

Abstract

The global Salafi jihadist movement has entered into a new era. In this era, the jihadists have gained opportunity to appeal to a much larger audience with the help of various uses of Internet. The Salafi-jihadist activities in the last years have shown that their approach was not left fruitless. The violent movement of Islamic State in Syria and Iraq, as we know it today is mostly consisting of foreign fighters from developed states, including the Western states. While the foreign fighter phenomena is not a new paradigm in the history of wars, the effective mass mobilization of jihadists shows us that something has changed since the jihadist movements of 1980s. It's evident that Internet has played a certain role, providing these types of movements with a much bigger audience, a louder and an uncensored voice to their call of violence. What makes this call so much more effective than anything else, is its advanced used narrative, which should be analyzed in this thesis in parallel comparison with the academic radicalization theories. The results confirm that narrative of ISIS is mainly a Western-specific approach through Internet to attract supporters, by addressing already existing anxieties in our society, issues such as *non-belonging* and *humiliation*.