

Discursive Legitimation Strategies in ISIS' Online Magazine, Dabiq: A Discourse Historical Approach

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Abstract : ISIS (also known as DAASH) is an Islamic fundamentalist group that has been known as a global threat to the whole world for their radicalizing approach and application of online platforms as a tool to portray their activities, to disseminate their ideology, and to commit recruiting activities. This study is an attempt to carry out a critical discourse analysis on the argumentative devices by which ISIS legitimizes or delegitimizes positive or negative constructions of social practices in Dabiq. It tries to shed light on how texts in Dabiq as linguistic elements in the micro level of analysis relate to ISIS' ideology as the higher-up macro level and in other words, how local structures contributed to the construction and transference of a global structure or ideology and vice versa. Therefore, following the relevant analytical frameworks, the study focuses on both micro-level of analysis of arguments (topoi) and macro-structure of legitimation and delegitimation in Dabiq. This purpose is nailed using the analytical categories and tools provided by Wodak's Discourse Historical Approach (DHA) such as argumentation strategies (topoi), by which the coded language of legitimation/delegitimation and persuasion as used in Dabiq are explored. The ensuing findings demonstrate that Dabiq rigorously relies on the positive representation of the in-group course of actions and justifying its violence and, at the same time, the negative representation of the out-group behavior through implementing various topoi to achieve its desired outcome, which is the ideological manipulation and powerful self-depiction, as well as the supporter recruitment.

Keywords : argumentation, discourse-historical approach, ideology, legitimation and delegitimation, topoi

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