Abstract

The Master’s thesis Delegitimization of the west in Al Qaeda’s Magazine Inspire focuses on the techniques of terrorist group’s propaganda aimed at individuals of Arab descent and Islam faith residing in one of the western countries. Thesis analyses sixteen issues of digital magazine Inspire published since 2010 by Al Qaeda affiliate in Yemen called AQAP – Al Qaeda in Arabian Peninsula. Terrorist attacks by so called lone-wolfs on the territory of western states have had increasing tendency in the last decade. The phenomenon of online propaganda and radicalisation through social networks is progressively becoming one of the major challenges for western security services. Grasping the sociological and psychological aspects of lone wolfs’ drivers for conducting terrorist attacks is thus crucial. The underpinning theory of the thesis is framing analysis together with the concept of delegitimization. Thesis traces the production and use of five framing tools – metaphor, catchphrases, depiction, exemplars and visual images (which are the combination of studies done by Fairhurst & Sarr and Gamson & Modigliani 1989). Second part of the thesis links the framing tools with three stages of the delegitimization of the west - a crisis of confidence, a conflict of legitimacy and a crisis of legitimacy. The ultimate effect of framing and delegitimization presented in digital magazine Inspire is that the readers’ feelings, beliefs and behaviour reach the highest intensity of extremity meaning they are willing to take high-risk action as lone terrorist attack.