

"Abdulmajid's book is an original and sophisticated contribution to the field of media, conflict and discourse studies. Essential reading for students, scholars and policy-makers interested in the role extremist discourses play in fuelling and sustaining one of the most defining conflicts of our time."

—**Dr. Jared Ahmad**, Lecturer in Journalism, Politics and Communication,
The University of Sheffield

"This book shows the reader which information disorders and infectious ideas are spread through the on- and offline information ecosystems. It fills a void in a poorly investigated domain."

—**Prof. Dr. Leen d'Haenens**, Institute for Media Studies, University of Leuven

"Highly timely, this book is a genuine attempt to address the diverse discursive mechanisms and strategies utilized by major radical groups."

—**Prof. Dr. Said M. Shiyab**, Modern and Classical Language Studies,
Kent State University

This book constitutes a journey into the obscure field of sectarian-guided discourses of radical Islamist groups. It provides new insights into the ideological mechanisms utilized by such organizations to incite sectarian conflicts and recruit local and foreign guardians to their alleged cause. This book examines diverse aspects and dimensions of the discourses of Sunni-based ISIS and Shia-based al-Hashd al-Shaabi and explores manipulative and ideological discursive strategies utilized by media outlets associated with these groups. It delves into linguistic and contextual activities, implicit and explicit messages within the discourses of various media outlets operating in the heart of the Middle East. It also scrutinizes and explains aspects of politicization, religionization and sectarianization within the media discourse of terrorist groups in the digital era.

Dr. Adib Abdulmajid is a researcher at the University of Leuven, Belgium, specializing in discourse analysis, Middle Eastern Studies and Media Studies. He holds a PhD in Middle Eastern Studies and an MA in Management of Cultural Diversity. His research studies focus on media discourse, cultural diversity and religious extremism.