

Visual analysis of Tehreek-e-Taliban Pakistan

content on social media



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Abstract

In May 2017, a horrid interview of Noureen Laghari jolted Pakistani media spectrum, who escaped home to join Islamic extremists. The case was amongst primary cases of online radicalization in Pakistan and a dreadful chronicle of prospective terrorist whose purported perceptions have outwardly penetrated the educated middle class. In parallel terrorist events of Safoora massacre and mounting cases of online radicalization entailing youngsters from institutes such as IBA stipulates that menace of online radicalization has fared to establish footholds in the region.

This study analyzed social media visual content of Tehreek e Taliban Pakistan(TTP) from October 2017 to November 2018 to understand generated discourses/narratives as well as embedded feature of visual propaganda. Discourse Analysis has been incorporated to identify key themes appearing in the visual content as well as propaganda frames. Analysis submits that Pakistani régime is established as chief ally of United States in deteriorating Pashtuns and Afghans and a peril to global Islam. The discourse elucidates that visual content epitomizes Taliban as forerunner of teachings of Islam and promised revolution¹; an appealing view to muslim youth worldwide, establishing themselves as the harbinger of change in much prevailing chaos. The recent surge of urban extremism in Pakistan's security spectrum can be ascribed to TTP's vigorous online visual campaign, if not met on time can create a perilous situation for Pakistani state, citizens and institutions.

¹ Prophet Mohammad PBUH said "A Nation will come from the east with black flags and they will ask for some goodness (authority) but the people will not give them, then, they will fight and win over those people. Now the people will give them what they asked for but they will not accept it until they will hand it over to a person from my progeny who will fill this earth with justice just as it was previously filled with oppression and tyranny. So if anyone of you finds this nation (i.e. from the east with black flags) then you must join them even if you have to crawl over ice." — *Al-Barzanji in Isha'ah li Ashrat Al-Sa'a*

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CHAPTER 1: INTRODUCTION