

Militant's Strategy of Communication: A case study of Maulana Fazlullah
radio station in Swat, Pakistan (2002-2007).

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RESEARCH COMPLETION CERTIFICATE

This is hereby certified that this thesis entitled “The Militants Strategy of Communication; a case study of Maulana Fazlullah radio station in Swat, Pakistan: (2002-2007) has been submitted for award of the degree of Master of Philosophy (M.Phil.) in University of Management and Technology, Lahore. This thesis is in a record of the bona-fide research carried out by Mr Muhammad Imran, Roll No. MC: 15005167004 under my supervision and guidance and that no part of this thesis has been presented for award of any other degree, diploma, or title before any other university.

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I, Muhammad Imran having university registration and Roll No: MC15005167004, session 2012-16 do hereby declare and affirm that the research study materialized and produced in this thesis is my resourceful work and has been carried out under the supervision of Dr. Farasat Rasool. To the best of my knowledge and understanding, this thesis does not envelop and contain any material that has been submitted for the award of any other degree and/or diploma in any other university.

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ABSTRACT

This study is based on population of Swat valley which had been under the control of militants mainly Maulana Fazlullah's group from 2002 to 2007. Taliban leader Maulana Fazlullah, (Mullah Radio) established FM radio station in Swat and killed all the other pre-existing modes of mass communication including other radio channels. Through his radio programs and speeches he influenced the people of Swat, Pakistan and gained popularity and dominance. These transmissions proved to be most noteworthy when it comes to paving a way for fulfilling militants' plan for regional hegemony and domination. Developing an understanding of the communication strategies used in these transmissions that made it notoriously operative and famous is the main objective of this study. In-depth interviews and structured questionnaire were used as research instruments in order to observe the response of the study population. The respondents were divided into different strata's and selected through the non-random sampling from the valley of Swat. Through in-depth interviews, it was found out that Fazlullah wanted to carry out a Jihad against the government of Pakistan and used radio technologies as a medium of conveying his messages to the people of the Valley of Swat. He chose this medium as people in the rural areas in general did not have access to TV or other means of mass communication, but almost everyone had a radio in their homes. He began his transmissions with very soft messages like Quranic sayings, their translations and harmless lessons about daily life which took a turn two years later when he began recruiting Taliban members through extremist sermons.

Key Words: Media, Militancy, FM Radio, Communication Strategy, Taliban, Swat, Fazlullah.

Table of Contents

| | |
|--|------------|
| RESEARCH COMPLETION CERTIFICATE..... | ii |
| DECLARATION..... | iii |
| ACKNOWLEDGEMENT..... | iv |
| ABSTRACT..... | v |
| Introduction..... | 9 |
| 1.1 Strategies and Tools | 12 |
| 1.2 Strategies/Tools Utilized at FM to Motivate People..... | 12 |
| 1.3 Key FM Radio Speakers | 14 |
| 1.4 Targeted Groups..... | 15 |
| 1.5 Radio Preachers..... | 18 |
| 1.6 Statement of the Problem. | 18 |
| 1.7 Significance of the Study..... | 19 |
| 1.8 Objectives of the Study | 19 |
| 1.9 Research Questions: | 20 |
| 1.10 Delimitations of the Study..... | 21 |
| 1.11 Definition of the key words..... | 22 |
| Literature Review | 23 |
| Theoretical Framework..... | 28 |
| 3.1 Lasswell’s Model..... | 28 |
| 3.2 Uses and Gratification Theory | 28 |

| | |
|---|-----------|
| Methodology | 31 |
| 4.1. Research Design of the Study | 31 |
| 4.2. Research Instrument of the Study | 31 |
| 4.3. Universe | 32 |
| 4.4. Population of the Study | 32 |
| 4.5. Sampling and Determination of Sample Size: | 32 |
| 4.6. In-depth Interviews (Primary Source) | 33 |
| 4.7. Fazlullah’s Speech and its Content | 36 |
| 4.8. Technical Support for FM Radio | 38 |
| 4.9. Conceptualization | 39 |
| 4.10. Operationalization | 40 |
| 4.10.1 Fazlullah’s Strategies regarding his Campaign | 41 |
| 4.10.2 Message Communicated by Fazlullah through Campaign | 42 |
| Data Analysis and Interpretation | 43 |
| 5.1 Flow Chart of Militants Strategy of Communication | 43 |
| 5.2 The Uses and Gratification of FM radio in Militant’s Strategy..... | 48 |
| Findings and Discussion | 51 |
| 6.1 Target of Virtual Jihad | 51 |
| 6.2 Radio as a Medium of Interaction. | 52 |
| 6.3 Democratic System vs. Islamic System..... | 52 |
| 6.4 Fazlullah’s Reality..... | 53 |
| 6.5 Militants’ Radio’s Influence over Male and Female Audience | 53 |
| 6.6 Militant’s Radio and Virtual Jihad..... | 53 |
| 6.7 Fazlullah’s Address to Women..... | 54 |
| 6.8 Militant’s Strategies Regarding Education of Women | 54 |
| 6.9 Reaction of Women Regarding Ban on Education..... | 54 |

| | |
|---|-----------|
| 6.10 Implementation of <i>Sharia</i> in Swat..... | 55 |
| 6.11 FM Radio Used to Propagate Virtual Jihad. | 55 |
| Conclusion and Recommendations | 56 |
| 7.1 Recommendation of the study | 59 |
| References | 61 |
| Bibliography | 64 |
| Appendices | 65 |

Chapter 1

Introduction

Mass media is believed to be an essential chunk in leaning discriminations. By increasing its persuasion in daily events, an enhanced variety of individuals swing to digital and also print media for their day to day information. As one of the most well established kinds of media, radio has actually been the foremost in broadcasting the most recent news as well as viewpoints amid battles.