
Understanding Strategic Communication as a Counterterrorist Tool

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As-Sahab – al Qaeda's Propaganda Organization



Strategic Communication

Focused United States Government (USG) efforts to understand and engage key audiences in order to create, strengthen or preserve conditions favorable for advancement of USG interests, policies, and objectives through the use of coordinated programs, plans, themes, messages, and products synchronized with the actions of all elements of national power.

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The Challenge: Coordinating Strategic Communication

Players in USG Strategic Communication



More Social Science Research Needed

- **Psychology**
- **Anthropology**
- **Sociology**
- **History**
- **Economics**
- **Political Science**

Thank you