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The Interaction Between the Publishing Strategy of Dabiq Magazine and the Terrorist Actions of ISIS in the Western World

Dabiq Dergisi Yayın Stratejisi ile IŞİD'in Batı Dünyasındaki Terör Eylemleri Arasındaki Etkileşim

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Abstract

In recent years, the terrorist organization ISIS has come to the fore with its international terrorist attacks. However, the fact that the ISIS terrorist organization remains on the agenda as much as it is on the agenda, and that it gains new sympathizers and even new terrorist fighters is also related to its propaganda power. Because of the organization focused on propaganda activities in the visual-written media and tried to use this area professionally. One of the means used for the transmission of propaganda activities in the media is the magazines they publish in different languages. Addressing both a regional and a global audience with magazines published in Turkish, Arabic, Persian and English is also an indication of the ISIS terrorist organization's strategy to be effective in many parts of the world. In this study, the words that are frequently repeated in Dabiq Magazine, which is published in English by the terrorist organization ISIS for the purpose of propaganda against the Western world, are examined. Among these words, "violent-aggressive-negative" words and "motivational-positive" words were identified for their followers, and an attempt was made to analyze ISIS' action and propaganda strategy based on these words. In addition, the study examined the timing of terrorist attacks perpetrated by ISIS in the West and the periods when the violence-glorifying words used in Dabiq magazine increased, and determined whether there was a correlation between them.

Keywords: ISIS, Terrorism, International Security, Dabiq, Propaganda.

Öz

Son yıllarda, IŞİD terör örgütü uluslararası ölçekte gerçekleştirdiği terörist saldırılar ile gündeme gelmiştir. Ancak IŞİD terör örgütünün gündeme

gelmesi kadar gündemde kalması, yeni sempatizanlar ve hatta yeni terörist savaşçılar kazanması propaganda gücü ile de alakalıdır. Bu nedenle örgüt, görsel-yazılı medyada propaganda faaliyetlerine ağırlık vermiş ve bu alanı profestonel olarak kullanmaya çalışmıştır. Medyadaki propaganda faaliyetlerinin aktarımı konusunda kullanılan vasıtalardan biri de farklı dillerde yayınladıkları dergilerdir. Türkçe, Arapça, Farsça ve İngilizce dillerinde yayınlanan dergiler ile hem bölgesel hem de küresel çapta bir kitleye seslenmesi, IŞİD terör örgütünün dünyanın birçok bölgesinde etkin olma stratejisinin de bir göstergesidir. Bu çalışmada, terör örgütü IŞİD' in Batı dünyasına yönelik propaganda amacıyla İngilizce olarak yayınladığı Dabıq Dergisi'nde sıkça tekrarlanan kelimeler incelenmiştir. İncelenen kelimelerden takipçilere yönelik olarak kullanılan "şiddet-saldırgan-olumsuz" ve "motivasyon-olumlu" kelimeler tespit edilmiş ve bu kelimeler üzerinden IŞİD'in eylem ve propaganda stratejisi analiz edilmeye çalışılmıştır. Ayrıca, IŞİD'in Batı'da gerçekleştirdiği terör saldırılarının zamanlaması ile Dabiq dergisinde kullanılan şiddeti yücelten sözlerin arttığı dönemler incelenmiş ve aralarında bir ilişki olup olmadığı tespit edilmiştir.

Anahtar Kelimeler: IŞİD, Terörizm, Uluslararası Güvenlik, Dabık, Propaganda.

Introduction

In recent years, ISIS has become the focus of world attention due to its brutal terrorist attacks not only in Syria and Iraq, but also worldwide. ISIS has developed and planned its terrorist attacks in Syria, Iraq, Turkey, North Africa and the Middle East, as well as in Europe, Asia, Africa, and the Americas.

As mentioned earlier, ISIS is one of the terrorist organizations operating internationally. Since mid-2013, rapid geographical gains have been one of the most important factors distinguishing ISIS, along with the conquered territories in Syria and Iraq (Do et al., 2018). The foundations of ISIS are based on Abu Mus'ab az-Zarqawi (Impara, 2018), in other words, Al-Qaeda. Although ISIS has separated from Al-Qaeda over time, both are organizations based on Salafist jihadism (Bunzel, 2015, p. 10). By the end of 2015, ISIS had more than 30 thousand foreign terrorist fighters from 85 different countries (Benmelech and Klor, 2016). Between 1980 and 2010, the number of foreign terrorist fighters in conflict zones ranged between 10 and 20 thousand (Hegghammer, 2010, p. 53). This demonstrates how effective ISIS propaganda was between 2011 and 2015. About 20 percent of foreign terrorist fighters were jihadists of Western origin (Neumann, 2015). This can be expressed as a situation that shows the ability of ISIS to influence young people in the Western world.

ISIS is one of the terrorist organizations that actively use the media

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(Mirani and Sasi, 2016). In addition to using social media, it continued its propaganda activities with online magazines published in different languages. One of these magazines, Dabiq, specifically targeted Western youth and was therefore published in English (Ingram, 2016). The 15th issue, the last issue of Dabiq, whose first issue appeared in July 2014, was published in July 2016. The magazine takes its name from a village in northern Syria. Moreover, the name Dabiq is quoted in a sentence by Abu Mus'ab az-Zarqawi, who laid the foundation for ISIS, and this sentence appears on the inside cover of every issue of the magazine:

"The spark has been lit here in Iraq, and its heat will continue to intensify – by Allah's permission – until it burns the crusader armies in Dabiq."

As can be seen from this statement by Abu Mus'ab az-Zarqawi, the village of Dabiq is important to ISIS. However, in October 2016, the village of Dabiq was cleared by ISIS in a cross-border operation by Turkey. After this event, Dabiq magazine was no longer published, and a new magazine was established under the name Rumiyah.

This study reflects the importance of the language used in ISIS propaganda materials and shows how the targeted groups are selected by motivational words both in encouraging negative violence words and positive words indicating the core aim of ISIS. The data sets used in the article also tells the story how ISIS conducting its hearts-minds approach to the English language users in worldwide youth.

Terrorist Organizations' Outreach to their Members and Sympathizers via the Internet: The Example of ISIS

Terrorist organizations need to remind their target audience of themselves in order to survive, find the human resources they need, and make economic gains. For this reason, the most effective means they use is violent terrorism (Impara, 2018).

Terrorist organizations make use of social media for their propaganda and try to ensure that emotions such as fear, discomfort, and despair reach the masses (Kazan, 2016, p. 128). In addition, terrorist organizations that consider violence as legitimate to achieve their goals attempt to strengthen their image by promoting them through campaigns (Taşdemir, 2017, p. 732). Another goal is to increase the moral motivation of their members, to bind them more closely to the organization, and to attract new members to the organization (Demir, 2008, p. 66).

The goals ISIS seeks to achieve through its active propaganda activities

generally coincide with the propaganda goals of terrorist organizations. In this context, the goals ISIS seeks to achieve through its propaganda are as follows: (1) announcing its presence and demonstrating its power; (2) undermining the authority of the masses considered hostile; (3) exerting pressure on the public and its base by instilling fear and manipulating the targeted social structure with pressure; (4) motivating and training members, recruiting fighters, providing new financial resources, (5) creating chaos among the enemy, intimidating and neutralizing those who are not on their side (Darıcılı, 2016, p. 968).

Today, a variety of means are used for promoting propaganda. In addition to written and visual media, the increasing use of the Internet in recent years has brought social media to the forefront as a propaganda outlet. The fact that messages in written and visual media can be filtered through certain levels and the relative freedom on the Internet is another important reason why terrorist organizations focus on propaganda activities in this area (Herman and Chomsky, 2012, p. 72). Reasons such as easy access, reaching large masses in a short period of time, ensuring confidentiality in communication, and the speed of data flow also play a role in the preference for the Internet (Weimann, 2004, p. 3).

The ISIS also makes effective use of the Internet environment, especially social media (Galloway, 2016). The organization, which uses social media platforms such as Facebook, Twitter, YouTube, and chat rooms in particular, promotes its actions, instills fear in large crowds, and builds morale among its members (Purdy, 2015: 15).

ISIS has units that are engaged in propaganda. While the task of the units called Al-Furqan and Al-I'tisaam was to produce publications in Arabic, the Al-Hayat Media Center, established in 2014, prepared publications for the Western world. Another propaganda unit, Al-Ajnad, produces religious publications. (Hoffman, 2016, p.100).

The first video of ISIS was produced by Al-Hayat Media Center and released on June 19, 2014. This and subsequent videos were often directed against people living in Western countries and called for jihad. In addition to the videos produced at Al-Hayat Media Center, the center also produces digital magazines for the Western world. Most notably, this includes the electronic magazine Dabiq, which is published in English. (Ryan, 2014).

Of the electronic magazines, Dabiq magazine carries out propaganda activities that directly target people living in Western countries. After

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presenting the main lines and aspects of this magazine, which is considered as the main element of this study, the existence of a relationship between the operational situation of ISIS towards the Western world and the language of the magazine will be highlighted more clearly.

Methodology

Within the scope of the study, the frequency of use of words that can incite followers to violence (negative) and words that can motivate followers (positive) used in 15 issues of the ISIS-published magazine Dabiq, published monthly between July 2014 and July 2016, is examined. Dabiq magazine was published by ISIS's propaganda unit, Al-Hayat, to bring the organization's propaganda to the international platform. Between July 2014 and July 2016, a total of fifteen issues of Dabiq magazine were published. The first issue of the magazine appeared immediately after ISIS announced the establishment of the caliphate in June 2014 (Mansour, 2018). This date was chosen intentionally. This date setting is intended to create the impression that the magazine is the mouthpiece or official publication of the so-called Islamic caliphate for the international public. In Dabiq magazine, the emphasis is on visuality. The magazine aims to reach an international readership and particularly targets Western youth. The cover of each issue of Dabiq is adorned with a special article. The covered topics indicate the issues that ISIS wanted to put on the agenda during that period.

Table 1

Dabiq Magazine Cover Stories

DABIQ MAGAZINE COVER STORIES		
ISSUE	RELEASE DATE	COVER STORY
1	July 2014	THE RETURN OF THE KHILAFAH
2	July 2014	THE FLOOD
3	November 2014	A CALL TO HIJRAH
4	December 2014	THE FAILED CRUSADE
5	January 2015	REMAINING AND EXPANDING
6	January 2015	AL-QAIDAH OF WAZIRISTAN
7	February 2015	FROM HYPOCRISY TO APOSTASY
8	March 2015	SHARI'AH ALONE WILL RULE AFRICA
9	May 2015	THEY PLOT AND ALLAH PLOTS

10	June 2015	THE LAW OF ALLAH OR THE LAWS OF MEN
11	September 2015	FROM THE BATTLE OF AL-AHZAB TO THE WAR OF COALITIONS
12	November 2015	JUST TERROR
13	January 2016	THE RAFIDAH FROM IBN SABA TO THE DAJJAL
14	April 2016	THE MURTADD BROTHERHOOD
15	July 2016	BREAK THE CROSS

Text analysis was carried out in 5 steps. Methods such as data visualization, correlation analysis and trend analysis were used in the analysis. Line charts, which are preferred for visualizing time series, were used as a data visualization technique. With the correlation analysis, the usage status and frequency of the words together were determined. With the trend analysis, the time-dependent changes and usage patterns of motivating and violent words were revealed.

Step 1: "attack, bomb, death, destruction, fear, fight, killing, terror, threat, war, enemy and devil" and "defeat, freedom, justice, martyr, support, security, victory and peace" were determined.

Step 2: Individually analyzed of the 15 used motivators and violent ones found in the study. Also, the total number of motives for a number and the word total violent were finalized.

Step 3: Analyzed by the preferred trend analysis in the total number of motivator and violent words.

The results were analyzed and evaluated and inferences were made.

Findings

The analyzed words defined as glorifying violence are attack, bomb, death, destroy, fear, fight, kill, terror, threat, war, enemy, and shaytan. While 75 words were classified as glorifying violence in the first edition, this number increased to 327 in the fifteenth edition. The number of words glorifying violence used in the fifteenth edition is more than four times that of the first edition. It is noteworthy that the total number of profanity words increased steadily between the third and thirteenth editions. This increase is verified by trend analysis. The linear model's structure is $y=18,861*x+92,048$. This model's determination coefficient is 0,7241. The coefficient of x is significant at 99% confidence level. It

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is understood that there is a significant linear trend. The direction of the trend is positive and each following edition includes nearly 18,861 more violent-offensive word than before. Expected offensive words count is nearly 92 for each edition when the time effect was ignored (See Graphic 1).

Graphic 1

Violent-Offensive Word Count
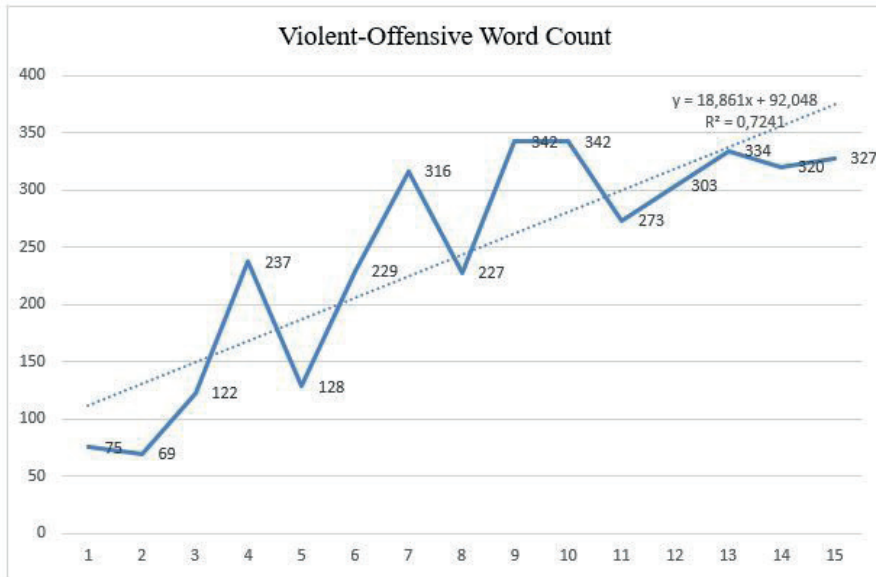
Violent-Offensive Word Count

The violent-aggressive words fight, kill and war are the most used ones which have mean more than 30 per edition. The second group of mostly used violent-aggressive words are enemy, fear and attack which have a mean between 15 and 30. have a mean less . Words having the highest frequency can be evaluated as associated. According to frequency graph, some of the violent-offensive words show more floating patterns than the others such as fight, war, kill and enemy. The trend of individual words doesn't show a significant increase or decrease pattern (See Graphic 2).

Graphic 2

Frequency of Use of Words Glorifying Violence by Number
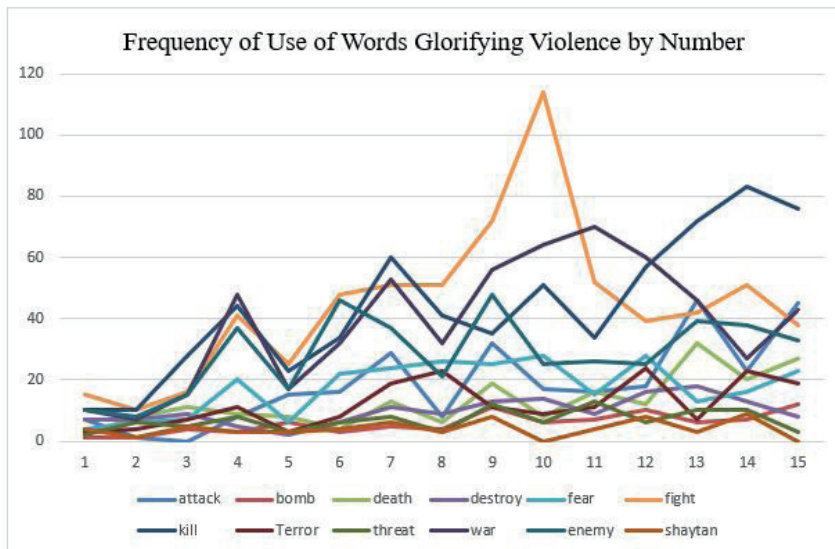
The words defined and analyzed as motivational-positive are defeat, freedom, justice, martyr, support, security, victory, and peace. It was found that motivational-positive words are numerically fewer than violent-aggressive words. However, when the temporal change of motivational-positive words is examined, it is found that the resulting change is similar to the ups and downs of violent words. This fact is confirmed by a significant, positive and very strong correlation coefficient with a 99% confidence level between the number of violent-aggressive words and the number of motivational-positive words (r=0.82, p=0.000). It is assumed that the magazine gives higher importance to violence and supports violent words in a balanced proportion to motivational words.

Motivational-positive word counts show an increase from the analyzed first edition to the last addition. This increase is verified by trend analysis. Linear model's structure is y=6,075*x+25,4. This model's determination coefficient is 0,5903. Coefficient of x is significant at 99% confidence level. It is understood that there is a significant linear trend. The directon of trend is positive and each following edition includes nearly 6,075 more motivational-positive word. The expected offensive word count was nearly 25 for each publication when the time effect was ignored (See Graphic 3).

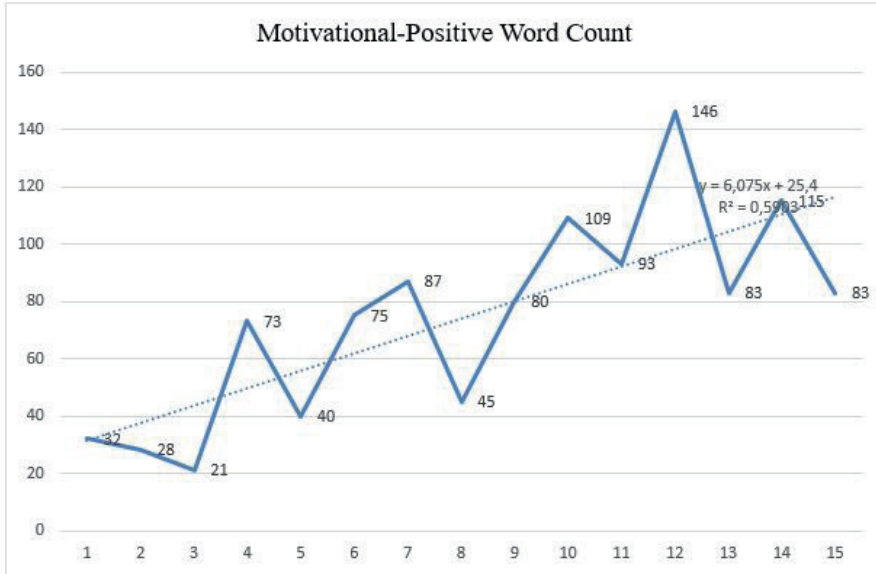Şeref ÇETİNKAYA, Ali Burak DARICILI / *The Interaction Between the Publishing*
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Graphic 3

Motivational-Positive Word Count

The motivational-positive words security and support are the most used ones which have a mean of more than 10 per edition. The second group of mostly used motivational-positive words are victory, peace and defeat which have a mean between 5 and 10. The other words have mean less than 5. Words having the highest frequency can be evaluated as associated. According to the frequency graph, some of the motivational-positive words show more floating patterns than the others such as support and security. The trend of individual words doesn't show a significant increase or decrease pattern (See Graphic 4).

Graphic 4

Frequency of Use of Motivational-Positive Words by Numbers

Frequency of Use of Motivational-Positive Words by Numbers.
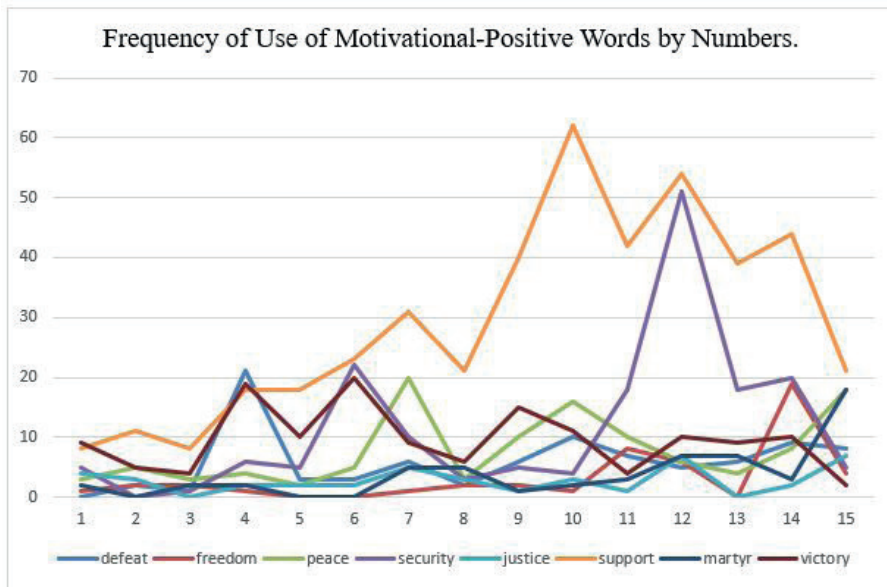
All the relations of correlations between violent and abusive words are positive. Word pairs with significant correlations between violent and aggressive words and the strength and significance level of the correlation coefficients between these pairs are listed below (see Table 2). While 11 of these correlations are significant at the 99% confidence level, 10 of them are significant at the 95% and 11 of them are significant at the 90% confidence level. Again, the strength of one of these correlations is excessive, while the strength of 10 of them is high and the strength of the others is moderate. It is noteworthy that the level of the correlation between attack and death is excessive. Also, level of corelation between death-kill, death-bomb and death-attack is much. Other correlation levels which are noteworthy are fear-fight, attack-kill, attack-bomb, kill-terror, kill-terror, fear-terror, attack-enemy.

Table 2

Significant Corelations of Violent-Aggressive Words

		R	p	Strength	Significance level
Attack	Death	0.845	0.000	Excessively	99%

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Fear	War	0.745	0.001	Much	99%
Fear	Fight	0.732	0.002	Much	99%
Attack	Kill	0.731	0.002	Much	99%
Fight	War	0.722	0.002	Much	99%
Death	Kill	0.719	0.003	Much	99%
Attack	Bomb	0.697	0.004	Much	99%
Kill	Terror	0.691	0.004	Much	99%
Fear	Terror	0.689	0.004	Much	99%
Bomb	Death	0.654	0.008	Much	99%
Attack	Enemy	0.652	0.008	Much	99%
Kill	Enemy	0.594	0.020	Moderate	95%
Destroy	Kill	0.593	0.020	Moderate	95%
Bomb	Kill	0.591	0.020	Moderate	95%
Bomb	War	0.587	0.021	Moderate	95%
Threat	Enemy	0.580	0.023	Moderate	95%
Death	Destroy	0.559	0.030	Moderate	95%
War	Enemy	0.547	0.035	Moderate	95%
Fear	Kill	0.536	0.039	Moderate	95%
Bomb	Fear	0.525	0.044	Moderate	95%
Destroy	War	0.519	0.047	Moderate	95%
Bomb	Terror	0.505	0.055	Moderate	90%
Attack	Destroy	0.502	0.056	Moderate	90%
Fear	Enemy	0.489	0.064	Moderate	90%
Fight	Enemy	0.489	0.064	Moderate	90%
Death	Threat	0.482	0.069	Moderate	90%
Death	Enemy	0.478	0.071	Moderate	90%
Kill	War	0.478	0.071	Moderate	90%
Attack	War	0.473	0.075	Moderate	90%
Destroy	Threat	0.462	0.083	Moderate	90%
Bomb	Enemy	0.456	0.087	Moderate	90%
Threat	shaytan	0.444	0.097	Moderate	90%

Word pairs with significant correlations between motivational-positive words and the strength and significance levels of the correlation coefficients between these pairs are listed below. All the correlation coefficients are positive except Martyr and victory relation. One of

the five significant correlations' significance strength is much, other significant correlations' significance strength is moderate (See Table 3). The number of significant correlations between motivational-positive words is lower than the number of significant correlations between violent words, and vice versa.

Table 3

Significant Corelations Between Motivational-Positive Words

		R	p	Strength	significance level
Justice	Martyr	0.601	0.018	Much	95%
Security	Support	0.551	0.033	Moderate	95%
Peace	Martyr	0.483	0.068	Moderate	90%
Martyr	Victory	-0.469	0.078	Moderate	90%
Peace	Justice	0.461	0.083	Moderate	90%

Correlations between positive and negative word pairs were also analyzed. According to the results 29 of the analyzed pairs are significant. All of the pairs' corelation coefficients which are significant, are positive except justice-threat. 8 of 29 correlation's' strength levels are much and others are moderate. Pairs which have noteworthy correlations are martyr-attack, martyr-kill, martyr-death, martyr-bomb and support-fight, support-war, support-destroy, support-fear (See Table 4).

Table 4

Significant Corelations Between Positive-Negative Words

Positive	Negative	R	P	signi- ficance level	Strength
Defeat	War	0.516	0.049	95%	Moderate
Defeat	Enemy	0.471	0.077	90%	Moderate
Freedom	Terror	0.548	0.034	95%	Moderate
Freedom	Shaytan	0.52	0.047	95%	Moderate
Freedom	Kill	0.477	0.072	90%	Moderate
Justice	Terror	0.518	0.048	95%	Moderate
Justice	Threat	-0.462	0.083	90%	Moderate
Martyr	Attack	0.652	0.008	99%	Much

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Martyr	Kill	0.646	0.009	99%	Much
Martyr	Death	0.622	0.013	95%	Much
Martyr	Bomb	0.6	0.018	95%	Much
Martyr	Terror	0.524	0.045	95%	Moderate
Peace	War	0.566	0.028	95%	Moderate
Peace	Fight	0.545	0.036	95%	Moderate
Peace	Fear	0.542	0.037	95%	Moderate
Peace	Attack	0.533	0.041	95%	Moderate
Peace	Kill	0.495	0.061	90%	Moderate
Peace	Bomb	0.485	0.067	90%	Moderate
Security	Shaytan	0.524	0.045	95%	Moderate
Security	Destroy	0.478	0.072	90%	Moderate
Security	Terror	0.46	0.084	90%	Moderate
Support	Fight	0.786	0.001	99%	Much
Support	War	0.784	0.001	99%	Much
Support	Destroy	0.743	0.001	99%	Much
Support	Fear	0.632	0.012	95%	Much
Support	Bomb	0.561	0.03	95%	Moderate
Support	Kill	0.557	0.031	95%	Moderate
Support	Threat	0.529	0.043	95%	Moderate
Victory	Enemy	0.582	0.023	95%	Moderate

The first issue of Dabiq magazine was published in July 2014, and the second issue appeared in the same month. The cover of the first issue is "The Return of the Caliphate" and the cover of the second issue is "The Flood." The number of words glorifying violence used in these numbers is 75 and 69, respectively. By November 2014, when the third issue was published, three ISIS attacks had taken place, two in Canada and one in the U.S., in which two people lost their lives and seven were injured.

The third issue of Dabiq was published in November 2014. In this issue, published under the title "Call to Hijrah," the number of words glorifying violence increased by about 80 percent to 122 compared with previous issues. The increase in the words "kill" and "death" is particularly striking. There were no terrorist attacks in the Western world in the period between the publication of the third and fourth editions.

The fourth issue is from December 2014 and is titled "The Defeated

Crusade". In this number, the number of violently offensive words has increased almost fourfold compared to the first two numbers and twofold compared to the previous number, reaching 237. The increase in the words "fight," "kill," "war," and "enemy" is particularly striking. By the time another issue was published, four terrorist attacks had been carried out by ISIS in France - including on Charlie Hebdo - killing a total of 23 people and injuring 36.

The fifth issue of the magazine was published in January 2015 under the title "Remaining and Expanding" and the sixth issue was published in the same month under the title "Al-Qaeda of Waziristan". The number of words glorifying violence used in these numbers are 128 and 229, respectively. It can be seen that in the fifth issue, very few swear words were used, and the new number appeared in a short time and the number of swear words increased again. In the seventh issue titled "From Hypocrisy to Apostasy" published in February 2015, the increase continued and the number of swear words reached 316. During this period, ISIS attacks took place in Bosnia and Herzegovina and in Denmark, where three people lost their lives and five were injured.

The eighth issue was published in March 2015 under the title "Shari'ah Alone Will Rule in Africa." The number of words praising violence in this issue dropped to 227. In the period leading up to the next issue, an ISIS attack took place in the U.S., injuring one person.

The numbers in which the most words glorifying violence were used were the ninth and tenth numbers with 342 words. The ninth issue was published in May 2015 under the title "They Plot and Allah Plots," and the tenth issue was published in June under the title "The Law of Allah or the Laws of Men." The word "struggle" repeated 114 times in the tenth issue attracts attention. During these broadcasts, one person died and six people were injured in the ISIS attacks in France and Germany.

The eleventh issue of Dabiq magazine was published in September 2015 under the title "From the Battle of Al-Ahzab to the War of Coalitions," and the twelfth issue was published in November 2015 under the title "Just Terror." While the number of words glorifying violence in the eleventh issue was 273, this number was 303 in the twelfth issue. Again, the twelfth issue was the one in which the word "terror" was used the most (24 times). During the period in which these figures were published, 145 people lost their lives and 439 people were injured in ISIS terrorist attacks in France and the United States.

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The thirteenth issue of the magazine was published in January 2016 under the title "The Rafidah from Ibn Saba to Dajjal". In this number, the number of words glorifying violence increased to 334, and the increase in the words "attack" and "kill" attracted attention. By the next issue, 32 people lost their lives and 340 people were injured as a result of the terrorist attack carried out by ISIS in Belgium.

The title of the fourteenth issue was set as "The Murtadd Brotherhood." The number of words glorifying violence used in this issue published in April 2016 is 320. The fourteenth number is the one in which the word "kill" is used the most (87 times). In the process, 51 people lost their lives and 53 people were injured in ISIS actions in the USA and France.

The fifteenth issue, the last issue of the magazine, was published in July 2016 under the title "Break the Cross". The number of words glorifying violence in this issue was 327. The frequent use of the word "attack" (45 times) in this issue is striking. In the terrorist attacks originating from ISIS that took place during the publication of this issue, 87 people were killed and 457 people were injured.

ISIS terrorist attacks in the Western world during the publication of Dabiq magazine (NY Times, 2016):

Table 5

ISIS terrorist attacks in the Western world during the publication of Dabiq magazine

	Date	Country	Dead-Injured
1	20 October 2014	Canada	1-1
2	22 October 2014	Canada	1-3
3	23 October 2014	USA	0-3
4	21 December 2014	France	0-13
5	22 December 2014	France	0-3
6	7 January 2015	France	12-20
7	9 January 2015	France	5-0
8	16 January 2015	Bosnia-Herzegovina	1-0
9	15 February 2015	Denmark	2-5
10	3 May 2015	USA	0-1
11	26 July 2015	France	1-2

12	21 August 2015	France	0-3
13	17 September 2015	Germany	0-1
14	13 November 2015	France	131-413
15	2 December 2015	USA	14-24
16	7 January 2016	USA	0-1
17	11 January 2016	France	0-1
18	22 March 2016	Belgium	32-340
19	12 June 2016	USA	49-53
20	13 June 2016	France	2-0
21	14 July 2016	France	86-434
22	18 July 2016	Germany	0-5
23	24 July 2016	Germany	0-15
24	26 July 2016	France	1-3

Conclusion

Propaganda activities of today, as in the past, are undeniably an inseparable part of the activities of terrorist organizations. Parallel to the development of mass media, especially with the use of the Internet in everyday life, the influence of propaganda activities of terrorist organizations has expanded to all spheres of life.

ISIS was able to use its propaganda activities efficiently by exploiting these developments in its favor during the time it was active. ISIS's propaganda activities should be considered effective, original, and seriously standardized propaganda plans. In this context, as analyzed through specific data in this article, Dabiq magazine has an important function in sustaining ISIS's propaganda activities during the time it was actively published.

 In this regard, it is noted that the number of words glorifying violence in the magazine in the first issue was 75, while in the fifteenth issue it increased to 327, and the number of words glorifying violence used in the fifteenth issue increased more than four times compared to the first issue. This situation can be taken as an indication that ISIS' propensity for violence is increasing.

The number of motivational (positive) words in the magazine is less than the number of words glorifying violence. This situation can be interpreted as an indication that the people who prepared the Dabiq magazine

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deliberately give priority to violence and that the organization's ongoing acts of violence are supported in a balanced way with motivational words.

In the first two issues of Dabiq magazine, 75 and 69 words promoting violence were used, respectively. In the third issue of the magazine, the number of words glorifying violence increased by about 80 percent compared to the first two issues, reaching 122. In the fourth issue, the number of words glorifying violence increased almost fourfold compared to the first two issues and twofold compared to the previous issue, reaching 237. In line with this aggressive and assaultive broadcasting style, 23 people died and 36 were injured in the 4 terrorist attacks carried out by ISIS during this period. It is also noteworthy that one of these actions was the attack on Charlie Hebdo magazine on January 7, 2015, which is considered one of ISIS's most pervasive actions around the world.

In the seventh issue of the magazine, the number of words glorifying violence reached 316. In line with this high number, ISIS attacks took place in Bosnia and Herzegovina and Denmark during this period, in which 3 people lost their lives. The number of words glorifying violence used in the eighth edition decreased to 227. Consistent with this decrease, one ISIS attack took place in the U.S. during this period, injuring one person.

In the ninth and tenth issues, the number of words glorifying violence increased again. As a result, one person died and six people were injured in the ISIS attacks in France and Germany during this period. In the eleventh issue of Dabiq, the number of words glorifying violence was 273, which is higher than the general average. In the twelfth issue, this number is 303. The twelfth month was also the issue in which the word "terror" was used the most (24 times). This is matched by the fact that 145 people lost their lives and 439 people were injured in the ISIS terrorist attacks in France and the USA during the period in which the above figures were broadcast.

The number of words extolling violence in the thirteenth issue of the magazine rose to 334, with the increase in the words "attack" and "kill" attracting particular attention. In parallel with this broadcast strategy, 32 people lost their lives and 340 people were injured as a result of the terrorist attack carried out by ISIS in Belgium during this period.

The number of words glorifying violence in the fourteenth issue is also high, at 320. The fourteenth issue stands out as the number in which the word "kill" is used most often (87 times). In line with the stated

aggressive broadcasting style, 51 people lost their lives and 53 were injured in the ISIS attacks in the U.S. and France.

The number of words glorifying violence in the fifteenth issue, the latest issue of the magazine, is 327. The frequent use of the word "attack" (45 times) in this issue is striking. In the terrorist attacks planned by ISIS, 87 people died and 457 people were injured when these figures, written in an aggressive and aggressive style, were published.

As a result of the analysis of the frequently repeated words used by the terrorist organization ISIS in the magazine Dabiq, published specifically for the purpose of propaganda against the Western world, it can be said that there was a similar correlation between the timing of ISIS terrorist attacks against the Western world and the periods when the violent, offensive language in the magazine Dabiq was on the rise.

Declaration

In all processes of the article, TESAM's research and publication ethics principles were followed.

There is no potential conflict of interest in this study.

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