



THE CARTER CENTER  
*Countering Daesh Recruitment Propaganda Experts Workshop*  
*March 2016*

**Executive Summary**

The Carter Center (TCC) convened an experts workshop on Feb. 22 ó 24, 2016, that brought together 21 leading scholars and practitioners from 10 different countries to examine new insights in Daesh recruitment strategies and its use of social media technologies to appeal to alienated youth. Five thematic issues were addressed: branding efforts, foreign fighters, the recruitment and emotional appeal of women and youth, the support and empowerment of religious leaders, the return and reintegration of defectors, and sharing best practices and lessons learned Daesh has developed a modern, tech-savvy brand enabling its leadership to recruit marginalized youth across digital borders. Their communication strategies include the use of humor and cultural codes, re-appropriation of Western media, tech-savvy videos, and Daesh-created media evgpw0F cguj au'xkuwn'hqewu" allows viewers to overcome cultural and linguistic barriers to understand the intended messages. Workshop panelists evaluated the messaging strategies for internal and external audiences ó varying by language, subtitles, narratives, compositional elements, and gender. Participants agreed on a need for proper evaluation of Daesh video propaganda to understand the persuasive powers of these videos.

Most disaffected youth who have joined Daesh have little religious literacy and no prior











dynamic of religion and how the religious sphere is still controlled and maintained by men. There are few female religious scholars within the Muslim communities, and as such,

**Challenges in Countering Daesh: Government, Grievances, and Best Approaches**