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# The power of fascination: IS' visual propaganda

## Introduction

A brand new aesthetic  
•IS vs Al Qaeda  
•100% image control  
•A case study: Flames of War

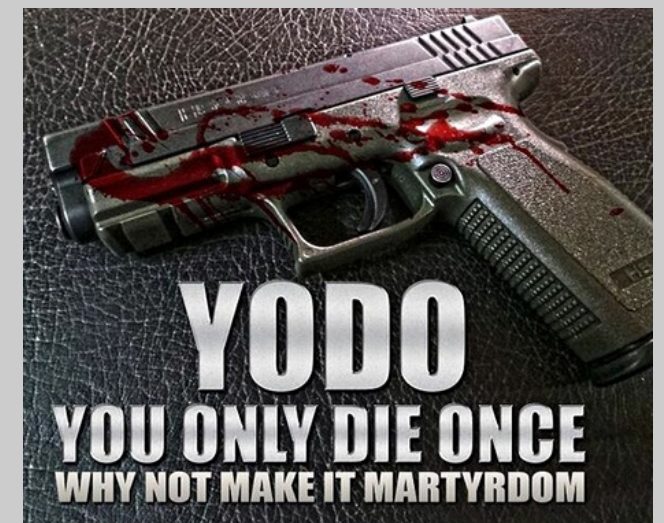
Plagiarizing Western cultural codes  
•From movies to goodies  
•Propaganda in the current digital era  
•A mimetic unreal world

The fascinating power of those visuals  
•Undermyning IS'skills  
•Fascination and uncaninness  
•Intellectual uncertainty

## Conclusion

INTRODUCTION The Islamic State is a relatively young terrorist organisation. Its creation started in 2006, when Al-Qaeda in Irak gathered with 5 other djihadist groups in order to create the Mujahideen Shura Council in Irak. The 29th of June 2014, a caliphate was proclaimed and Abu Bakr al-Baghdadi was named as its caliph. At the time of writing this essay, the group defies all competition as it is turning out to be the most violent and well-funded djihadist organization in history <sup>1</sup>.

On August 2014, the IS uploaded a video to Youtube entitled «A Message to America» showing the beheading of American journalist James Foley. Following this savage execution, the islamist group has been releasing other videos in the same genre, attracting really fastly the attention of the whole world. Analysing more deeply the IS' way of communicating, it appears that those brutal videos are actually just a small part of a much



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1.  
Memrijttm.org, (2014).  
New ISIS Media Company  
Addresses English, German  
And French-Speaking Westerners.  
<http://www.memrijttm.org/new-isis-media-company-targets-english-german-and-french-speaking-westerners.html>