

## The Lure of Jihad: Propaganda & the Construction of Jihadist Identities

*The Pichette Auditorium, Pembroke College, University of Oxford – 28 June 2016*

10.40-11.00 -- Arrival & Refreshments

11.00-12.45 -- Welcome & Session 1

- **Joana Cook** “Engaging Social Movement Theory to Analyze the Diverse Roles of Women in Daesh”
- **Christina Hellmich** “Rejecting the Lure of Jihad – What Can We Learn from Case Studies?”
- **Nelly Lahoud** “The Strengths & Limitations of the ‘Islamic State’”

12.45-14.00 -- Lunch

14.00-15.30 -- Session 2

- **Thomas Hegghammer** “All Things to all Jihadis: The Ideological Legacy of Abdallah Azzam”
- **Luis Velasco Pufleau** “The Soundscape of ‘Islamic State’ Propaganda: Jihadi Anasheed, the Ritualisation of Violence & the Construction of Political Identities”
- **Elisabeth Kendall** “Keeping the Lure Alive: The Evolution of al-Qa’ida in the Arabian Peninsula’s Propaganda Strategy & What we can Learn from it”

15.30-15.45 -- Refreshments

15.45-17.15 -- Session 3

- **Valentina Bartolucci** “Inside al-Qa’ida in the Islamic Maghreb’s Propaganda Machine & its Evolution following the Rise of the ‘Islamic State’”
- **Aaron Y. Zelin** “Your Sons Are At Your Service: Tunisia’s Missionaries of Jihad”
- **Robert Seely** “ISIS Hearts & Minds: Lure or Coercion?”

17.15-17.30 – Refreshments

17.30-18.30 -- Session 4 & Close

- **Aymenn Jawad al-Tamimi** “Variations in ‘Islamic State’ Messaging according to Target Audience”
- **Mark Youngman** “Emirate or Caliphate? Competing Calls to Jihad in the North Caucasus Insurgency”

18.30-19.45 – Drinks Reception – Broadgates Hall (all welcome)

20.00 – Conference Dinner – The Great Hall (invitation only)