<table>
<thead>
<tr>
<th>Framing Tools</th>
<th>Effects</th>
<th>Use in Inspire:</th>
</tr>
</thead>
</table>
|               | • describes one thing in terms of something else  
                 • comparison to negative or positive subject implies the perception without thinking about it | 1. “Barack’s Dilemma”  
2. “America’s worst nightmare”  
3. “The caravan in the path of Allah” |
| Metaphor       |         |                |
| Catchphrase – jargon – slogan | • frame subject in a catchy and memorable way  
                        • makes an idea easier to be remembered | 1. “Lemme Guess, You´re UPS´d.”  
2. “Make a bomb in the kitchen of your mom”  
3. ”Here we start and in Jerusalem we meet.” |
| Depiction – spin – contrast | • either highlights subject’s positive characteristics or exaggerates its negative sides  
                              • emphasize the division between good and bad, right and wrong | 1. They [the USA] continue to insist on meddling with world climate for the sake of acquiring wealth, even if that be at the cost of our children’s lives  
2. The operation of 9/11 came as a result of decades of American aggression  
3. They [Muslims] do not repay good with bad, Nor do they pay harshness with kindness |
| Exemplars | • provide an illustrative individual case  
            • Aims to motivate, set an example and humanize the subject in question | 1. I am proud to be a traitor to America. (Samir Khan)  
2. I praise Allah and laugh at the intelligence agencies that were watching me…(Samir Khan)  
3. The ignorant ones think that you have deceased…while your boat sailed for Allah’s sake. |
| Visual images | • constitute a large analogical system of communication  
                • analogy makes images appear more natural, more closely linked to reality than words | 1. Obama´s portraits with down looking desperate frown.  
2. Pictures of burning Twin Towers.  
3. Pictures of AQAP members always smiling and in light colours. |
Attachment 2. Diagram: Linkage between framing tools-delegitimization-radicalization

**Framing Tools**
- Metaphor
- Catchphrases
- Depiction
- Exemplars
- Visual Images

**Delegitimization**
- Crisis of confidence
- Conflict of Legitimacy
- Crisis of Legitimacy

**Radicalization**
- Feelings
- Beliefs
- Behaviour
Attachment 3. Inspire – Cover of issue 7, fall 2011
QUESTIONS WE SHOULD BE ASKING

- Why would Obama swap prisoners with Cuba and fail to swap with the Mujahideen? Is the Obama administration scared that the swap will reveal its unjust foreign policy?
- If American policemen kill their own people for just being young black men, imagine what they have done with Muslims in Afghanistan and Iraq?
- After more than 15 years of the war on terror, who has gained more? Is it the Americans who have lost billions of dollars or is it the Mujahideen who have spread to more than a dozen new fronts?
- The media, newspapers and TV stations are fed information directly from the military and the intelligence. How can we expect them to bite the hand that feeds them?
- How is it that tens of nations couldn’t raise 6 billion dollars to rebuild Gaza while only 2 nations, France and Saudi Kings, supported the Lebanese army with 7 billion dollars?
- In this war on terror, how can America be a friend of the Free Syrian Army, who is an enemy of Bashar Al-Assad who is a friend of Iran, who’s a partner of America?
- Isn’t it amazing that a knife used in the Woolwich attack costed the UK 130 million pounds, 18 months after the operation?
- Has the Senate thought of releasing a report on the inhumane nature of the drone war? Or is it waiting for another decade so that it buries the image of the next president in office?
- Is this war America’s war on terror, or America’s terror in war?
- Why doesn’t America fund the tens of billions of dollars to Detroit citizens who are short of water instead of funding the corrupt foreign armies?
- What is the West going to choose? Their wallets with which they provide the basics of their lives? Or their safety which protect their wallets?

BRAIN WAVE

NUMB3RS SP3AK LOUD3R

Veterans Focus

Between 529,000 and 840,000 veterans are homeless at some time during the year.

- On any given night, more than 300,000 veterans are living on the streets or in shelters in the U.S.
- Approx. 33% of homeless males in the U.S. are veterans.
- Veterans are more at risk of becoming homeless than non-veterans.
- 23% in 10 veterans is disabled, often times by injuries sustained in combat.
- 19% of Iraq veterans report a mental health problem, and more than 11% of Afghanistan veterans.
- The risk of women veterans becoming homeless is 4x greater than for male veterans.

- 23-29% of female veterans seeking VA medical care reported experiences of sexual assault.

Sources include:
- U.S. Department of Veterans Affairs
- National Coalition for Homeless Veterans
- National Alliance to End Homelessness
- The National Center on Family Homelessness

out of the FIRE

and back to the FRYING PAN
Open Source Jihad

In this section:

Make a bomb in the kitchen of your Mom

How to use Asrar al-Mujahideen