

I argue that the Islamic State has deliberately or unintentionally resorted to visuals of cover art of shooter video games, posters of Hollywood movies, Soviet Union and Nazi propaganda for inspiration. This indicates that the Islamic State has adopted from Western popular culture that young men are exposed to.

This furthermore suggests that the group has intentionally thought of each element in the visual delivered and has employed rhetorical communication and used techniques in order to appeal to its audience that seems to mostly consist of young men, and to have an effect on them by evoking in them fantasies of heroism that could be realized in real life.

## **Conclusion**