



Understanding Terrorism in the Age of Global Media: A Communication Approach

Archetti

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We cannot truly understand terrorism in the 21st century—let alone counter it effectively—unless we also understand the processes of communication that underpin it. The book challenges existing terrorism research showing that current approaches are inadequate and outdated. It exposes the fact that, although we live in an age of interconnectedness shaped by media technologies, both policy makers and security experts know very little about how to make sense of this reality. Among the widespread myths the book dispels are: the idea that new recruits into the ranks of al Qaeda are 'radicalized' by a 'narrative of grievance'; that the removal of extremist websites should be a priority; that 'we' can 'rewrite' terrorists' propaganda; that being a 'global brand' is a source of strength for al Qaeda. This book will be of interest to researchers and students in terrorism studies, communication and media, politics and security.

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