



Master Narratives of Islamist Extremism

By *J. Halverson, S. Corman, H. L. Goodall*

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This volume introduces the concept of Islamist extremist "master narratives" and offers a method for identifying and analyzing them. Drawing on rhetorical and narrative theories, the chapters examine thirteen master narratives and explain how extremists use them to solidify their base, recruit new members, and motivate actions. The book concludes with an integration of the idea of master narratives, their story forms, and archetypes into existing strategic communication understandings, and suggestions for using this approach to create counter-terrorism strategies.

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Review

"A much needed volume that will enhance discourse on ways to counter violent Islamist ideology. It provides a higher level of situational awareness by immersing oneself in the language and vocabulary of militant Islamists who are a threat to Muslims and non-Muslims alike." - Youssef Aboul-Enein, Industrial College of the Armed Forces

"Rigorous, engaging, and immediately applicable - using the concept of a master narrative, the authors provide concrete answers to one of today's most pressing questions: What makes al-Qaeda's message so compelling? This book is a must read for anyone - students, practitioners and analysts - who wants to better understand al-Qaeda's messaging strategies and identify effective ways to counter al-Qaeda's resonance." - Jarret Brachman, PhD, author, Global Jihadism: Theory and Practice, and Managing Director, Cronus Global

"Extraordinary in breadth, rich in historical depth and far-reaching in its implications, an authoritative text on the ideological master-narratives of extremists has finally arrived. This outstanding book offers essential reading for all those involved in crafting strategic policy aimed at combating extremist narratives." - John Horgan, Director, International Center for the Study of Terrorism, Penn State University

About the Author

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