

Weaponized Words

Strengthen your understanding of the persuasive mechanisms used by terrorist groups and how they are effective in order to defeat them. *Weaponized Words* applies existing theories of persuasion to domains unique to this digital era, such as social media, YouTube, websites, and message boards to name but a few. Terrorists deploy a range of communication methods and harness reliable communication theories to create strategic messages that persuade peaceful individuals to join their groups and engage in violence. While explaining how they accomplish this, the book lays out a blueprint for developing counter-messages perfectly designed to conquer such violent extremism and terrorism. Using this basis in persuasion theory, a socio-scientific approach is generated to fight terrorist propaganda and the damage it causes.

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*The Strategic Role of Persuasion in Violent
Radicalization and Counter-Radicalization*

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CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-1-108-47452-8 — Weaponized Words
Kurt Braddock
Frontmatter
[More Information](#)

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
One Liberty Plaza, 20th Floor, New York, NY 10006, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India
79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org
Information on this title: www.cambridge.org/9781108474528
DOI: 10.1017/9781108584517

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First published 2020

Printed in the United Kingdom by TJ International Ltd. Padstow Cornwall

A catalogue record for this publication is available from the British Library.

ISBN 978-1-108-47452-8 Hardback
ISBN 978-1-108-46487-1 Paperback

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For Mom,
who taught me that to beat the monsters that scare us,
we have to hold fast and look them in the eye.
It's the only way to learn their weaknesses.

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Acknowledgments

I have read my fair share of books about communication theory, terrorism, radicalization, and all manner of other topics. At the beginning of all of them, there has been some form of thanks to individuals who had been personally or professionally important to the author and had supported the work that went into the development of the manuscript. Too often, I have skimmed past those acknowledgments, eager to find the information I sought and apply it to my own research. I suppose it's impossible to understand the value of colleagues and loved ones for writing a book unless one goes through the experience themselves. I will no longer make that mistake.

The process of writing this book has shown me, with sharp clarity, that taking on a project of this scale is impossible without leaning on others for support. Here, I would like to thank several people who served as my support system, and without whom this book would not exist.

Foremost, I would like to thank Cambridge University Press for believing in this project and supporting it at every step. In particular, I owe an immense debt of gratitude to Commissioning Editor Janka Romero. Her enthusiasm and advice have guided the development of this book from the initial submission of its prospectus up through its final publication. As a first-time author, I am incredibly grateful to Janka for all her help, and can only hope to work with such wonderful editors in the future. Also from Cambridge University Press, I would like to thank Editorial Assistant Emily Watton for all her help in resolving practical issues associated with book publication. Without Emily, I would have been entirely unable to navigate the logistics of publishing *Weaponized Words*.

Though a publishing house and its team are fundamental to a book's completion, emotional support from loved ones is of no less importance. In this vein, I thank Brooke Cairns for her patience as I worked on *Weaponized Words*. Enduring long nights in which I was locked away in my office, mood swings resulting from impending deadlines, and incessant statements of self-doubt about the quality of my writing, Brooke

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never wavered. She insisted that not only would I complete the book, but that it would be great. While I leave judgments of the book's quality to you, Brooke's continuous love and support was vital to its completion. For that, I will never be able to repay her, though I will remain eternally grateful.

I would also be remiss if I didn't acknowledge the decades of support I have received from my family and how that support has contributed to the writing of this book. My mother (Gail), who passed away in 2013, was always a source of enthusiastic support for every endeavor I have attempted. I miss her every day and hope that she would have been proud to see that her son has contributed to the safety of the world in some small way. My father (Earl) has been a steadfast supporter of mine as well, continuously pushing me to succeed on whatever path I took.

Growing up, my siblings and I took different routes to adulthood – routes that we still walk today. Eric is an artist. Kelly is a singer and a photographer. I am an academic. Despite our divergent interests, we have always supported each other in what we do. My brother remains one of my closest confidants and has never failed to state his pride in my work. My sister shares my work with her friends, eager to express the influence it has in some circles. Though my family has regularly overstated my skills and influence as a researcher – a tendency that I don't correct out of my own pleasure in making my family proud – I am ever-grateful to them for serving as enthusiastic pillars of support.

I am also lucky to have some of the best friends within the discipline that a person could ask for. Throughout the production of this book, John Horgan, Paul Gill, and John Morrison have provided me with constant encouragement, insight, and perhaps most importantly, reprieve from my own work schedule. From offering to review early drafts of the chapters to discussing the book's progress over pints, these gentlemen helped to keep me grounded. At a time when I was often lost in work, they were quick to ensure that I made time for fun and camaraderie.

In the same vein, I would be remiss if I did not express my gratitude to James Price Dillard, my one-time PhD advisor and life-long mentor. While writing *Weaponized Words*, Jim was quick to offer welcome advice and excitement in equal measure. Even more valuable has been Jim's philosophy and approach to empirical research. He has instilled in me the notion that to be part of the academy is a privilege earned and enjoyed by few, and with that privilege comes the responsibility to reveal and explain objective truths for the betterment of one's fellow man. I hope that this book meets a level of empirical rigor that would make Jim proud and makes the world better in some small way.

I also owe thanks to Denise Solomon, Chair of the Department of Communication Arts and Sciences at Penn State and source of moral, academic, and social support. As Chair, Denise is responsible for all the goings-on in the Department, and (by the nature of the job) must ensure that its members meet their institutional obligations. Still, she allowed me the freedom to pursue this project, which at times required a significant amount of my attention. Denise appreciates the role that research plays in the development of knowledge, an appreciation she has cultivated in the Department as its leader. Without this appreciation and her patience, I never would have been able to finish this book.

Also central to the development of this book are researchers whose work has directly impacted my own, many of whom I count as friends. These include (but are not limited to) Dan Köhler, Alastair Reed, Haroro Ingram, Amarnath Amarasingam, Emily Moyer-Gusé, Mick Williams, Aaron Zelin, Graham Macklin, Robin Nabi, Andrew Glazzard, Michael Pfau, Bobi Ivanov, and Josh Compton.

I have similarly had the benefit of receiving experience and feedback from practitioners in the fields of counterterrorism and countering violent extremism. Some of those who have been particularly supportive include Adela Levis at the US Department of State, Ross Frenett and Vidhya Ramalingam of Moonshot CVE, and Mattias Sundholm and E. J. Flynn of the United Nations Counterterrorism Executive Directorate (UN-CTED).

Of course, the accomplishment of any professional goal requires help from personal friends. I have been lucky to have some of the best. I want to give special mention to two of my oldest friends, Dustin Dellinger and Jim Haas, for their continuous enthusiasm about my work. Never has a scotch tasted so good as when we had our celebratory toast following the completion of *Weaponized Words*. Other friends who have been equally supportive are Zoe Marchment, Emily Corner, Devi Margolin, Bart Schuurman, Lindsay Stanek, Kira Harris, Sarah Carthy, Lauren Camacci, Jennifer Malloy, Andy High, Sarah Beth Hopton, Al Palait, Ally Gross, Samantha Kutner, and Marissa Cosgrove.

I am also appreciative of the various establishments that suffered my presence while I wrote this book. I spent countless hours hunkered down in the back of Evermore Coffee Roasters, tapping away at my laptop over endless Caffé Americanos. Its owners, Ryan and Lauren Vaxmonsky, were ever-gracious hosts. They allowed me to arrive early and leave late – all the while expressing enthusiasm and curiosity about the book in equal measure. The amazing drinks they provided and the excitement they expressed were no small part of this book's coming into existence. I similarly spent dozens of working lunches at Dooney's Pub, where

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Max Bigelow was always quick to alleviate the stresses of writing the book with a kind word. Max was there when I wrote the first paragraph of *Weaponized Words*, and he was there when I typed the very last period at its end. He is an inseparable element of its creation.

I would also like to paradoxically thank the arrogant pundits, charlatans, fake academics, and false prophets who have claimed that social science has no place in the debate about effective counterterrorism or counter-radicalization policy. Your claims have, in part, motivated me to write this book. You have asked what empiricism and science can offer that your obsolete perspectives and simplistic solutions can't. Here is one researcher's answer.

And finally, I want to thank my dog Sulley. The writing of this book was no small endeavor, and at times, caused me a significant amount of stress. I owe Sulley thanks for showing me that no matter how urgent work is, no matter how imminent deadlines are, no matter how much writing there is left to do, there is always time to take a deep breath, relax, and maybe doze off for a few minutes. Thanks, buddy.