

## PUBLICATION ANNOUNCEMENT

### The Terrorist Argument: Modern Advocacy and Propaganda

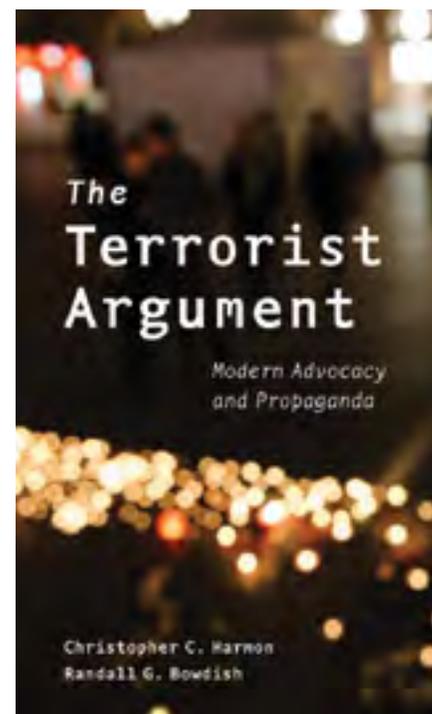
Propaganda used by terrorists and armed groups might not always be the most sophisticated or nuanced form of rhetoric, but with the right mix of emotion and logic, it can be extremely effective in motivating supporters and frightening opponents. This book examines how terrorist groups in recent history have used propaganda, and how they have adapted to new communications technologies while retaining useful techniques from the past.

Harmon and Bowdish trace how armed groups and terrorists around the globe have honed their messages for maximum impact, both on the communities they hope to persuade to support them and on the official state organs they hope to overthrow. Sometimes both the messages and the techniques are crude; others are highly refined, carefully crafted appeals to intellect or emotion, embracing the latest forms of communications technology. Whatever the ideas or methodology, all are intended to use the power of ideas, along with force, to project an image and to communicate—not merely to intimidate.

*The Terrorist Argument* uses nine case studies of how armed groups have used communications techniques with varying degrees of success: radio, newspapers, song, television, books, e-magazines, advertising, the Internet, and social media. It is fascinating reading for anyone interested in civil conflict, terrorism, communications theory and practice, or world affairs in general.

**Christopher C. Harmon** is a terrorism specialist and held the privately endowed Horner Chair at the Marine Corps University Foundation. He has lectured at INTERPOL headquarters, on Capitol Hill, and at dozens of universities and graduate schools in the United States and abroad. The lead author or editor of four books on terrorism and counterterrorism, he has published essays in the geopolitics journal *Orbis*, *Strategic Studies Quarterly*, and Oxford bibliographies.

**Randall G. Bowdish** is a retired Navy captain who commanded the USS *Simpson* as part of the George Washington Battle Group when the USS *Cole* was bombed in Aden. He has lectured at the NATO Centre of Excellence for the Defence against Terrorism and the Institute of World Politics and has taught courses on terrorism, irregular warfare, and strategy at the Marine Corps Command and Staff College, the University of Nebraska, Nebraska Wesleyan University, and the US Air Force Academy, where he presently teaches. He has published widely on the subject of terrorism.



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