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)