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Mina Al-Lami

@Minalami

Hey [#BokoHaram](#) watchers/fellow analysts, has anyone else felt the group's latest Arabic-language vid (17 Jul) is reminiscent of IS' video series "And the ultimate reward if for the righteous", in terms of message & brevity?

3:51 PM · Jul 19, 2019 · [Twitter for iPhone](#)

3

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Mina Al-Lami

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16h

Replying to

[@Minalami](#)

Like the IS series featuring militants from IS branches globally offering msgs of solidarity to IS militants in Syria&Iraq telling them to be "patient" & "steadfast" in the face of the losses, the BH spkr also urges unidentified "mujahidin brothers" to be "patient" & "steadfast"

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16h

Also, the BH vid, just under 5 mins, is similar in its brevity to the IS series with its 4-5-min videos. All a coincidence? Maybe.

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16h

There are other aspects of the video that resemble IS videos, including an animated clip, the alternation between militant footage & mainstream media clips talking about BH resilience, etc

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16h

The vid is fully in Arabic with no subtitles, something BH has been increasingly doing likely to appeal to a wider Muslim audience.



Boko Haram video reminiscent of IS propaganda

The Nigeria-based jihadist group Boko Haram has released an Arabic-language video whose production is reminiscent of propaganda by Islamic State group (IS), with which Boko Haram's leader fell out in...
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16h

Also, some questions I raise about the mixed & confusing media branding of BH, in ref to Shekau's Arabic sermon of 5 Jul



Boko Haram releases conventional sermon from leader

The Nigeria-based jihadist group Boko Haram has released an unremarkable audio sermon by its leader Abu Bakr Shekau which he delivered during Friday prayers. The audio message dated 4 July ...
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16h

Excerpts from my report

20:47

4G

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Report



community.

Confusing terminology, branding

The Arabic transcript of the sermon ends with a text - added by Boko Haram media rather than being part of the audio sermon - that describes Shekau as "the leader of Jama'at Ahl al-Sunna lil-Da'wah wal-Jihad [Boko Haram's official name] in West Africa in the Islamic State". This part, contrary to the rest of the transcript, is written in poor Arabic.

خطبة في جنوب غرب أفريقيا وبيان مبادئها
الشيخ المصطفى في مسجد أبي بكر بن محمد الشكوي إمام جماعة أهل السنة بالدعوة والجهاد حطه الله برحمة
الشيخ مؤسسة رابح البان 1، د. القاهرة 1440 هـ.

وسائر بيوت الفساد يا جبار، اللهم مزق القوانين الوضعية الكافرة وواضعوها ومنفذوها
على المسلمين، يا عزيز يا قهار، اللهم اهزم كل حكومة لا تحكم بكتابك وسنة نبيك
يا رب العلمين اللهم أقم دولة الإسلام وعمارها براءة التوحيد واحفظها بعبادك المجاهدين
وزينها بسنة المصطفى، يا عزيز يا حكيم. سُبْحَانَ رَبِّكَ رَبِّ الْعِزَّةِ عَمَّا يَصِفُونَ (١٨٠)
وَسَلَامٌ عَلَى الْمُرْسَلِينَ (١٨١) وَالْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ (١٨٢). قوموا إلى صلاتنا
يرحمنا الله جميعا. أخوكم في الله أبو محمد أبو بكر بن محمد الشكوي إمام جماعة أهل
السنة للدعوة والجهاد في غرب إفريقيا في الدولة الإسلامية حفظنا الله ورعا. تاريخ هجرية
شهر ذو القعدة يوم الأول يوم الخميس: سنة ألف وأربع مائة وأربعين.

BOKO HARAM

The text described Shekau as leader of his group
"in West Africa in the Islamic State"



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Report



After the split from IS in 2016, although Boko Haram reverted to its old name - Jama'at Ahl al-Sunna lil-Da'wah wal-Jihad (The Sunni group for preaching and jihad) - it continued to extensively **borrow elements from IS's media** and branding, including Arabic nashids (anthems) designed for IS and mentions of "the Islamic State" in reference to Shekau's faction.

In the latest audio sermon, even the voiceover introducing Shekau sounds very similar to the voiceover that features in IS productions for leadership messages.

It is not clear how to interpret this media behaviour. Does it indicate that Boko Haram sees itself, rather than IS, as the rightful "Islamic State" in Nigeria or West Africa? Is it an effort to appeal to IS by continuing to associate itself with its terminology and branding? Or is Boko Haram simply ripping off IS's branding given the latter's more advanced media operation?

← Thread



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