

كيف استخدم داعش وسائل التواصل الاجتماعي لنشر أفكاره المتطرفة؟: دراسة تحليلية(*)

إعداد

د. بندر جابر يحيى دوشي (**)

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(**) أستاذ الإعلام المساعد - جامعة بيشة.

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د. بندر جابر يحي دوشي

b.doosh123@gmail.com

جامعة ساوثرن ميسيسيبي
جامعة بيشة

المخلص:

تتناول هذه الورقة دور وسائل الإعلام في دراسة الخطاب الذي استخدمه زعيم داعش أبو بكر البغدادي لإقناع آلاف الشباب المسلمين حول العالم بالانضمام إلى التنظيم والدفاع عنه حتى النهاية. وتتعلق الورقة بالأساليب المبتكرة التي يستخدمها التنظيم للوصول إلى آلاف الشباب حول العالم، ودور التفسيرات الخاطئة للقرآن في دعم حجج البغدادي البلاغية ودور وسائل التواصل الاجتماعي في نشر الفكر المتطرف. ومن أجل تقديم تفسير معقول لهذه الخطابات، استخدمت الأطروحة المنهجية الخطابية لأرسطو لتحليل وتفسير خطاب البغدادي.

ركزت الحجج على دراسة الخطاب داخل تنظيم داعش، ولاسيما الأساليب البلاغية للبغدادي، وتحليل العناصر المقنعة في الخطاب المتطرف. تم اختيار خطاب لزعيم داعش أبو بكر البغدادي للتحليل. وتضمن المقال (١) دراسة أساليب البغدادي البلاغية والشعارات التي استخدمها في خطابه. و (٢) تسليط الضوء على دور وسائل التواصل الاجتماعي في نشر الفكر المتطرف.

الكلمات المفتاحية: داعش - وسائل التواصل الاجتماعي - الأفكار المتطرفة.

How did ISIS use Social Media to Spread its Extremist Ideas?: An Analytical Study

Dr. Bandar Jaber Dawshi

b.doosh123@gmail.com

*PhD in Mass Communication Studies,
University of Southern Mississippi
Assistant Professor of Mass Communication,
University of Bisha*

Abstract

This paper examines the rhetoric used by ISIS leader Abu Bakr al-Baghdadi to persuade thousands of young Muslims around the world to join the organization and defend it until the end. The Paper concerns the innovative methods used by the organization to reach thousands of young people around the world, and the role of misinterpretations of the Qur'an in supporting al-Baghdadi's rhetorical arguments and the role of social media in spreading extremist ideology. In order to provide a reasonable explanation for these speeches, the Paper used Aristotle's rhetorical methodology.

The arguments focused on studying rhetoric within the Isis organization, particularly the rhetorical methods of al-Baghdadi, and analyzing the persuasive elements in the extremist discourse. One speech of ISIS leader Abu Bakr Al-Baghdadi was selected for analysis. The article included (1) examining Al-Baghdadi's rhetorical methods and the slogans he used in his speeches; and (2) shedding light on the role of social media in spreading extremist ideology.

Keywords: ISIS, Social Media, Extremist Ideas.

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