

International Terrorism in the Context of Political Communication

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Abstract: In the era of increasingly three-dimensional, specialized and marketing of political communication, terrorism integrates media resources and a new generation of information technology for international dissemination. The new terrorist forces represented by the “Islamic State” mastered the proficient communication skills and opened up a multi-dimensional political communication offensive, forming a top-down network of strict political communication. To sort out the characteristics of the political marketing and dissemination of the new type of terrorism represented by the organization, and to provide a reference for curbing the global spread of terrorism and controlling terrorism.

1. Introduction

International terrorism has become a cancer of human society. It is an important research field of international politics and an issue of increasing interest in communication. Most of the research on terrorism is from the perspective of political science and how the media reports terrorist incidents, and it is less studied from the perspective of political communication. Political communication is “a purposeful dissemination of politics”, and its process includes three major elements: political actors, audiences, and media. The main body of political communication research is not limited to traditional political parties. Terrorist organizations are regarded as the category of non-party political actors. They also learn that mainstream political organizations are familiar with the rules of communication games of the current era, and learn to use political communication channels to achieve their goals. The “Islamic State” terrorist organization has the momentum to expand to China's neighboring countries and to link domestic separatist organizations, which has already threatened national security. Therefore, it is necessary to analyze the communication behavior and process of the “Islamic State” in order to cope with terrorism in the new situation.

2. The new ecology of political communication and terrorism

2.1 Third-generation political communication

International political communication scholar Jay. G. Blumler divided political communication into the first generation of political communication, the second generation of political communication and the third generation of political communication based on the development of political media. He believes that the first generation of political communication mainly refers to the political communication controlled by political parties in the twenty years after the Second World War; the second generation of political communication is the political communication with TV as the dominant medium after the 1960s; The third generation of political communication is a political communication that takes place in modern times and uses new media as an important means. At this time, the political media has developed in three dimensions. Network as The most vital medium has become an important channel for political communication. With the development of technology, emerging media are constantly emerging, and various media, including Weibo, social media, and mobile client, can spread political information and generate many-to-many interaction with the audience. The current political communication subverts the relationship between media and power, making power and decision-making decentralized.

The influence of media factors on political life is becoming more and more important. In the past, people were relatively passive in participating in political life and communication. Now the marginalized people have higher enthusiasm for participation and expression, wider channels, and increasingly prominent marketing and specialization of political communication activities. Due to the disorder and anarchy nature of the network society, the international community has considerable difficulty in managing cyberspace. At the same time, it has a negative impact on the socialization process of young people who have grown up in the Internet age. The vitality and violent nature of networks and networks have made young people's social norm awareness weaker. Social networks provide some young people with a space to vent their dissatisfaction with society, and they are also influenced by extreme thoughts, convinced that only through violence and destruction can a more just and fair world be created.

2.2 New terrorism ecology

With the acceleration of the process of global economic integration and the arrival of the information age, terrorism presents many new features. Extreme nationalism is one of the main types of terrorism in the world today. The prominent features of terrorism are presented as international operations and the formation of media terrorism. Boko Haram, Al Qaeda, Taliban, Islamic State and other terrorist organizations have branches in different countries in the world. For example, Al Qaeda members are located in 95 countries around the world. Extreme terrorist organizations in South Asia, North Africa and Southeast Asia have also joined the Islamic State. “. The “East Turkistan” terrorist forces represented by the “East Iraqi Movement” have not only deliberately carried out terrorist attacks on targets in China, but have recently been linked to international terrorist forces and migrated to Syria to participate in the war. The “Islamic State” has developed from regional terrorist organizations. International terrorist organization. The terrorist incident in Paris shows the ability of international terrorist organizations to fight abroad, colludes with local terrorist forces, conducts remote strategic coordination and communication through advanced communication means and network systems, plans and promotes the development of political events, and seeks to achieve the goal of globalization. .

The emergence of Mass-mediated terrorism is another new feature of the development of terrorism. American scholar Nacos defines it as “political violence against non-combatants/innocents, with the aim of ‘advocacy with action’, gaining openness and public and government attention”. Terrorism presents the release of provocative information or targets through the media, creating dramatic events, distributing video, pictures and recordings to the public. The “Islamic State” is good at shaping its image by creating media events. For example, regular videos and promotional videos are released. Among them, the killing images and the extremely provocative political discourse have long attracted the attention of the media attention, allowing the organization to maintain high exposure, while promoting its own political ideas and the concept of “governing the country.”

2.3 The relationship between political communication and terrorism

Terrorism has always been keen on information dissemination, and even has a language cloud: no information is transmitted without terrorism. Like other forms of political communication, terrorist acts only have their social meaning of communication through the media, and their purpose is to attract attention and their own value, and to achieve the transformation of political power. In this context, “terrorist acts” include explosions, assassinations, kidnappings and hostage-taking. These actions do not have major military value in most cases, but are used to convey all kinds of information. In this sense, a political spread outside the institutional process. On the one hand, the rise of online social media and self-media has intensified the fragmentation, socialization and openness of communication, making the order of communication even more chaotic. The “Islamic State” has its own media channels and a large number of social media accounts. Mastering the right to speak means mastering power. The discourse power of the mainstream media has been diluted. In the case of pursuing the bias of the reported value of the stimulus, the political discourse and political rhetoric of the terrorist organization are easily quoted by the original text, and the

propulsion of fear and emotion caused by the media and the online media has caused a certain degree of ferment. Helping the political marketing and dissemination of terrorist organizations is conducive to the purpose of formulating the next strategy. Fox TV's news on its website broadcasts a picture of a "Islamic State" heretic who was fired. The picture shocked the public and was accused of violating ethics. On the other hand, the media also has a positive role in combating terrorism. Reasonable and moderate reports can report the true purpose of terrorism, alleviate the panic of society, unite the people to fight terrorism and inspire people.

3. The political communication strategy of the "Islamic State"

Political communication is a system that includes the main body of political communication, the content of political communication, the audience and the process of political communication. Terrorism with a clear religious fanaticism is one of the most serious types of terrorism in the contemporary world. The extremist terrorist forces are a group full of authoritarian desires. The political communication of the "Islamic State" has multiple channels, flexible modes of operation, and institutionalized management methods. It is a stable, formal, and organized form of communication. The content and manner of political communication determine the effect of political communication.

Over the past three years, more than 20,000 people have traveled to Syria to join the Islamic State, and the absorption of members has grown at an alarming rate. At present, in Iraq and Syria, a total of 10 million people live in their occupied areas. Like other political actors, terrorist organizations, in addition to planning terrorist incidents, pay more attention to multi-channel and three-dimensional communication mechanisms in this media age. Unlike other terrorist organizations, the "Islamic State" has a top-down multi-level communication mechanism, including the Central State Media Command and the media offices in the occupied territories and other regions. Promotional sites, as well as a range of political marketing and communication strategies. Strict measures are taken internally to control freedom of information, and information can only be obtained from a fixed propaganda site; externally, it spreads the extreme political ideas of the organization through multi-channel and multi-language segmentation.

3.1 Political marketing strategy

The "Islamic State" adopts a combination of administrative and marketization to create a political brand image of its Islamic Utopia. Using various strategies and iconic symbols to legitimize oneself to strengthen the concept of the state, the organization self-proclaimed the sacred "caliphate" and established the country as the "Islamic State" with its iconic black and white flag. The national flag and its own propaganda slogan claim to be a country that restored the rule of Islamic law.

The Islamic State is well versed in the 4P strategy of political marketing, namely, product, place, promotion, and polling, and embedding its core values into image propaganda as part of the organization's political communication. Through the development of online virtual "jihad" games, we design products such as clothes and cups with the logo and slogan of the organization, and publish publications and other products. Through PR, these products are sold in the authoritative channels such as physical channels and e-commerce channels, including Amazon. This series of market-oriented operations is the process of combining the organization's terrorist culture and violent aesthetics and marketing them to the target audience. Encourage players to participate in the purchase of weapons and killings, to enable religious beliefs and support the organization's audience to generate political consumer behavior, unconsciously shift from the identity of gamers and consumers to become a member of the organization. Non-mandatory participation is extremely inflammatory and deceptive, especially by young people with extreme thoughts. "A poll by Qatar Al Jazeera showed that more than 80% of Muslims in the Arab world support ISIS."

3.2 Socialization and popularization of the content of communication

The "Islamic State" is aimed at the differentiation of the audience and the dissemination of

content is also refined. Intra-propagation uses a more traditional means, from the propaganda site to the distribution of leaflets, video, television and projectors to play the Islamic teachings and organization of promotional content, broadcast the public to the public organization statement, strictly control the freedom of the Internet. The continuous broadcast of beheadings, penalties and opposition to the bombing of allies led to the death of civilians to warn dissidents and pagans in the occupied territories to betray the Islamic State, while highlighting the legitimacy of the organization; mainly through social media, official websites and some. Since the media has shaped its members into heroes who maintain order and fearlessness, they have pushed the warmth of the occupied area to create a utopian illusion, and to confuse the language of terror with popular popular culture and hot topics.

In his book *Terrorism and Panic Politics*, Ashd “explores the panic as an agenda.” “Entertainment forms, visual applications, panic signs, slogans, especially the emphasis on panic and the 'devil' framework, provide. A lot of evidence to explain how terrorist attacks have caused the extension of horror discourse and attempted to control society. The Islamic State’s sophisticated panic politics has the means to control internal society and influence the outside world. For supporters and opponents, The Islamic State’s strategy is to punish the opponent’s cruel and bloody punishment; the video of the rich public goods provided by the Occupied Areas is intended to attract people who have thought about a comfortable and rich life; the picture of the broken limbs, stoning and beheading is in order to attract Muslims who believe in fundamentalism, as well as pictures of the natural beauty of the occupied area and small animals, trying to portray the perfect new world is a friendly strategy for female audiences. The openness and convenience of the network makes it accessible to the Islamic State. The crowd has a certain understanding of extreme thoughts by browsing the information on the Internet. Interest, and then receiving a fundamentalist beliefs, the last line brainwashed “heaven” initiative receives instructions to carry out terrorist actions that have benefited from the process of political socialization highly integrated media content and communication channels.

3.3 Technicalization of means of communication

Compared with Osama bin Laden's backward form of unclear recordings released by Al Qaeda, the “Islamic State” has extensively used advanced communication technologies and virtual communication of the Internet, claiming to enter the era of “Online jihadist” and skillful communication skills. And technical means. The widespread use of social media and timely communications software is an important means for the Islamic State to quickly recruit new members and continuously publish organizational information and communicate in a timely manner.

Social networks are a key weapon of the Islamic State, and its political mobilization capabilities are unmatched by other terrorist organizations. Traditional websites and forums are not as interactive as social media and instant messaging software, and the political participation threshold of the public is greatly reduced. “Islamic State” social network maintenance personnel are very familiar with Internet usage habits. In the process of disseminating information, they use tags and key hot words. Add active tag hot words to spread extreme terror information, while searching for hot words. It is possible to see the information of the organization. After receiving the account measures of some social networking sites, the “Islamic State” has also flexibly improved its strategy, played guerrilla warfare with the network anti-terrorism organization, and was heavily registered with new accounts while freezing accounts. Encryption is often used to recruit information when recruiting new members, with Twitter, Facebook, WhatsApp, Kik, Surespot, and Telegram being more active. It sends a lot of organizational information every day, including video, audio, photos, and SMS announcements. Channel subscribers cannot post information, but subscriptions give users faster and easier access to all the latest information posted by the organization. Telegram with encryption and “channel” features becomes a new tool for the Islamic State, allowing users to move to an unlimited number of Subscribe to user broadcasts. Users can also pass usernames Links easily share your contact information. Traditional media is multi-level communication, conveying the

spirit of opinion leaders and gatekeepers, while social media and self-media can speak for themselves, and terrorist organizations can create their own opinions. Undoubtedly, online social media It provides a broad platform and tools for the “Islamic State” to recruit people, raise funds, and promote extremism.

3.4 Internationalization of propaganda

Another distinguishing feature of the “Islamic State” and other terrorist organizations is the globalization of membership internationalization and advocacy. According to a report released by the United Nations in April 2015, the organization's foreign members come from more than 100 countries in the world, with more than 25,000 people, mainly from the Middle East, West Asia, North Africa, Western Europe and other countries. The amazing ability of its political mobilization is inseparable from the international professional promotion team. The organization's comprehensive coverage of broadcast news and texts is published in six languages: Russian, Turkish, Arabic, Kurdish, French and English. Its official magazine “DABIQ” is produced by the famous Arab “Al-Hayat” team and is available in five languages. All of the promotional videos published by the company have English translations, and their visual effects and production level are well at the film level. The main purpose is to attract Muslims and young people from the West and even the world to join the Jihad cause. Peripheral derivatives of the “Islamic State” have also appeared in the UK, Germany and other Southeast Asian countries and are readily available for purchase.

4. Conclusion

The new terrorist organization represented by the “Islamic State” uses new communication techniques and elaborate political communication means to achieve the purpose of confusing people and inducing young people. Therefore, it is necessary for the international community to unite to formulate a global media governance strategy to combat terrorism mediated living space. National social networks and timely communication software operators cut off the organization's recruitment of members, disseminated extreme ideas, and raised funds to prevent virtual cyberspace from becoming a fertile fertile ground for terrorism. The government continues to play a leading role in uniting with the power of civil society organizations to guide the believers in distinguishing between extremism and fundamentalism and combating traditional propaganda. The media should also abide by the ethics of journalism, analyze the causes of terrorism in multiple dimensions, eliminate the social hatred of the growth of terrorism culture, and bridge the gap between social groups.

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