

**PROPOSITION DE COMMUNICATION**  
**18<sup>E</sup> COLLOQUE DE L'EUROPEAN SOCIETY OF CRIMINOLOGY (ESC)**

**Titre :**

The Multiple Ways to Reach “*Shahadah*” : Uncovering Different Trends in the Global Jihadist Mobilization Discourse.

**Auteurs :**

1. Bérubé, Maxime (Université de Montréal, School of criminology, Montreal, Canada)
2. Benoit Dupont (Université de Montréal, School of criminology, Montreal, Canada)

**Résumé :**

Drawing on social movement theory, this presentation demonstrates how the evolution of the global jihadist movement’s communicative action repertoire has evolved over the last decades, showing that it is no longer relying on the only work of a specific branch of the organization or to its high-ranking officials. Various types of actors are now engaged in different communication production for the jihadist movement, which has allowed a clear diversification in the framing of its mobilization discourse. Even if this constitutes an important concern for the Western security agencies, we still know very little about the diversity of the jihadist discourse, as well as the persuasion techniques they use. In order to shed light on this heterogeneous discourse, this presentation analyzes a series of 205 English-language jihadist propaganda videos intended for a Western audience. By using a mixed method of discourse and clustering analysis, it underlines the relationships between the organizations’ communicative action repertoire, the framing of their mobilization discourse, and the persuasion techniques they use. In the end, it shows different types of jihadist discourse that are crucial to understand in order to implement specific prevention strategies based on the main pull-factors that are associated with each of them.