgrace them and give you victory over them and satisfy the breasts of a believing people' (Gölpınarlı, 2007:166).

Within the scope of propaganda activities, the organisation aimed to use the social media effectively in order to make the execution into a show; and launched a Twitter campaign prior to the execution of Jordanian pilot, who was in a cage wearing orange suit of Guantanamo prisoners, and release of such video with the hashtag of 'SuggestAWayToKillTheJordanianPilotPig'. Although the pilot was murdered way before the release of images, the organisation asked to its supporters about how to murder the pilot.

DAESH aiming to create a feeling of riding for a fall in the communities through the effectiveness of violence and dramatic elements(Genç.2016:400) included the speech of executed pilot in the beginning of video produced in accordance with this target.The pilot explained how he conducted the operations of Gulf countries that formed an alliance against DAESH, the planes and bases used one by one. After his statements a s confession, the video showed how he was brought into the cage and burnt. According to Mahir, the reason of showing this part of video in slow motion was to shock the world.

The reason of choosing this pilot as the victim by the organisation, which attracted the desired attention from the world, was originated from the efforts of sending message to the other coalition countries in Gulf through Jordan. Through its propaganda activities, the organisation aims to fear the Muslim countries that are ally with the West considered as heretic and get them away from such cooperation. The Muslim circles indicating the prohibition of killing by burning showed a great reaction to DAESH. Yet, as stated by Mahir (2015), the original reason of using this method by DAESH is to show that they considered al Kasasbeh guilty due to the bombings as a pilot of the Western coalition from the perspective of 'tit-for-tat' principle given in the Islamic law, and that they decided to burn him with a similar method. The organisation chose the name of the professionally produced video from Quran to attract the sympathy and support of Muslim community.DAESH referred to the 14$^{th}$ verse of At-Tawbah and indicated that the Muslims are in war.Considering itself as the Islamic army, DAESH used the verses for the propaganda purposes outside of their context and tried to legitimize the vicious and barbarous methods against the captives. The strategy of DAESH to shock and fear the Gulf countries via the video had become partly successful and the United Arab Emirates, one of the allies, had withdrawn from the coalition for a while.

## 4. 3. "All The Disbelievers Dislike It" Video

Another propaganda video of DAESH was released via Twitter on 16th November 2014 with the hashtag of 'All The Disbelievers Dislike It'. The 15-minute video covered the execution of American captive Peter Kassig together with 22 Syrian soldiers. With the high violence level, the video has the most barbarous images that the organisation has ever released, which shocked the international community. As the video was prepared in a very professional way from the visual and fictional perspective, various platforms such as important media organisations like CNN discussed it accordingly.

The video was analysed by TRAC, a terrorism research organisation with its headquarters in America, and Quiliam, a British think tank. According to this analysis, the video had cost 200,000 and recorded professionally just like a movie by using HD cameras (Shubert, 2014).

DAESH, which makes propaganda through religious elements, had followed a similar path in this video too. It included the 32nd verse of Surah at-Tawbah in the Quran other than its meaning. The name of video and social media hashtag were selected as a sentence from the 32nd verse. 32nd verse of the Surah at-Tawbah 'They want to extinguish the light of Allah with their mouths, but Allah refuses except to perfect His light, although the disbelievers dislike it.' (Bayraklı, 2005:411)

It classified the enemies as the disbelievers from the first seconds of 'All the Disbelievers Dislike It' video. The organisation, which aimed to get the support of Muslim community, shock and terrorize in the communities of countries considered as enemies by the organisation with its video, used a lot of brutal and barbarous images and executed 22 Syrian and American captives brutally. Another interesting fact of the video was the attitudes of DAESH militants with calm and cold-hearted face. 22 DAESH militants from different religions and races did not even feel the necessity to put on a mask. There were also European citizens among these people, which were showing off power to the world especially the West with their cool attitudes. These militants, who dare their countries after aligning themselves with DAESH, also caused concerns in the Western community when the video was released. For instance, France shared the information that there is one French citizen in the video while other European countries analysed the video.

Another important point in the video was during the execution of American citizen Kassig. DAESH, which threatened the USA with this captive prior to this recording, informed that they would kill Kassig if the American military intervention continues until 22nd October 2014. DAESH executed Kassig in that video dated 16th November 2014 indicating that they killed him since the invention of America did not stop, and aimed to show its power to all countries in military intervention to the organisation especially Obama and increase the social pressure on the governments of these countries.

As can be seen from this video, DAESH challenged the super powers of world and wanted to cover its gaps in the military power, which is weaker that such countries, by applying violence and provoke fear.With this method, DAESH aimed to get new supporters with radical tendencies and become a part of Muslim community through using religious concepts such as Islamic army. Additionally, it wanted to ensure the withdrawal of Muslim countries that are in the coalition powers by giving them the message of 'you are ally with the disbeliever'.

## *Conclusion*

Social media, which is an effective tool in social, political and cultural life, has been a crucial domain for the propaganda activities. The social media that is used mainly by the legitimate actors including political actors, organisations and institutions has become the most preferred communication space as a propaganda tool by the legal and illegal structures.

DAESH, which created panic and fear in the international community through its statements and terrorist actions, and increased the tension, has become the most popular terrorist organisation. DAESH performs its propaganda activities in an effective way in parallel with the new social structure called network society. The organisation uses the social media platforms to get global scale supporters, spread its own ideology, increase the social tension via violence and fear elements and become more popular, and considers this spaces as an effective weapon. DAESH executes the citizens of Western and Muslim countries particularly the Americans, professionally montages these images and release them via Twitter, which is the most popular channel on the social media platform. This study evaluated the three popular videos of DAESH posted on Twitter. One of the most interesting facts about these three videos is that except one video, the names of other videos were chosen from the verses of Quran. Aiming to get the sympathy and support of Muslim community, DAESH referred to the 14th and 32nd verse of Surah at-Tawbah and indicated that Muslims are in war.

DAESH considered itself as Islam army and took the verse outside of its scope and used it for propaganda purposes in order to legitimize its brutal and barbarous methods on the captives. Another important point is that the organisation releases videos that would shock the international community showing the brutal aspect of organisation to threaten all countries but especially America for their military intervention towards the organisation, increase the social pressure on the governments of such countries and get new supporters with radical tendencies. This action, which is the reflection of "nihilism" –a popular belief in the modern world (Diyanet İşleri, 2015:11-12), normalises the violence, dying and killing and drags the world into a chaos primarily the Islam geography.

The organisation defines the countries that are in military intervention towards the organisation as 'disbeliever' in an enemy discourse and considers itself as the protector of Muslims in the world as well as the Islam geography referring itself the army of Islam. As emphasized in the DAESH report by the Directorate of Religious Affairs (2015:13), regardless of the fatwas by many Sunni and Shia intellectuals about the controversy of discourses and actions of DAESH with the Islam, the organisation wanted to reinforce its so-called role through its professionally edited and produced videos.

Lastly, pursuant to several researches conducted to measure the power of DAESH on social media, particularly the research of Berger and Morgan (2015), the performance of organisation on the social media platforms can even compete with the most advanced social media experts and has an impact of propaganda activities conducted by the large companies created with millions.

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