

DESCRIPTION FOR THE GENERAL PUBLIC

The propaganda campaign of the so called Islamic State in cyberspace is nowadays one of the most serious threats to security of states, which are generated in cyberspace. On the one hand, it is due to its vast scale. Since 2014 millions of Internet users have become acquainted with its releases. On the other hand, it is much more professional than cyber jihadist materials produced by other terrorist organizations, such as the al-Qaeda or the al-Shabab. Movies, online magazines, advertisements, pictures or music (*nasheed*) promoting Daesh have been massively produced by its specialized cells such as the al-Hayat Media Center, Amaq News Agency or the al-Furqan Media. The efficiency of this campaign was symbolized by the infamous executions' recordings of Western hostages, such as James Foley or Steven Sotloff. They have seriously disturbed the public opinion around the world.

Many scientists indicate that Daesh's propaganda activities in cyberspace increases its attractiveness among potential jihadists, facilitates its recruitment attempts, contributes to suicide attacks, and allows to intimidate and confuse societies of the Western states. In this context, it must be stressed that so far the scientific literature has lacked serious works, which would identify propaganda methods exploited by the Islamic State, from the theory of propaganda viewpoint.

The presented research project attempts to fill this gap in knowledge. Its major goal is to identify methods of propaganda utilized in the two, most popular, Anglophone online magazines published by Daesh: "Dabiq" and "Rumiyah". The project also aims to answer several research questions, concerning among others: the character of content presented in these journals, as well as propaganda techniques (IPA classification) and argumentation exploited by their authors. Furthermore, the project will also analyze the visual layer of these magazines, in forms of e.g. pictures or infographics.

In order to realize the research objective and to answer research questions, the project will use the content analysis method, as well as: comparative analysis, analysis and criticism of literature, analysis and criticism of sources, synthesis and description. It will adopt both quantitative and qualitative approaches.