

Skewed global-focusing and global-spectacle of ISIS: A subtle media strategy for manufacturing popular dissent for terrorism as a legitimate approach for seeking political change in the Middle East – Ada Peter

The relationship between the mass media and terrorism particularly ISIS have often been described as symbiotic. The terrorists provide the media with emotional bloody news which then helps the mass media sell their products. Putting aside this popular notion (Perl 1997), (Spencer 2012), (Majoran 2015), (Rudoy 2016), (Doward 2015), (Bilgen 2012) that Talibans, ISIS or the Jaosh-e Mohamed in Panthankot receive substantial media attention that lead to further violence, what such argument often fail to recognize or note, however is that while media marathons and debates discussing the cruelties of terrorists like ISIS create and spread fear, induce panic and urgency, the mass media, in this case, western mass media, are at the same time manufacturing popular dissent for ISIS agenda and their use of terrorism as means for pursuing political change.

How does the western mass media stage and manufacture popular dissent for ISIS agenda and the use of terrorism as means for pursuing political change? This essay argues that two things are crucial in determining whether the mass media has manufactured popular dissent than consent for ISIS agenda and terrorism as a means to an end.

The first aspect is the western mass media's global-focusing strategy on the group's de-humanizing activities, mission, goals, struggles, challenges, and events that provided the generative force for their destructive operations in the Middle East and Europe. The second, a global spectacle of their actions and reasons for their actions (as though different from reasons of previous world and civil wars: power and glory, the pleasure of ruling, ideological day dreams, avenging wrongs, religious political or ethnic superstition) are key to dissuading terrorism as a legitimate means to political change.

The essay will proceed as follows. The next section presents a very brief history of ISIS mission, goals, struggles, challenges and events that provided the generative force for their destructive operations in the Middle East and Europe, and provides empirical data to demonstrate how much attention the western media particularly CNN pays to these issues. Following this, the remainder of the essay will focus on the two mass media strategies for manufacturing popular dissent for the group's activities as part of its contribution to the fight against using terrorism as a legitimate approach for seeking political change. The final section will draw conclusions that a skewed global-focusing and global spectacle of ISIS activities is a subtle art of downplaying important information that may arouse curiosity that can prompt an enormous pro ISIS department in other nations.

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