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The name game behind labeling terrorist groups in Syria: A study about terrorist's use of language to attract their targeted audience

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Abstract--The aim of this study is to examine the effect of terrorist groups' names on attracting a certain audience to join a specific terrorist group. The study tries to prove that there is a name game behind picking terrorist groups' names and hence it is a main reason in members' decision to follow the group. There is a number of cues present in the environment, which guide people to make their decisions about being members of a particular terrorist group. This study hypothesizes that one of these cues is the attractiveness of groups' names which were chosen in a deliberate way to affect some people. This study is made on thirty ex-members of different terrorist groups who were led into error and were deluded by the names of terrorists groups to be a member in the terrorists' project. These deluded ex-members found that what is called ' jihadist groups' were not more than terrorist groups and decided not to get dragged into the terrorists' project. The 30 ex-members are all Syrian citizens, educated, aged between 20 to 35 years old. It is hypothesized in this study that the names of more than 163 terrorist groups in Syria are not only letters put together, rather behind each name there is a reason or many, semantic ones or pragmatic. Producers of terrorism tend to use names to trick a targeted audience and hence convince this audience to follow terrorists' project. This study's interest is all about Syrians who were tricked to follow a certain terrorist group by the name of Islam. The study utilizes a questionnaire of different questions to get an answer for the question of what attracted a deluded member to follow the group.

Keywords---terrorist groups, ex- members, name game, semantic, pragmatic, producers of terrorism, targeted audience, deluded citizens, reconciliation committee.

Introduction

Since 2010 there was a rise of terrorist groups in so many countries in the Middle East. Syria was one of the most attacked countries and were chosen by terrorists to be a ground for them for more than 12 years. More than 163 terrorist groups were found in Syria in the period between 2010 and 2022. Terrorists aimed at spreading their ideologies and encouraging Muslim population to accept them and hence join their newly made terrorist groups. These include using attractive names to delude a certain audience from inside and outside Syria. Accordingly, the number of terrorists had increased immediately after choosing a new name and announcing the so-called "Islamic State"*. The most infamous terrorist group was there in Iraq since 2003 but not too many people knew about it until its name became "The Islamic State". A name can be quite influential especially if the member is an extremist or has some background of religious or national dreams. Moreover, the name which may influence the members' decision is made depending on the brand which was created while the name itself was created.

The aim of this study is to investigate how terrorist groups struck a nerve of hardliners when picking their names. Liwa'a Al-Tawheed, ISIS, ISIL, IS were purposely chosen to be a brand in terrorism. This study is originally conducted to investigate whether names have a role in attracting a targeted audience and thus affecting their decision to join a terrorist organization. Its aim is to investigate whether the names chosen by terrorist groups and organizations have an impact on members' decisions to join such groups. The study hypothesizes that the names of terrorist groups influence members and were a reason to delude them to join certain terrorist groups. In short it is a name game. The main purpose of the research is to investigate the effect of terrorist groups' names on members' decision to join such groups. The purposed study intends to observe how international terrorists use names in a studied way to delude people and hence increasing the number of members joining such groups. It aims at uncovering the truth behind changing the names of some terrorist groups several times to show people that the group is addressing their dreams of building a united strong Islamic State and then Islamic khilafa just as it was before 1400 years ago and using a name, nothing than a name to achieve terrorists' goals.

It is anticipated that the present study will add some new insights into the field of semantics in general and study of names in particular. The main objective of this study seems to be promising in uncovering the intended goals behind choosing certain names for terrorist groups. The intended study seems to be significant in having great potential for solving some of the inquiries in the field of naming and its attractiveness. It will provide a clear answer for the issue of why some of the

* "The Islamic State" refers here to the group once known as the Islamic State of Iraq (ISI, October 2006–April 2013), the Islamic State of Iraq and Sham (ISIS, April 2013–June 2014), and the Islamic State (IS, June 2014–present). This usage conforms to the group's own shorthand for itself—as "the Islamic State" (*al-Dawla al-Islamiyya*), or merely "the State" (*al-Dawla*)—going back to 2006.

educated members were deluded and by which means they run away with false emblems and names. It also helps researchers who are interested in knowing the reasons behind finding so many educated people joining terrorist groups. It also helps raising the awareness of human resources in the sector about the issue of terrorism. In fact, a lot has been done in the field of names and naming; nevertheless, the present research is meant to address not only choosing attractive names for terrorist groups, but rather changing the name several times to reach terrorist goals. The main purpose of the research is to investigate the effect of terrorist groups' names on members' decision to join such groups. The purposed study intends to observe how international terrorists use names in a studied way to delude people and hence increasing the number of members joining such groups. It aims at uncovering the truth behind changing the names of some terrorist groups several times to show people that the group is addressing their dreams of building a united strong Islamic State and then Islamic khilafa just as it was before 1400 years ago and using a name, nothing than a name to achieve terrorists' goals.

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This study is carried out exclusively with ex-members of terrorist groups who achieved the national reconciliation with the Syrian government and is not concerned with other terrorists. The study is restricted to the effect of terrorist groups' names on attracting people to be members of such groups. This study is concerned with the names originally chosen by terrorist groups and changing those names to attract more people from inside and outside Syria. The study will analyze the attitude of 30 ex-members of terrorist groups towards the names of the joined group to see if the name affects their decision to be members of such groups. It is concerned with young members, educated and aged between 20-35. It is not concerned with members who are not educated.

Research Questions

- Does the name of a terrorist group play a crucial role in members' decision to follow the group?
- If the names of the groups were totally different, does this affect the numbers of members joining such groups in such a fast way?

- Did terrorists use Islamic names to make a free advertisement to erase world public opinion towards them and hence to achieve wide spread?
- Was it a name game studied by external forces to play at people's opinions to try to destroy a country of great importance like Syria with its significant resources?
- Was it a conspiracy prepared by outsiders to reach their goals to bring almost all terrorists from almost all countries to Syria using fake Islamic names for their groups?

Literature review

Researchers argued that names of terrorist groups are quite influential and have an impact on members' decisions to follow a certain terrorist group or organization. Farwell (2014:49-55) was one of the linguists who talked about how international terrorists use language in a thoughtful way to reach their objectives. This includes many terrorist groups because of their use of highly structured linguistic techniques to name themselves and hence reach their targeted audiences. Green (2015:19) in his Trends in Terrorist Media and Propaganda, assumes that when *Daesh* chose the name "Al-dawla Al-Islamiah" or the so-called "Islamic State", they wanted to convince the members and the coming members that the terrorist organization will achieve the dreams of having a powerful state for Muslims. This was by changing the name of the organization to become a state and using interpretations from Quran and Hadith.

Hussain (2016:1) argues that when the organization announced the creation of the so-called "Islamic State", they picked the name in a way that would erase all borders and it will be leading the estimated 1.5 billion Muslim. Terrorists compete to attract the world's attention and influence. This includes the way they named themselves and the propaganda which followed naming themselves. Hoffman (1994:44-47) explained how terrorists use their names to reach a targeted audience. Weimann(2004:2-5) explains that terrorism now is a new model of terrorism. He explains how the names of terrorists were used to establish a platform on websites and how those names are targeting three different audiences. Current and potential supporters, International public opinion and Enemy publics. All these facts may lead a linguist to think about the name game behind naming terrorist groups which I assume an important tool terrorist groups and organizations used to attract people to them and thus destroying big countries using that game.

The Naming System in Arabic

In countries where Arabic is the official language, naming process is affected by islam if they are muslims. Arab muslims sometimes use names which are derived from Islam as the name Mohammed for example. There are also traditional Arab names such as *Fares* which is popular amongst Arab christians and muslims at the same time. Other names like Biblical or western names are also popular. It can be noted also that an arab muslim may have the same traditional name as christian. The name Samer for example can be used for both muslims and christians. Names of terrorist groups which this study is interested in generally tend to use specific names which are derived from the islamic tradtion, such as:

Abu Bakr, Abu Mohammed, Omar for people and *Sham, Fateh, Tahreer* for the groups. Using such names may have a goal which is to attract members to join these factions. Legitimately, Arabic names can be given in many versions on different occasions. One way of giving a name in Arabic is to bring together the personal name followed by the father's personal name and finally the grand father's personal name. (see: A guide to names and naming practices, p.34)

Table 1
The first Arabic System of Naming

Personal name	Father's personal name	Grandfather's personal name
Hussein	Adnan	Mahmoud
Mohammed	Ahmad	Matar
Khaled	Saleem	Sulaiman

Another way of giving a name in Arabic is to use the family name instead of the grandfather's like using the personal name first annexed to the father's name and finally the family name, as shown in table-2 below.

Table 1
The Second Arabic System of Naming

Personal name	Father's personal name	Family name
Shafaa	Jaafar	Al-Qadery
Hamsa	Basheer	Al-hullani
Ruha	Salem	Al-Musalli

The use of a family name in the Arab world can be used to indicate the family's origin. For example, *Yasser Abdulrahman Al-Ta'y*, *Sulaiman Fahed Al-Shammari*, *Mohammad Ahmed Al-Juboury*. The names *Al-Ta'y*, *Al-Shammari*, or *Al-Juboury* are names of famous Arabic clans. The family name in the previous examples indicate the origin or the clan of the person. However, this is widely used in places where the clan is of great importance such as in Southern East Syria in cities like Al-Hassakeh, Al-Raqqa, Deir El-Zor. It can be found also in Iraq and the Gulf Countries where the family name *Al-Shammari* is so common to show that the person and his family belong to *Shammar* clan which is very wide there. The family name can also indicate the place of origin, for examples *Jassem Al-Saudi*, *Hatem Al-Iraqi*, *Latifa Al-Tunissiya* indicate the place where the person comes from. Sometimes it is not only the country used in a family name, the city also used in the family name. *Al-Horani*, *Al-Nabulsi*, *Al-Musaaly*.

In most names used by terrorists they almost always tend to use the last version of naming system in Arabic to name themselves. *Al-Jawlany*, for example, *Al-Horany*, *Al-Baghdady* and the like. Even when it comes to foreign terrorists, they invented a new way to name English terrorists like, *John the Londoner*. Which is, to the best of my knowledge, could be the first time an English person named himself in this way. This way of naming could be quite strange to the English

system of naming which is generally depend on a totally different way of naming like, *Kate Meddelton* . This could be a clear indication that who gave the names to terrorists from inside and outside Syria was one.

Philosophy of Names in Arabic

Proverbs like "Rightly Named" or "each person has a share (some aspects) of his name" and others indicate that there is a tendency in the Arabs mentality to say that a name may affect a person's picture in other people's eyes since the name is mostly the first thing we know about a person. Arabs before Islam named their newly born babies in different ways. Some of them optemise with victory so they called their sons for example *Ghaleb*, *Tareq*, *Ma'arek*. Some optemise with luck so they named their sons *Sa'd*, *So'oud*, *Ghanem*. Arabs also tend to give nicknames to people as an indicator of a characteristic in their bodies or personalities. *Al-Jahez* was named for an exophthalmos in his eyes. *Al-Mutanabby* was given this name of his claim to be a prophet. Moreover, The country, city, or even clan was used instead of the family name. So many were famous for their countries, cities or clan to the extent that few knew their real names (*Al-Buhtory*, *Al-Ma'arry*, *Al-Ta'ay*, *Al-Khazrajy*, *Al-Mezny*) while now it is unusual to name a person with respect to his tribe or city because the loyalty is for the country not the city or tribe .[†]

The Relation between Language and Terrorism

Throughout history, there have been many studies to understand the meaning of terrorism and terrorist groups and the ways they use to convince people to be part of a group. The studies focus on the relation between violence and language, the way that terrorism has an influence on the audience, and how terrorists use their names in attracting the public to join their group. The influence on people starts with threats. These threats cause a recession, a lot of illnesses, injuries and deaths and the destruction of many places and buildings. Terrorism is a phenomenon which depends on the use of force or violence against citizens. The goal of terrorists is to create fear among the public, to convince citizens that their government is powerless in front of terrorism. There are varieties of terrorist acts, threats, assassinations, kidnappings, and the use of chemical substances and weapons. Although terrorism overseas has dominated the news, still we do not have a clear image of it. (see Martin, 2019:3)

Most of the attempts to study terrorism in America faces difficulties, because of the lack of data available for analysis (Smith and Kelly, 2002:1). There are groups of fanatics everywhere, they are ready to blow themselves up and take the lives of innocent people. The emergence of terrorist groups has started since biblical times. For example, Zealots is a group of Jews who attacked Romans at the time of Christ. Jewish terrorists attacked the citizens in Palestine. As a result, terrorism is not a new phenomenon in societies and it does not relate to just one religion or country. Moreover, it can appear in highly industrialized and advanced countries like Germany and Italy. It is covering a great diversity of people with different origins, nationalities, languages, and causes (Richardson, 2006: 139-

[†] See Philosophy of Names in Arabic, 17-19.

141). Clearly, each element has an effect on the process of forming the group. Therefore, terrorists tend to spread fear among people to reach their goals, and of course, there is more than one way to scare people and influence them; communication and using the language is a way to terrify citizens. The more people become anxious or even terrorized, the aims of terrorists are achieved easier (Schmid,2020:594-599).

They call attention to their cause by claiming responsibility for their acts. Terrorists seek to have their domination by killing in the name of God. They manipulate language, construct phrases, and use names to encourage people to follow them; they entice their followers to commit suicide under the name of *living martyr* (al-shaheed al-hai). The person who wants to achieve the mission often uses this phrase in the opening sentence of the video statement. By ascribing the name *Al-shaheed* to a certain person- though he commits suicide and kills people- they have in mind convincing people that the actions they did are good and help them to reach paradise by using specific titles and names from the holy Book (Bjørge,2005: 57-80).

Naming Policy of Terrorist Groups

Accordingly, we assume that among all the names of terrorist groups in Syria and Iraq, the name " Islamic state " which al-Qaeda called itself by was the most attractive one of all. Statistics showed that the number of terrorists increased after giving the new name " Islamic State "Terrorism related to this group was not different from other terrorist groups but the name was unique and was chosen in a deliberate way. There is a strong effect of the name " state" on members. Among all the terrorist groups, the one which named itself simply " a state " was the most dangerous one. The name " state" was not only of great importance to the spread of the terrorist group, rather it was all what this terrorist group has and the only weapon in their hands. They refused to submit to the judgement of an independent court (Bunzel,2015:4-29). The Jihadist group which controls large swathes of territory in Syria and Iraq is sometimes referred to by different names, IS or Daesh? One group, many names. There are different names Daesh called itself by starting with Islamic state in Iraq, then Iraq and Sham, after that learnt and finally shortened its name to Islamic state (IS) to reflect its expansionist ambitions. The terrorist group did not stop here and finally named itself a " Caliphate " declaring the creation of a so-called " Islamic Caliphate ". At that time the ideology of the terrorist group was changing very quickly this can be noticed by the changing very quickly this can be noticed by the changing of the name. The meaning of a " State " is important in naming the group, likewise the new project of Kurds which pretend to declare a state for kurds. It was initially known as *Jama`at al- Tawhid Wal - Jihad*. The name "caliphate" was chosen precisely to show Muslims that Islam is on the right way to achieve 'Muslims' dreams to come back to its golden past, and conquer all the world. They call Baghdadi caliph, so they give him bay'a, caliph has a power to control people and these people should support him (Bunzel,2015: 4-14).

Methodology

Population of the study

The participants in this study are all ex-members of different terrorist groups. They had returned to the bosom of the homeland after the settlement decree which had been taken by Mr. President Bashar Al-Assad in 19 January 2022. The ex-members were described by the Syrian policy as the deluded members. The 30 ex members whom the study is interested in are all Syrian citizens, educated, aged between 20 to 35 years old. The samples' names, addresses and phone numbers were all taken legally from the Reconciliation committee in Tabqa in Raqqa. The current study aims to investigate the relationship between names of terrorist groups and members' decision to follow such groups. It is prepared to serve informational purposes, and there are no other aims than the research. In this study, the data has been collected from 30 members who had joined the terrorist group before they returned to the embrace of the motherland after the amnesty laws. The aim of this questionnaire is to concentrate on the effect of the terrorist group's names to attract people to join these organizations and groups. A structured questionnaire is used as a tool to collect data. All the data were analyzed later on a descriptive basis. Foreign terrorists coming from outside Syria are excluded from this research so the results do not cover them.

Samples

The sample of this study consisted of 30 ex members who joined a terrorist group for some time and decided to leave it and come back to the embrace of the homeland. All of the samples are Syrians living in Al-Raqqa city which was considered the terrorist' stronghold in the Syrian crisis. In this research I chose the samples to be all educated to find an answer to the question which was going on in my mind for years which is " what led an educated person to follow a terrorist group?". The idea here behind choosing educated people is to deny the fact that an illiterate or an uneducated person can be brainwashed easier than an engineer or a doctor or any other specialist. The samples are all aged between 20-35 years old and decided to come to the Reconciliation committee to start the settlement with the Syrian state. The age of the samples is very important in the research because the samples are from the youth who could be useful capabilities for the country. The samples are educated, either university students, graduates or employees at the time of joining a terrorist group or organization.

Research Design

This research used quantitative procedures in data collection and analysis, to investigate the effects of names chosen by terrorist groups to affect members' decision to join such groups. A questionnaire was designed to collect data for this purpose. The study tries to find out if the name which is in almost all groups in Syria tend to have the Islamic nature has an effect on members' decision to follow those groups or not. Those who are not Syrians, illiterate or coming from outside Syria are not covered in this study leaving more space for future research to determine the validity of such conclusion.

Questionnaire

In this research, a structured questionnaire was used to collect the information from people. The questionnaire contained 6 items consisting of 24 choices. In the questionnaire, each participant was asked to choose the most affective answer, related to his beliefs and feelings. The questionnaire was designed in Arabic. Questions were written in simple clear language so as the choices. It was mentioned that the study is made for scientific purposes. Participants were told that their names are unknown to let them feel free to express what is in their minds. This is to get a real answer as can as possible.

Drafting the questionnaire

The tool used in this study is a structured questionnaire. For the faith validity, the questionnaire was designed to collect the data that support the study. The result and the information of the questionnaire will be reviewed with a short comment in the next chapter and discussed in farther details in the last chapter at the end of the study. The structure of the questionnaires is the same to all participants to make the comparison easier. Questionnaire constitute the first phase of collecting data and it is the only instrument for addressing my research questions. I chose questionnaires for many reasons. Firstly, questionnaires would provide me with a general picture of how participants choose the group according to many factors, which are related to names. By administering the questionnaire to number of participants, I would be able in a relatively short time to obtain a general understanding of their perceptions. Data collection lasted for about fifteen consecutive days. Secondly and more importantly, due to the current situation in Syria, questionnaires seem to be the most appropriate instrument to collect data as most of them were sent via e-mail. Finally, questionnaires offer a good deal of precision and clarity, and the data obtained are comparable since the questions and the format are the same (McDonough and McDonough,1997:171). Despite the many benefits of questionnaires, questionnaires appear to have their own limitations. The major drawback of questionnaires is that the items should be sufficiently simple to be understood by everyone. This restricts researchers to probe deeply into a problem (Dörnyei,2003:7). Another problem with questionnaires is that since the researcher and informants are not interacting, there is little chance for the researcher to check the seriousness and the truthfulness of the answers (Mitchell and Jolley,2012:449).

Piloting and Administering the Questionnaire

Because in questionnaires too much depends on the wording of the items, piloting the questionnaire is an integral part of the questionnaire construction: "If you do not have the resources to pilot-test your questionnaire, do not do the study" (Sudman and Bradburn 1983: 317). After writing several drafts, the final draft was produced. In order to ensure that the questionnaire is going to work well in practice; that is the respondents would reply to it in the intended manner, the questionnaire was piloted. I gave it to a person who thought about joining one of the terrorists group and thus can be considered as a representative of the intended sample. I asked him to answer the questionnaire and comment on any inconvenience in the wording of the items or any problems with the instructions.

However, before the piloting, I gave him the opportunity to look at the research questions. I did so because I was also looking for comments on the content of the questionnaire. After the completion of the questionnaire, he made some suggestions. He commented on some items of the questionnaire because he thought that they were not so clear. The questionnaire was given to the participants. They immediately ticked the statements and handed them back.

Analysing the questionnaire

Having collected the data, I started analyzing the questionnaire. Data collected from the questionnaire were analyzed. The first step was to code the respondents' answers. This stage was relatively simple and straightforward. Filled-up questionnaires were analyzed statistically using SPSS, particularly descriptive statistics. Questionnaires were made to analyze data from multiple perspectives to be confident when drawing my conclusion in order to measure how terrorist groups members' beliefs could really underlie their convictions in the effectiveness of names. Collected data from the questionnaires was analyzed using descriptive statistics. Data from the open-ended questions was analyzed qualitatively to gain more insights into groups members' responses to the questionnaire.

Data Analysis and Results

In light of methodology described in the previous section, this section attempts to analyze the data and report the major findings of this research. Since the ultimate aim of this study is to investigate the effect of terrorist groups and organizations' names on members' decision to join such groups, this section attempts to uncover the means of terrorists and their leaders to attract people to them. The choice of the name as hypothesized before in this research is a major means to get to a certain audience. This section presents the findings from the analysis of the participants' questionnaires. Results will be presented and discussed in a sequential order according to the research questions (RQs). Findings are mapped out into two sections, each one of them answers one of the research questions. Transcripts of the questionnaires conducted afterwards were utilized as the main data sources to introduce the current findings.

RQ 1: "What is the group's name you joined?"

This question will be answered through examining the variety of groups and their names in our society. This question consists of three most popular group names and the last choice is an open one. The phenomenon of terrorism has become the main title of daily news; many names appears suddenly in the society. The definition of terrorism still seems not clear, because of its diversity. Therefore, the definition of this term depends on one's point of view. Approximately most participants join at the same time, but the reference of the groups' name play a main role to attract them. As a result, the highest degree of participants is 58 %, which related to Daesh. While the others' responses were dispersed among Jabhat al-Nusra, Ahrar Al-Sham and other groups. (23%, 7 respondents out of 30) were from Jabhat Al-Nusra. Ahrar AL-Sham were only (10% 3) respondents out of 30). On the other hand, the minimal number of participants were from other groups, which are not famous yet. Findings showed that the majority of participating

retreating members are from Daesh group. In 2010, Abu Bakr al-Baghdadi became leader and takes the advantage of the weakening local political structure as the Syrian crisis and the US left Iraq in 2011. Al-Baghdadi created Jabhat al-Nusra (JN). declared devotion to al-Qaeda and are now ISIS's biggest terrorist group in Syria (Ghosh et al., 2016:28).

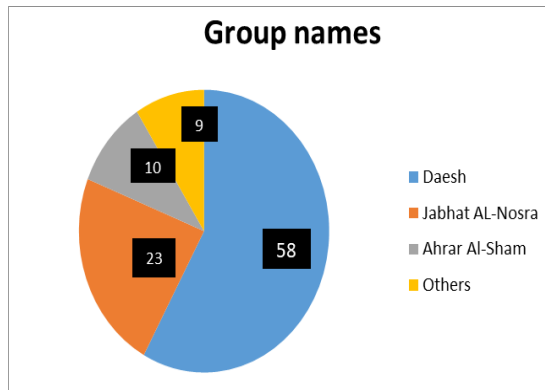


Figure 1. The name of the terrorist groups samples chose to join

RQ 2: "Did you join the terrorist group before, after its new name or there is no relation?"

This section presents data and profound insight into participants' choices when they determined to join the group. Findings revealed that names set a variety of roles. Thus, this question gives the retreating members the chance to discover the deception behind these names. Members can always be asking themselves about how this is affecting them and how it is related to the aims, they need to reach. However, the main answers of the participants (72 %) were related to the second choice. This would mean that people were influenced by the names. An important outcome of the current study is the light it sheds on the factors that affect the choice of the group depending on its name. (28% of respondents) join the group before it updates its name. Major tasks in this question would be to identify how individuals choose to join a terrorist group in the first place. It is important to note that the focus of groups is on violent religious extremism in the name of religion. Clearly, religious extremism is used as a political tool (Ghosh et al., 2016:10). Actually, the motivations of terrorism are affected by many factors like political, economic, religious and social factors (Hudson, 1999: 64).

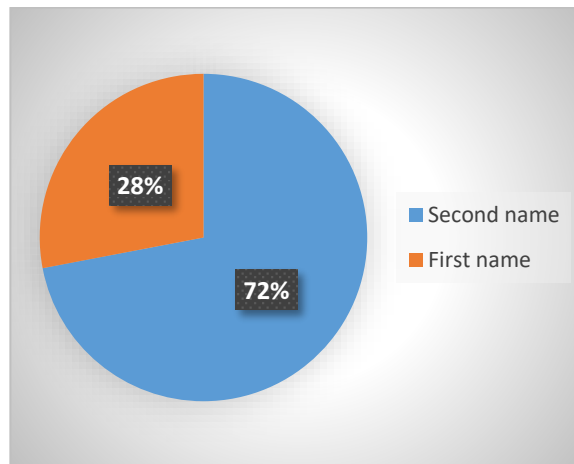


Figure 2. The period of joining the terrorist before or after changing its name.

RQ 3: "What attracted you to join such groups?"

Data for the answer to this question depend on more than one factor. Group's name, the kind of religious speech, the amount of money the members earn from their work, the kind of task and other factors. Each factor has its impact on a person's choice; these factors can be considered as individual and group motivations for participating in terrorism. Stern argues that an individual's psychology or history has a main role in determining their participation in terrorist activities. He recognized that the choice to participate in terrorism is a product of individual inner motivations (Mann& Brydges, 2017:36).

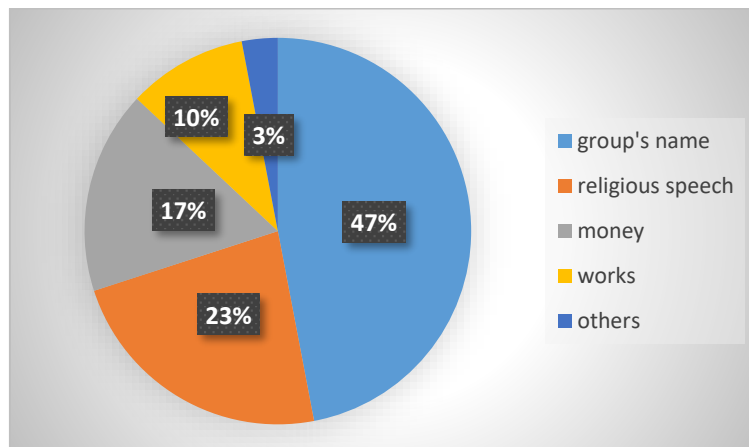


Figure 3. The reason behind choosing a certain terrorist group

Apparently, the group's name has the majority (47%, 14 respondents out of 30), which gives a clear perspective for the effect of the name on people's choices. The percentage of the religious speech indicates that it is less important to them than the name of the group, which attracts them first. Money has its effect also on people, but it is only recorded (17%, 5 respondents out of 30). While just 3; 10% of members choose the choice of work as an attractive factor to them.

RQ 4: "What is the most effective factor for the members?"

This question depends on language, Islamic symbolic names, group deeds and other factors. Actually, the Islamic symbolic names had a major effect on participants. Names that are related to Islam; Islamic events, or even Islamic characters are the main reason that attracts members to join the group. People declare that choosing Islamic symbolic names to refer to the group or the participants leads to attracting people to differentiate between groups according to their symbolic names. In my survey (33%, 10 out of 30) tend to join the group whose name or its members' names refer to important symbols in Islam. Although there are various forms of religious terrorism, the most common form is Islamic extremism. This is a growing concern globally due to the increasing number of attacks carried out by this type of extremist. It is also important to note that the dominant religion of a country can have a significant impact on the number of terrorist attacks (Martin,2019:138-140). Also, the used language in their speech plays an important role in attracting people to join the group. The formal Arabic language is used, connecting it with AL-Quran to have a great influence on them. (31%, 9 members out of 30) choose the group they want to join according to the words and language they used.

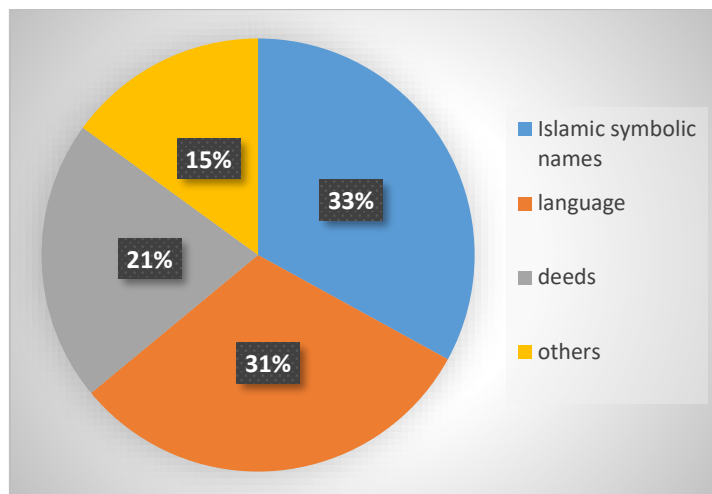


Figure 4. The most effective factor for the members.

The actions and deeds that the group achieved is another factor, which affects people's choice. The more dangerous and criminal the action, the more attractive will be the group. Terrorization attracts these participants through the deeds. It gives these participants the feeling of power. Just 6 participants choose this factor as an important one for them, while 5 out of 30 members choose other factors.

RQ 5: "What is the most effective personal name of these before you joined?"

Names are essential in our life as we mentioned above. The variety of names and their referent also has a role in their strength and their position in our life. Abu Bakr, which comes from Islamic history, is used to refer to the leader of the

terrorist group. (71 % 21 out of 30) choose this name as the most effective and attractive name before they joined the group. Angela Merkel (17%, 5 people out of 30) choose Merkel as an effective name for them because she decided to support the Syrian people in Germany. (12%) choose Sherlock Holmes as an important name for them, because of their cultural background, other participants didn't know who is Holmes, and this name didn't mean anything to them. While no one among the participants choose Taim as an effective name for them, moreover it seemed strange to them.

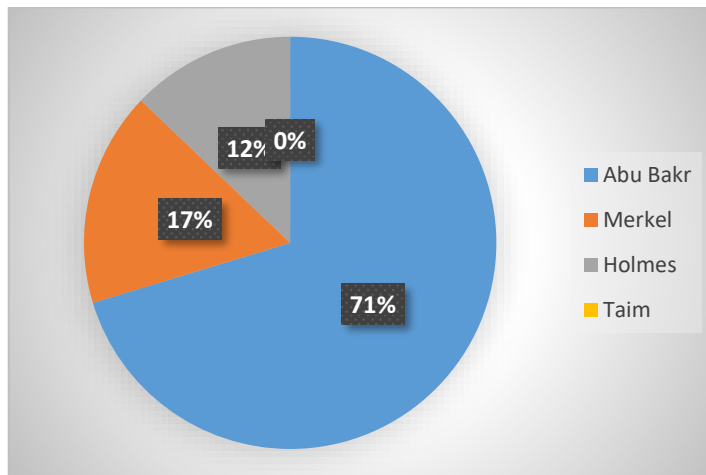


Figure 5. The most effective personal names for the members

RQ 6: "What is the most effective name for you before your join?"

Islamic state, Soviet Union, The European Union and Arab nation. These names refer to different categories of groups, each one of them has its audience. The most effective name of them is Islamic state, using the religious of Islam is the hoke which attract most people to join to this group. Unconsciously, (70%, 21 out of 30) from participants choose the Islamic state as the most effective name because they connected this state to religion, which means a lot to them. (20% of participants) choose Arab Nation, using the word Arab attracts them to choose a name that is related to their nationality and countries. The European Union reach to 7% of participants, while Soviet Union had the less number of participants who choose this name as an effective name.

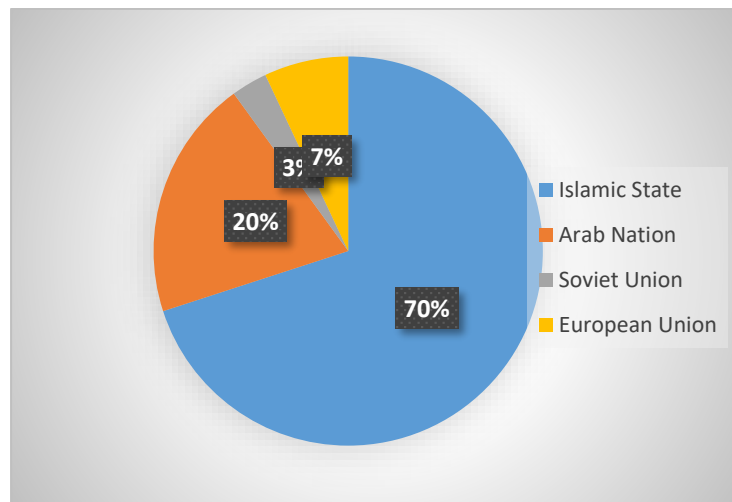


Figure 6. The most effective name for a member before joining the group

Conclusion and Recommendations

An Overview of the Major Findings of the Study

The results of the study mainly revolved around one main area: the effect of terrorist groups' names on attracting members to follow these groups. In essence, it was intended to primarily investigate the means used by terrorists and their leaders to brainwash a certain audience. This is mainly to uncover the means used to affect people and convince them to be members of the most infamous terrorist groups in Syria. It was hypothesized in this study that picking names for terrorist groups has an impact on the members. The study was conducted on 30 ex-members of different terrorist groups to see if the name affected their decision to follow a certain group or not. Some of the groups had changed their names at least one time so I wanted in this research to see if the ex-member was affected by the second name which means that the second name of the group achieved what terrorists wanted after rebranding the group. In simple words attract more people to join the group.

There were 24 choices distributed on 6 questions. The results of these questions show that most of the members' focus on names, in other words, names play a main role to attract people in their choices. Based on the first question, the majority of retreating participants are from Daesh group which is considered the most infamous terrorist group. Through the findings of the second question, the findings showed that the majority of participants join the group after it gains its new name that should be more effective because most of them based on religious traditions, events, or symbols. The third question sheds light on the variety of factors of any organization. Approximately, each factor has its influence on a person's choice; but the name of the group is the most attractive factor.

What is the most effective factor for the members? "This question depends on language, Islamic symbolic names, group deeds and other factors. Moreover, the Islamic symbolic names had a major effect on participants. Names that are

related to Islam; Islamic events, or even Islamic characters are the main reason that attracts members to join the group. People declare that choosing Islamic symbolic names to refer to the group or the participants leads to attracting people to differentiate between groups according to their symbolic names. In my survey (33%, 10 out of 30) tend to join the group whose name or its members' names refer to important symbols in Islam. Although there are various forms of religious terrorism, the most common form is Islamic extremism. This is a growing concern globally due to the increasing number of attacks carried out by this type of extremist. It is also important to note that the dominant religion of a country can have a significant impact on the number of terrorist attacks (Martin, 2019: 138-140)

In addition, the used language in their speech plays an important role in attracting people to join the group. The formal Arabic language is used, connecting it with AL-Quran to have a great influence on them. (31%, 9 members out of 30) choose the group they want to join according to the words and language they used. The fifth question summarizes how much people are affected by the usage of religious name even if it is used in the wrong way, Abu Baker the leader of the most horrible organization is the most effective name for the participants. To assume the relation between people and religion the sixth question showed that people are also attracted to the Islamic state more than any other name, because it connects with religion. The results showed that most people's choices are affected by religion.

Limitations of the Study

The research was conducted among people in Raqqa who retreated from the terrorist groups. However, this research was only done on a limited number of participants; it was impossible to contact all the retreated members from groups because of time limitation. I wish I had had the chance to survey on more participants for my research, but as time was limited, I had to restrict my research to thirty participants. Although this study has limitations that cannot be controlled, its validity is not affected by these limitations.

Recommendations for Future Research

The current study sought to find the role of names of terrorist groups in affecting members to follow a terrorist group. The analysis of the overall results indicates that names and naming practices play an important role in catching people's attention. That is to say, names are not arbitrary in language. By and large, there is a relationship between the name and the use of the name. The researcher recommends a future study to be carried out covering a balanced sample of both members retreated and those who did not retreat since the sample of the current study gives the chance to retreated members to participate in this study. Another future comparative research might be done on vast area with variety of ages, starting from eighteen to sixty. The researcher concluded that the game of name in terrorism is a horrible way to switch people's mind, attract them to kill themselves and kill others. Furthermore, the analysis found evidence for the complete absence of thinking when organizations use religious names.

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