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ISIS: Brand Management and Community Organizing

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Authors Shiv Ganesh and Cynthia Stohl explore in their essay "Community Organizing, Social Movements, and Collective Action" the concept of organizational communication studies exiting the workplace and engaging substantively with community groups and activist organizing as worthy subjects of study. Because of the evolution of what are worthy subjects of study, it is appropriate to examine the Non-Governmental Organization that is ISIS/ISIL/Islamic State, and construct the various perspectives of this organization in its community.

The transnational organization, ISIS/ISIL/Islamic State, is amid a revolution of its own when interacting with the concept of brand management. Isis has undoubtedly engaged in many acts of cruelty in the form of sex trade, slavery, executions, cultural cleansing, imprisonment and death of dissidents and defectors, and other activities. Despite these horrific actions, the organization is still managing to raise fungible resources, recruit foreign volunteers, and maintain control of territories in the name of their particular religious interpretation.

Through the technique utilized by the aforementioned article, this work in progress seeks to explore ISIS as an organization through the lens of an outsider, insider, and constitutive. Through broadening the ability to perceive ISIS beyond its attention-garnering actions, and instead empathize with the community that it directly affects, I hope to better understand the physical and rhetorical power of persuasion that distinguishes ISIS from other terrorist organizations.