Modern terrorism is codependent on the media. Terrorists of our era are much more aware of their relationship with the media and understand how they can benefit the most from using them. Moreover, they are even more aware of how to avoid being “used” by the media. On one hand, there are many incidents in history when the media were used by terrorists and their sympathizers. On the other, terrorists themselves have been used by the media that broadcast their actions without necessarily transmitting their messages. Inevitably interacting together throughout the long history of terrorism, today terrorists and media personnel are increasingly becoming more able to maximize their mutual benefits.

Media coverage provides terrorists with their ultimate aim—gaining public attention—without which their acts are seemingly invisible; hence, the popular saying of former British Prime Minister Margaret Thatcher, “publicity is the oxygen of terrorism.” Acts of terrorism provide the media with top-stories through which they can broadcast more airwaves, print more texts, and upload more digital data bytes, achieving their ultimate aim of reaching wider audiences. This exceptional relationship between terrorism and the media feeds mainly from the mutual aim of influencing the public.

*Exchanging Terrorism Oxygen for Media Airwaves: The Age of Terroredia* provides comprehensive understandings of a wide range of issues surrounding terrorism in relation to both the traditional and the new media. I introduce the new term *Terroredia* to explain the phenomenal relationship between terrorists and media personnel for achieving goals of both parties. Terrorists’ awareness of how to use the media and how to avoid being used by them is in conflict with the media’s efforts to benefit from covering acts of terrorism while carefully avoiding to be used by terrorists—creating a relationship whose adversaries are competing and increasingly becoming able to maximize their payoffs from one another.

This monumental book is the first attempt to look into some fundamental aspects of *Terroredia*, mirroring terrorism and the media within specific contexts of interrelated relationships. Leading, well known, and widely published international scholars who are engaged in the most relevant, cutting-edge practices and theorization have contributed chapters in this book in their respective specializations in terrorism and media studies. The book’s structure follows a unique strategy that divides the arrays of interrelated chapters into two perspectives—“terrorism-focused” and “media-focused”—mirroring each other throughout all eight sections of the book. This “mirror” format demonstrates to readers various elements inherited in the relationship between terrorism and the media. Each section includes two chapters—the first is terrorism-focused and the second is media-focused—which both cover the theme of the section about a major context within which both terrorism and the media are interrelated.

In Chapter 1, titled “Terroredia: Exchanging Terrorism Oxygen for Media Airwaves,” I discuss the unique relationship between terrorism and the media that has been long evident in history and academia, which has grown strong and widely influential due to modern advancements in communication and information technologies. Mutual interaction, dependency, and inseparability have characterized
the co-existence of terrorists and media personnel. Looking into the various dynamics, discussions, and descriptions of this relationship, I offer a conceptualization of this relationship by introducing and defining a new term—*Terroredia*.

The first section of the book (Terrorism and Media) discusses the aspects of both understanding terrorism and understanding the media during times of terrorism. The terrorism-focused Chapter 2, titled “Understanding Terrorism,” critically analyzes discussions and definitions of terrorism in an attempt to contribute to an objective understanding of terrorism. I discuss subjectivity in defining terrorism, the distinctive nature of the contentious concept of terrorism in comparison to other forms of violence, and how communication and media are fundamental in achieving terrorism’s ultimate aim of obtaining public attention. The chapter concludes with eliminating controversial definitional items and features and introducing a definition of terrorism. The media-focused Chapter 3, titled “Understanding Media during Times of Terrorism,” explores the relationship shared between terrorism and the media. Robert Hackett describes how the media cover terrorism and state violence to deconstruct the relationship between violence and communication tools in modern day. This chapter seeks to investigate whether media and terror are two entirely separate categories or two sides of the same hideous coin—mediated terror, terrorizing media, or simply media terror.

The second section of the book (Terrorism Manifestations and Media Representations) discusses the aspects of both terrorism manifestations and media representations. The terrorism-focused Chapter 4, titled “Terrorism Manifestations,” examines the tactical aspects of terrorism, beginning with a focus on the nature of war and conflict in the 21st century. Jonathan R. White suggests that technology, economic structures, and communication have changed the way war is waged. Next, the chapter focuses on the specific actions that constitute the tactics of terrorism, examining tactical innovations within various campaigns. It concludes with an analysis of tactical force multipliers, and highlights the role of the media within this context. The media-focused Chapter 5, titled “Media Representations of Terrorism,” begins with a comparative overview of violence against civilians in war, terrorist actions, and in torture. This is followed by related comparisons between the United States post-9/11, Britain during the civil war in Northern Ireland 1969-2000, and France during and since the Algerian armed liberation struggle of 1954-1962. John Downing then proceeds to a critical-discourse analysis of the U.S. Fox Television channel’s highly successful dramatic series, 24. This analysis explores how several of this series’ themes (e.g., political violence, counter-terrorism, racism, and torture) interact with the post-9/11 social and political environment.

The third section of the book (Terrorism Types and Media Stereotypes) discusses the aspects of both terrorism types and media stereotypes. The terrorism-focused Chapter 6, titled “Types of Terrorism,” identifies and discusses terrorist typologies, which refer to descriptive classifications explaining the quality of political violence from distinct political and social environments in the modern era. While definitional debate exists surrounding the lines of categorization, Gus Martin provides a detailed description of eight terrorist typologies: New Terrorism, state terrorism, dissident terrorism, religious terrorism, ideological terrorism, international terrorism, criminal dissident terrorism, and gender-selective terrorism. In addition to the exploration of these typologies, Martin also discusses the emerging recognition of newly defined typologies. The media-focused Chapter 7, titled “Media Stereotypes of Terrorism,” analyzes different stereotypes used by the media in the coverage of terrorist events, discussing topics such as media stereotypes of different terrorist groups, how media responses differ according to the type of terrorism, and the characteristics of the communication medium. Georgios Terzis also analyzes how
these stereotypes are formulated by the use of simple and complex rhetorical techniques related to the
invention, arrangement, style, memory, and delivery applied. These analyses are further investigated
against the backdrop of the basic social determinants of journalism.

The fourth section of the book (Terrorism Tactics and Media Strategies) discusses the aspects of both
terrorism tactics and media strategies. The terrorism-focused Chapter 8, titled “Tactics of Terrorism,”
reconsiders arguments surrounding contagion theories, contending that old and new media are important
carriers of the virus of hate and instrumental in tactical and ideological contagion. Given the advances
in communication and information technology and changes in the global media landscape during the
last decade or so, contagion theories have become further developed. Brigitte L. Nacos explores the
various dimensions of this evolution and the current status of contemporary contagion theories. The
media-focused Chapter 9, titled “Media-Related Strategies and ‘War on Terrorism,’” looks at aspects of
how different English and French Canadian newspapers, as examples, covered the push for war on Iraq. It
includes reflections on the use of language in reporting on the war itself. Randal Marlin identifies some
comparisons regarding media coverage of the current apparent resolve by the United States, Israel, and
allies to apply force to Iran to prevent getting a nuclear-weapon capability. The central concern is with
the media role in fear mongering and propaganda for war.

The fifth section of the book (Terrorism Functioning and Media Employing) discusses the aspects of
both terrorism functioning and media employing. The terrorism-focused Chapter 10, titled “Function-
ing of Terrorism,” explores the ways in which terrorist groups operate in today’s world, focusing on the
operation of terrorism and the different elements that play a role in this operation. Dana Janbek presents
a solid overview of relevant topics while borrowing examples from a range of organizations to illustrate
the different elements of the terrorist operations. This chapter highlights specific examples of historically
significant events from various parts of the world that mark changes in the overall terrorist operations.
Finally, the chapter looks at how terrorist groups have operated historically and examines current de-
velopments and trends that will influence the future of terrorist operations. The media-focused Chapter
11, titled “Employing of Media during Terrorism,” draws on research findings and practical experiences
around the world to identify prime actors associated with the challenges embedded in employing the
media during terrorism to describe their objectives, tactics, and channels of communication. Muhammad
Ayish identifies four categories of media users: media institutions, terrorist organizations, governments,
and citizen groups. The chapter discusses enduring issues associated with each actor’s use of media
and calls for evolving new conceptual frameworks for understanding media use during terrorism. The
chapter concludes by arguing that while we seem to have a huge pool of research findings and practical
experiences related to employing the media during terrorism, we seem to have a critical shortage in how
we conceptually account for the different variables that define the use of media in terrorism situations.

The sixth section of the book (New Terrorism and New Media) discusses the aspects of both new
terrorism and new media. The terrorism-focused Chapter 12, titled “New Terrorism and Media,” reviews
discussions surrounding new terrorism, explains its key characteristics and features, and demonstrates
the dual role of the media and information technologies. I compare the new and conventional terrorism
in terms of all aspects of functioning to conclude that regardless of the label—new or old—attention
should be focused on the act and the actors, whether the ways they function utilize the conventional
or adapt with the most recent technologies, media, and weapons, and most crucially, recognizing how
fast and efficient terrorists are in utilizing the most advanced media and information technologies. The
media-focused Chapter 13, titled “New Media and Terrorism,” discusses the role of new(er) media in
facilitating the transmediated spread of extremist narratives, rumors, and political parody. Drawing from recent case studies based upon multi-modal analyses of digital texts on social media networks including blogs, vlogs, Twitter, and Jihadist sites associated with acts of terror in Asia, Middle East, and North America, Pauline Hope Cheong illustrates how digital transmediation significantly works to construct counter narratives to government counter insurgency operations and mainstream media presentations. In discussing these examples, the chapter demonstrates how the new media point to varied narratives and reify notions of national security, global politics, terrorism, and the media’s role in framing the “War on Terrorism.”

The seventh section of the book (Terrorism and Media over a Decade) discusses the most recent developments on terrorism and the media. The terrorism-focused Chapter 14, titled “From ‘Cyberterrorism’ to ‘Online Radicalism,’” explores the changes that have taken place in the role and functioning of the Internet in terrorism and counter-terrorism in the past decade. Maura Conway traces the shift in focus from a preoccupation with the threat of so-called “cyberterrorism” in the period pre- and immediately post-9/11 to the contemporary emphasis on the role of the Internet in processes of violent radicalization. The cyberterrorism threat is explained as over-hyped herein and the contemporary focus, by researchers and policymakers, on the potential of the Internet as a vehicle for violent radicalization viewed as more appropriate, albeit not without its difficulties. The media-focused Chapter 15, titled “From ‘Angry Arab’ to ‘Arab Spring,’” examines the photographic reportage of the Associated Press wire service photojournalists during the Arab Spring and the decade that preceded it to determine if a measurable shift in coverage did occur. In this, Samuel P. Winch investigates media depictions of the visible elements of Middle East unrest—from Libya to Pakistan—in the ten-year period from 2002 through the revolutions in Egypt, Tunisia, and Libya in 2011. An examination of news photographs during the period shows subtle shifts in the imagery.

The last section of the book (Rationality and Responsibility) questions both terrorism/counterterrorism rationality and media responsibility during terrorism. The terrorism-focused Chapter 16, titled “Questioning Terrorism/Counterterrorism Rationality,” focuses on advocating the deconstruction of terrorism upon the discourse itself: its premises, beliefs, fears, definitions, rhetorical devices, imaginary constructions of the enemy, the inability to distinguish ritual bluff from actual combat, the logic of taboo, the injunction not to humanize the terrorist other, and moral self-righteousness. Joseba Zulaika and William A. Douglass argue that by undermining its claims to apocalyptic powers and fears, terrorism would lose credibility as an effective rhetorical ploy and bellicose weapon for insurgents and governments alike. The media-focused Chapter 17, titled “Questioning Media Responsibility during Terrorism,” questions the effectiveness of media performance during times of terrorism through the examination of their decision-making processes in terms of rationality and responsibility. I explain that the numerous media decisions that are usually made under severe stress during times of terrorism require the interweavement of ethics and rational thinking in strategic and goal-directed media decision-making processes to achieve more desired outcomes.

It is hoped that this book will be of interest to students, researchers, scholars, media personnel, policymakers, and the general public. The multifaceted contents of this book can serve readers across various disciplines, such as communication, conflict resolution, criminology, crisis management, cultural studies, information and communication technologies, international relations, media, national security, political science, psychology, sociology, and terrorism. Readers are well served with intensive chapters that include great details and specific topics, which are grouped under major themes, such as definitions and
understandings of terrorism and the role of the media during times of terrorism, terrorism manifestations and media representations of terrorism, types of terrorism and media stereotypes of terrorism, tactics of terrorism and media-related strategies, functioning of terrorism and employing of media during terrorism, new terrorism and the media and the new media and terrorism, contemporary cases of terrorist-media interactions, and the rationality of terrorism/counterterrorism and the corresponding media responsibility.

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