Contemporary Communication Strategies for Countering Violent Extremism in Pakistan

Sundus Mustaqeem, Romlah Ramli, Syarizan Dalib

School of Multimedia Technology and Communication, University Utara Malaysia

Abstract: **Violent extremism has become the global concern especially after the beginning of 21st Century. Therefore, understanding the various aspects of violent extremism particularly multifaceted communication strategies which will be fit to handle the modern challenges has become imperative. On incidences of terrorism and violent extremism, Pakistan has lost on socio, economic, cultural and educational grounds. Meanwhile, there are contending positions that the incessant attacks are due to the gap in proper Communication between security apparatus, government and the extremist groups. In view of this, the article examines the roles of strategic communication in the countering of violent extremism and its influence on Pakistani society. The paper also brought to the open, some of the critical context and drivers of violent extremism. Based on this, the paper proffers a model which captured the contemporary communication strategies for countering violent extremism. It also argues that strategic communication can be assimilated into policies and actions of the major stakeholders as a strategic measure to handle the radicalized and violent extremism. Moreover, with the help of few judicious approaches/strategies, a balance and a moderate society can be established. Further to this are the ideal practices being recommended in line with the theory of strategic communication planning format that will not only help in tackling extremism but also bringing peace.**

Keywords: **Violent extremism, strategic communication, terrorism, Pakistan**

I. INTRODUCTION

In recent years particularly, the world has experienced new waves of violent extremism that have taken the lives of many innocent people (UNDP, 2016). The violent extremism has remarkably subdued the entire social harmony of many nation states. From Middle East to South Asia and from Europe to the US, every other society is being challenged by the hardened ideological positions of violent extremism. All around the world, domestic terrorism and violent extremism has become a great challenge forcing many countries to be developing comprehensive strategies to address the root causes of violent extremism. In a quest to understand how to efficiently address the threat of violent extremism, it is crucial to examine frontline states like Pakistan (For & Conservative, 2016).

It is imperative to take more comprehensive approach which incorporates not only current, crucial security-based counter-terrorism measures, but also systematic preventive procedures that directly address the drivers of violent extremism (UN General Assembly, 2015). Countering Violent Extremism is an emerging field in the realm of counter terrorism and counter insurgency. Countering Violent Extremism, also known as CVE, "encompasses the preventative aspects of counterterrorism as well as interventions to undermine the attraction of extremist movements and ideologies that seek to promote violence (White House Press, 2015).

Pakistan is the world's sixth-most-populous country and 36th largest country in the world in terms of area (Inayat, 2013) and has been facing the biggest challenge of extremism that's how it has been tagged as an extremist state; so far, Pakistan's way of dealing with counterinsurgency has been generally unsuccessful. The government is facing many challenges because of the huge figure of terrorist organizations and groups functioning in the country and the forte of military is only one side of what is essential for counterinsurgency (Ernst, 2015).

Studies like Nisbet (2001), have provided valuable insights, however, but there is still a need to properly define the gist of Counter Violent Extremism (CVE), especially in Pakistani context that to counter violent extremism in Pakistan; moreover, highlights the concept and process of CVE and what it indicates. So, the current study will try to find out by providing significant insights about CVE that work as fuel first to understand the phenomenon of countering violent extremism and then to tackle the situation in Pakistan's context.

Earlier researches on combating the problem of violet extremism has mainly investigated on Islamist extremist narratives and the counter and alternative narratives that are developed to compete with the Islamist extremist narratives in the 'war on ideas' (Groot, 2016). Like, As Machiavelli (1999) discussed the aesthetics of violence in his powerful book that violence is much more than just a method of causing physical harm. However, Pakistan's fight against extremism didn't come up with satisfactory results (Jawaid, 2018).

If there were a simple solution for countering violent extremism, a solution would have been found long ago but it remains an effort that needs more research attention. Buttressing this point, Reed (2017) stressed that there is not much to learn from past communication experiences while at the same time that there is little to learn from other areas of communication outside of the Counter-Terrorism Strategic

Communications field. Therefore, it becomes imperious for this study to examine and propose contemporary approaches which requires a balanced process between communication, security-related strategies and ingenuities that address the underlying motivations and causes for participation in, and support of, a violent extremist particularly in Pakistan. Consequently, the critical gap which this conceptual review addresses are strategies and initiatives based on nuanced understanding of the various aspects of violent extremism particularly multifaceted communication strategies which will be fit for modern challenges.

The modern multifaceted communication strategies become more important because according to Ingram (2016) the times past has shown that strategic communications campaign to counter violent extremism is more likely to succeed if it is based on a multi-layered approach branded by the deployment of a diversity of messages that leverage a variety of target audience drives, uses all relevant means of communication and harmonizes this messaging with strategic-policy and politico-military actions.

This research, in addition to addressing some of these research gaps, underscores the need for counterinsurgency practitioners in Pakistan and beyond to systematically examine the changing character of intrastate insurgent movements. It is imperative for civilian and Defence leaders and practitioners to understand the kind of war they are embarking (D'Souza, 2017).

The position being canvassed is meant to enhance the article 2 of the Pakistan Constitution, which states that Islam is the state religion, instead of allowing any other new ideology to be foisted on people. Therefore, the study explores the dynamics of violent extremism while finding reasons for how and why religious institutions and organizations in Pakistan involve in spreading extremism in society. It is important to note that the more the Pakistanis' understanding of the drivers of violent extremism improves, the more the people would adapt and refine their actions, and accelerate the learning process to counter the speed with which this threat is evolving. Therefore, this paper focuses less on root causes but more on solutions to the problem in Pakistan and other similar countries.

II. CONTEXT AND DRIVERS OF VIOLENT EXTREMISM

In the past decade and a half, research has been conducted on the drivers of violent extremism. However, there is no authoritative statistical data on the pathways towards individual radicalization. While there are some recognizable trends and patterns, there are only a few areas of consensus that exist among researchers.

Violent extremism tends to thrive in an environment characterized by poor governance, democracy deficits, corruption and a culture of impunity for unlawful behavior engaged in by the State or its agents. When poor governance is combined with repressive policies and practices which violate human rights and the rule of law, the potency of the lure of violent extremism tends to be heightened (UN General Assembly, 2015).

According to scholars, (Ferguson, 2016; Ingram, 2016; Reed, 2017) there is evidence which points to the presence of certain recurrent drivers, which are common among a wide variety of countries and regions and which lead, sometimes in isolation and sometimes in combination with other factors, to radicalization and violent extremism. Among the most visible contexts identified are lack of socioeconomic opportunities for multitudes of citizens, marginalization and discrimination against some sections of the society in particular when a country experiences insecurity such as scarce resources. Similarly, poor governance, violations of human rights and the rule of law was identified as context for violence extremists. This is a situation of an environment characterized by poor governance, democracy deficits, corruption and a culture of impunity for unlawful behavior engaged in by the State or its agents. In addition, radicalization in prisons which emanate from harsh treatment in detention facilities can play a disconcertingly powerful role in the recruitment of a large number of individuals who have joined violent extremist groups and terrorist organizations.

Pakistan having all these problems has been facing the biggest challenge of terrorism and extremism for more than a decade that is consequently affecting all walks of life (Bhatti, 2010). The terrible attacks in Pakistan can labeled as an instruction going on unrelieved for about a decade. The killings are supported by the Muslim religious believers in contradiction of other minority groups, primarily Christians, Shia and Ahmadi Muslim groups. These extremist groups possess a school of thought that anyone belongs to diverse religious influence is inferior and consequently is an easy target (Sharif, 2016).

Over the years, the foundational understanding of violent extremism and terrorism have mainly established through military, scholarship, security institutions and by experts, along with government. This came out in many research problem and consideration on violent extremism and terrorism, with harmony on approaching a universal definition of this approach (CVE) Literature Review, 2016). Referring terrorism as a tactic "(it is) the level of anger and hate that drives people to join their ranks. It is that anger and hate which must be addressed". Though, the approaches may not be restricted to hate, and anger terrorists may also work for what they think is good, having a moral basis, a belief in a moral dominance that differentiates them from other types of violence. This "moral good" must be undertaken via critical stance (Elworthy & Rfkind, 2006).

Pakistan was not envisioned to be a theocratic nation, instead it was envisioned in the name of Islam, at that time many former members were having secular and liberal mind sets. So, the main purpose to make a separate land for Muslims of subcontinent is that where they can secure

national identity. Nevertheless, with the passage of time we have witnessed a steady conversion towards fundamental and conventional Islamic state. There is no single reason for this shift but many, including economic chaos, destabilization of political institutions, international events, military intervention, religious political entity power game in the national arena, and a few more (Warraich, 2016). There are multiple ways to examine the root causes of violent extremism. There is no single cause or pathway into radicalization and violent extremism; on the contrary, there is a wide array of factors on the macro, meso, and micro levels of analysis. Terrorism research has indicated that neither poverty nor socioeconomic deprivation is direct root causes of terrorism. Violent extremism can be best conceptualized as a "kaleidoscope of factors", creating infinite individual combinations (Ranstorp, 2016).

In view of these contexts, there is still much remaining to be done in formulating comprehensive counterterrorism policies to diminish the threat and address the causes of what is likely an existential conflict over the future of Pakistan. Despite a new willingness to clip the wings if not cripple several jihadi groups, a policy of distinguishing good and bad extremists remains (Weinbaum, 2017).

Yet, some of the following questions continue to remain unanswered, both at theoretical and an empirical level. Therefore, researcher will put due share in investigating that why Pakistan has been blamed as Extremist state and how can we minimize extremist tag; in a way that some of these unexplored resolutions like to seek its solution through strategic communication appear to be an important and worthy to investigate if we can remove or reduce these concerns? Moreover, the aim of this research study is not only to discuss what should be done further but also to pull apart the narratives used by western media for Muslims as extremists. Researcher will inquire what are the concerns of various extremist groups?

Moreover, what factors are behind this explosive growth of violent extremism in Pakistan? Despite a large and growing volume of research dedicated to identifying and understanding the driving forces, the search for so-called 'root causes' has yet to uncover any solitary factor that overwhelmingly correlates to violent extremism generally. Instead, researchers tend to view radicalization as a process during which an individual's worldview advances toward terrorism (For & Conservative, 2016).

III. PREVENTIVE PROCEDURES TO VIOLENT EXTREMISM

The aim of this study is to provide new insights on the spectrum of solutions for countering violent extremism, drawing from current social science research as well as from expert knowledge on salient topics. Violent extremism is an affront to the purposes and principles of all nations including Pakistan. As acknowledged by the UN (2015), violent extremism is a diverse phenomenon, without clear definition.

It is neither new nor exclusive to any region, nationality or system of belief. However, UN (2015) accentuate that nothing can justify violent extremism in any country but that it does not arise in a vacuum. In some countries, narratives of grievance, actual or perceived injustice, promised empowerment and sweeping change become attractive where human rights are being violated, good governance is being ignored and aspirations are being prevented.

There is a need to take a more comprehensive approach which encompasses not only ongoing, essential security-based counter-terrorism measures, but also systematic preventive measures which directly address the drivers of violent extremism that have given rise to the emergence of these new and more virulent groups such as Tehrik-e-Taliban Pakistan (TTP).

One of the comprehensive approaches towards preventing violent extremism is for the government to develop joint and participatory strategies with all stakeholders' civil society and local communities, to protect communities from recruitment and the threat of violent extremism, and support confidence-building measures at the community level by providing appropriate platforms for dialogue and the early identification of grievances.

In the last few years, Pakistan has shifted its approach to counter terrorism to violent religious extremism, as outlined by the 2015 National Action Plan (NAP) (For & Conservative, 2016). Moreover, this research paper will explore the extremist group's connections and influence on civil society and will establish its significance, in order to comprehend the states & society's relationship with these groups and people to see what kind of leverage they exercise.

In Pakistan, most of the extremist violence is executed by groups those mistakenly practice religion for motivation and lawfulness, so the need of the time is to develop strategies, not only for Pakistan but for all violence affected countries, to address the drivers of violent extremism based on a strong consideration of the religious dimension (For & Conservative, 2016).

IV. STRATEGIC COMMUNICATION FOR COUNTERING VIOLENT EXTREMISM

We live in a communication age; handling hate discourse requires a significantly more thorough procedure than just prohibiting or blocking content; it requires encompassing methodology that tends to underlie drivers of pressure and division inside social orders. The main objective of Strategic communication is to impart information that will appeal and effect views groups. Over the last few years the term influence has increasingly been used in combination with military audiences. Influence does not mean the prohibiting of hard power, nor is influence focused exclusively on enemy (Tatham, 2009).

In countering the communications of violent extremism, states and agencies face a number of distinct

challenges among that is how to counter the narratives and the multiple means of communication being deployed the extremists. This informs current paper which sets out to attempt to clarify the concept of strategic communication and identify how it can be used more effectively to counter threats from violent extremism (Brownlow, 2013). One of the biggest barriers to design a comprehensive Countering Violent Extremism (CVE) program is to define its scope first (Berger, 2016). So, the present study argues for a fine approach and to seek help in countering violent extremism focusing on the mobilization of Strategic Communication. This research work will focus significantly on the CVE in Pakistan, and an explicit goal of this study is to propose a communication strategy.

Strategic Communication is traditionally conceived in a military context as messages communicated for the purpose of signaling and explaining intent to allies and adversaries (Cornish 2011). Within the large scope of foreign policy, application of strategic communication includes messages conveyed through public diplomacy, development aid, democracy promotion, and other policies that communicate and support a strategic narrative. Research and analysis regarding counter radicalization efforts emphasize the importance of precise messaging in all aspects of preventative strategy, including inter-agency coordination and narrowing the gap between political rhetoric and policies. When incorporated into counter radicalization efforts, strategic communications may be conceived as a means to deliver effective policy and elicit desired responses from target audiences (Brownlow, 2013).

The manipulative messages of violent extremists on social media have achieved considerable success in luring people, especially young women and men, into their ranks (UN, 2015). While violent extremists have demonstrated some sophistication in their use of old and new media tools it becomes imperative for government to also step up the strategies to counter the extremist's messages. As noted by Ingram (2017), not only the effectiveness of extremist propaganda, but also the ineffectiveness of counter-messaging strategies is to blame for the spread of terrorists' message. Reiterating similar perspective, GCTF (2019) revealed that violent extremist and terrorist groups are increasingly using communication technologies to fundraise, intimidate, train, radicalize, recruit and incite others to commit violent extremist and terrorist acts. The organization therefore advised that governments should take appropriate steps to prevent and counter the use of the Internet for violent extremist and terrorist purposes (including through social media), while respecting privacy and freedoms of expression, association, peaceful assembly, and religion or belief, as well as the need to preserve global connectivity and the free and secure flow of information.

In this regard, Ministry of Foreign Affairs (2017) concluded that not only the effectiveness of extremist propaganda, but also the ineffectiveness of counter-messaging

strategies is to blame for the spread of terrorists' message. Three interrelated key principles are particularly important in order to increase the success of strategic communication campaigns. First, in order to engage a wide audience, the messaging should be diverse in its means and media. Diversification of messaging will enhance the degree of audience penetration of messaging and encourage the repetition of the message.

In view of this, it is important to establish that over the last decade, primarily driven by the war in Afghanistan, the concept of strategic communication planning has expanded beyond the traditional academic model to a military one defined by Tatham (2009) as "a systematic series of sustained and coherent activities conducted across strategic, operational and tactical levels, that enables understanding of targeted audiences, identifies effective conduits, and develops and promotes ideas and opinions through those conduits to promote and sustain particular types of behavior" (Williston, 2015).

Describing this, Reed (2017) said that at the heart of modern political communication is targeting different messages at different parts of the target audience. Targeting is crucial for two reasons. First, simply in terms of resource management, targeting allows you to focus your finite resources where they will be most effective: second, by ensuring individuals are targeted with the message that resonates most with them. Corroborating this, Maley & Moeller (2018) notes that targeting communication, is the process by which people develop a particular conceptualization of an issue or reorient their thinking about.

Within strategic communication, there are certain strategies one can adapt if needed when in certain scenarios. One of these is called a persuasive strategy which can be used when connecting to the public's emotions and/or values. It often consists of a selected part of information that one chooses to present to the public. When presenting it, it is not unusual to talk in a language that is not neutral. Furthermore, a persuasive strategy consists of persuasive messages calling for the need to act by highlighting the situation that is at stake. Another one is called power strategy, which is considered to be a coercive technique due to the fact that one brings out one's use of power as an attempt for compliance by the other party. This sort of strategy is seen to be useful when there might be potential resistance to change (Werder, 2015).

The key question is that before implementing any CVE program is, whether it seeks to counter the V (acts of violence, through disengagement) or the E (the adoption of extremism, through de-radicalization or counter-radicalization). Together, these elements comprise a working definition of CVE as a narrow process focused exclusively on disrupting extremist recruitment and radicalization activities (Berger, 2016). The inclusion of CVE programming targeting schools and young people has been a particular source of concern for civil liberties groups.

Encourage more research on the relationship between the misuse of the Internet and social media by violent extremists and the factors that drive individuals towards violent extremism. Similarly, scholars (Ingram, 2015; Ferguson, 2016) also recommend that national communication strategies can be developed in close cooperation with social media companies and the private sector that are tailored to local contexts and based on international human rights standards, to challenge the narratives associated with violent extremism.

In Pakistan, Extremists' messaging echoes due to the projected viewers at some stage who want to trust. This is the significant feature that goes with over-all counter extremism efforts. Repeatedly, Western governments take counter extremism based on the movement on the supposition that those misinterpret their activities and purposes are more likely to be inclined towards extremism. This hypothesis leads to the weak audiences, vulnerable to extremist messaging (less likely to be noticeable to official Western opinions). Grounded on these conventions, counter extremist often emphasis communications towards non-English speaking and illiterate audiences in Pakistan and somewhere else too, whereas branding Westernized, liberal elites as "natural allies" (Khan, 2013).

Though these negotiations didn't work well as it again resulted into more violent extremism so in order to handle the negotiation part carefully with healthy communication strategies especially during crisis situations with militant groups or particular group (at one time), there is a need to develop plausible communication strategies with long term effects. "This group is the most relatable, the most accessible and the most likely to be influenced. An example may be a particular individual a religious leader, a tribal elder, or a group with particular influence, and police officers (Tatham, 2009).

Hence, there is a crucial need to discover the new strategies of communication in stimulating violent extremism before beliefs become radicalized. The individuals and groups of the target audience can be key influencers (leaders, opinion makers, etc.), referable/vulnerable communities and a vast audience in both the foreign and domestic public. Its characteristics should be well described and understood (Güler, 2012).

In Pakistan successful counter extremism strategic communication procedures requires better understanding national descriptions and establish sections that people want to trust for more striking image of the country (Khan, 2013). Different explanation of Quran and shaky conception of *Ijtihad* by some of the Muslim scholars to implement Quranic or *sharia* law, generate fluctuate, inflexible and conservative interpretations of religious concepts. This is what is happening from almost half of the century (Alamgir, 2011). However, it is safe to say that if there are about 1.6 billion Muslims in the world, and over half are aware enough to have opinions about

such matters, there are somewhere on the order of 80 to 100 million who have some sympathy with this kind of extremism. Of course, only a small minority of these will ever commit terrorist acts but being able to find a sympathetic audience among their fellow co-religionists plays a role in sustaining those who do decide, for whatever personal reason, to act upon (Chirot, 2017).

After the massacre of Army Public school, the army has also intensified its bombing of militant strongholds in the lawless border near Afghanistan. While such action is necessary, it will never be enough to deal with the threat. Pakistanis cannot expect to fight some extremists and enable others, especially when there is considerable cooperation among the groups (Editorial, 2014).

When we no longer use communication to communicate but to communicate about communication, as we inevitably must do in communication research, then we use conceptualizations that are not part of but about communication. In analogy to mathematics this is called Meta-communication. Compared with mathematics research in meta-communication is at two significant disadvantages. The first is that in the field of human communication there exists yet nothing comparable to the formal system of a calculus (Watzlawick, Bavelas, Jackson, 2011).

Counter Terrorism (CT) operations without CVE efforts are an incomplete approach to the Violent Extremism VE threat, but a comprehensive CVE strategy is possible with the addition of repurposed stability operations, which requires more integrated partnership with civilian organizations with CVE expertise (Powers, 2017).

Countering Violent Extremism methods offer the required cooperation needed for this success. A well-planned CVE program might increase communication and will allow greater information sharing so that the military can better target militants and the government can monitor radicalization in the region. This kind of program will help decrease potential of extremist groups like TTP, and will also lead to more accurate arrests and strikes against militant group (Ernst, 2015).

Moreover, the rationale for selecting the taxonomy of this study is presented in the following section. Strategic communication is an emerging, very broad, phenomenon, and in order to attempt to find a united vision of what strategic communication actually entails, it has been suggested that one important aim of the strategic communication process should be to create a new group of practitioners that might be able to share their experiences and shed some light on what strategic communication truly entails (Holtzhausen & Zerfass, 2015). Strategic communication or 'communication through words and deeds in pursuit of national strategic objectives' has, in recent times, become more prominent across the globe (Cornish, et al., 2011, cited in Cheong, 2018).

Strategic Communication has emerged as a global field of Communication research during the last decade. Scholars from public relations, corporate communication, organizational and internal communication, public diplomacy, political communication, advertising, marketing, health and intercultural communication have emerged efforts to build a body of knowledge that focuses on the deliberate and purposive use of communication to support the overreaching goals of entities like companies, non-profits, states etc (Sida, 2006). It has been suggested that strategic communication means realizing one's potential within four areas: situational knowledge, goal setting, communication competence and anxiety management (O'Hair, Friedrich & Dee Dixon, 1998).

V. THEORETICAL CONTEXTS FOR STRATEGIC COMMUNICATION IN COUNTERING VIOLENT EXTREMISM

Strategic Communication address the application of theory to this emerging field, provide a forum, for multidisciplinary approaches and diverse research traditions and espouse a truly international perspective that gives voice to cross-cultural research and scholars in all regions of the world (Sida, 2006).

Strategic communication concept deals with the challenge of convincing others to think and act in ways compatible with our objectives, whether this means causing them to adopt a specific course of action or to simply understand us better and accept us more (USIAD, 2016). Furthermore, there are three lenses for the study of strategic communication. The first lens is management strategy, illustrates the numerous conceptual elements within the field that might provide conceptual resources for study.

Central to the issue of strategic communication is the idea of influence (i.e., "the power or capacity of causing an effect in indirect or intangible ways" (Webster, 1984). Organizations (or individuals) who want to alter the behavior of others have four tools at their disposal: physical force, patronage, purchase, or persuasion (Cutlip, Center, & Broom, 1995). The latter involves the use of communication to promote the acceptance of ideas. Indeed, persuasion is the essence of strategic communication (Hallahan, et.al, 2007).

There are additional guidelines that can be followed with the aim of creating successful outcomes within strategic communication; these ones are being highlighted here: The first one is to define the winning objectives, what success looks like. The second one is to identify assumptions that make it possible to reach the objectives. Thirdly, one shall create a strategy that will lead to victory. Then, one should create a design concept where the strategy turns into actionable tactics so that one can later implement the plan. The next step will then be to use strategy to highlight the issues that need to be tackled and to see who are involved within the strategy (Farwell, 2012).
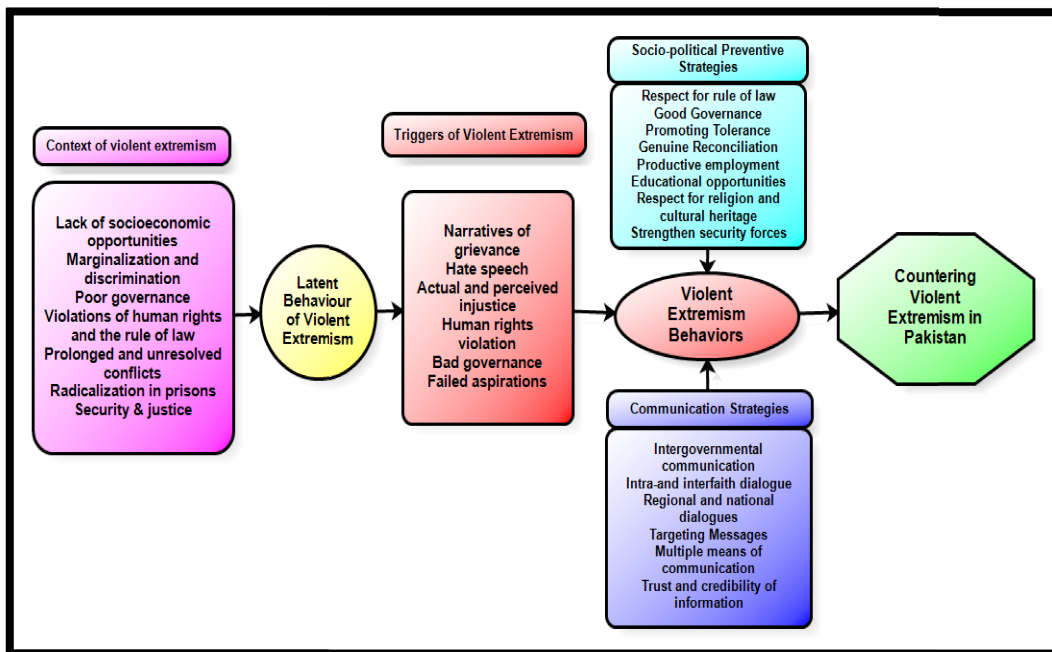

Figure 1. Proposed model of Contemporary communication strategies for countering Violent Extremism

The proposed model in figure 1 is a significant theoretical contribution of this paper which was based on the pragmatic conclusions from the empirical review carried out. The aims of this model are to establish the connection and distinguish between the context of violent extremism and the triggering elements. The model establishes that concealed behavior of violent extremism emerged wherever the contexts for violence exist. Meanwhile, the study concludes that the

concealed behavior remains dormant except there are triggering elements such as hate speech, injustice, bad governance etc. Therefore, as part of the solution to countering extreme violence in the society, this study is recommending through this model, the application of social political preventive strategies and most importantly communication strategies.

The graphical display can serve as guide at the latent-violent stage, early stage of extreme violent emergence as well as at the outcome stage which could be management of hostility, full blown extreme violent behavior, and sustenance of mutual tolerance among groups in Pakistan. The model is to serve as a synopsis tool when encountering extreme violent tendencies either for the first time, for damage control or to bring direction into a confused violence handling.

One of the major strategies of counterinsurgency is the "clear, hold, build" method, in which the government clears an area of the insurgents, holds it, and then "builds" the area through regular government involvement and economic development. "Building" can include "rebuilding the infrastructure, increasing the legitimacy of the local government, and bringing the rule of law to the area (Department of the Army, 2009, cited in Ernst, 2015). In theory, this proposal works well and falls into the hearts and minds camp because of the emphasis on building. However, this strategy needs to be challenged in Pakistan to make defeating the Violent extremism possible (Ernst, 2015).

Cornish and his co-authors argue that effective communication by nature is a two-way process; it required messages to be transmitted in a manner that generates appropriate feedback and response. The demands of all levels of policy implements to respond to all levels of policy dilemmas in a cohesive and timely fashion gives rise to the most intriguing aspect of strategy (Cornish, 2011). In the context of counter radicalization strategy, one might assume that the intended audience is those at risk to radicalization. However, the metaphor may be more appropriately applied to government; and strategic communication must be a "central government concern and a whole government unifier" (Brownlow, 2013). Coordinating a deeper and fuller understanding of counter radicalization strategy among its transmitters may allow for quicker and more appropriate responses to a target audience (Cornish, 2011).

From theoretical perspectives, it has been argued that there are four main elements within the concept that is strategic communication. The first element believes that informing, persuading, and influencing are essential features within strategic communication, especially when persuading policy objectives. Secondly, the next element argues that in order to inform, influence and persuade in an efficient manner, one must have clear objectives, knowing how one's audience will show support for these objectives. The third element trusts that in order to avoid information fratricide it is essential to obtain the qualities of coordination and

deconfliction. The final and fourth element states simply that actions communicate, where one believes that what one does matters as much as what one says, perhaps even more (Paul, 2011).

VI. DISCUSSION

Violent extremism is inherently global. It is driven by a mixture of personal, societal and ideational factors whose manifestations vary from one individual to the next (UN General Assembly, 2015). To create change with communication one must realize its significance in order to go about things in an appropriate manner. The core of communication can also arguably be about the realization that communication itself is a process, a process that one must learn and adapt to in order to be able to contribute to the needed good energy for the world (Ask, 2016).

The core of communication can also be viewed as the ability of not only sensing connections, but in creating connections. In that way, one has the ability to relate to each other and create solutions for problems. With this being said, it has been argued that in order for the communication process to be successful, trust must exist between the giver and the receiver (Running, 2015).

Strategic communication is a term that has become quite popular in communication science education in the second decade of the twenty first century. Originally only used for a niche, that is, communication programs in the domain of national governments and the military (Zerfass, A., & Holtzhausen, D., 2014; Farwell, 2012; Paul, 2011).

Strategic communication is an emerging, very broad, phenomenon, and in order to attempt to find a united vision of what strategic communication actually entails, it has been suggested that one important aim of the strategic communication process should be to create a new group of practitioners that might be able to share their experiences and shed some light on what strategic communication truly entails. It can be argued that strategic communication carries out the main goal of communications according to organizations purposeful influence (Kryger Aggerholm & Thomsen, 2015). Strategic communication is often involved when an organization wants to communicate in a purposeful manner in order to reach its goal and achieve its mission. To be strategic means that the organization must value communication activities, and be able to, in a clear manner, identify its desired outcomes (Hallahan, 2015).

Changing the behavior of a group is extremely difficult, let alone determining a group's attitude and resulting actions depends on the group's interpretation of history, culture and religion based on their values. Nothing can justify violent extremism, but we must also acknowledge that it does not arise in a vacuum. Narratives of grievance, actual or perceived injustice, promised empowerment and sweeping change become attractive where human rights are being violated, good governance is being ignored and aspirations are being

crushed (UN General Assembly, 2015). In Pakistan a successful counter extremism strategic communications procedure requires better understanding national descriptions and establish sections that people want to trust for more striking image of the country (Khan, 2013).

Hence, there is a crucial need to discover the new strategies of communication in stimulating violent extremism before beliefs become radicalized. The individuals and groups of the target audience can be key influencers (leaders, opinion leaders, etc.), referable/vulnerable communities and a vast audience in both the foreign and domestic public. Its characteristics should be well described and understood (Güler, 2012). Countering Violent Extremism methods offer the required cooperation needed for this success. A well-planned CVE program might increase communication and will allow greater information sharing so that the military can better target militants and the government can monitor radicalization in the region. This kind of program will help decrease potential of extremist groups like TTP, and will also lead to more accurate arrests and strikes against militant group (Ernst, 2015). Moreover, the rationale for selecting the taxonomy of this study is presented in the following section.

When applying the approach of strategic communication during certain events, the researcher believes that the dialogues could have turned out differently, by becoming more influential and further altered in order to enhance the prospects for one's self and its organization, which in this case, would be the government (Ask, 2016). Moreover, the military must create secure spaces where civilian organizations can build the local capacity to participate in governmental processes and fight discrimination (Powers, 2017).

One should realize that if there is hope, there is possibility, and one should realize the endless possibilities one can provide the world with when realizing the power of communication. In addition, "we have been given the gift of choice to create the world of our choosing" (Rosenberg, 2003).

VII. RECOMMENDATIONS

Arising from the exploration carried out by this study, there is a need for increased knowledge about countering violent extremism and terrorism with plausible communication strategies that can also be implanted in media circles. New approaches in relation with strategic communication that compete, and conquest to counter extremist and terrorist's goals must be acknowledged.

Similarly, it is important to encourage more research on the relationship between the misuse of the social media by violent extremists and the factors that drive individuals towards violent extremism. This recommendation is geared towards promoting grass-roots efforts to advance the values of tolerance, pluralism and understanding.

However, in order to be able to influence and improve peace negotiations and conflict resolutions by communication, one must realize not only what the core of communication is but also to achieve a sense of understanding concerning the power that communication actually entails (Ask, 2016). Meanwhile to finish with the ideas on the part of government, there is a need to ensure that Pakistani legal frameworks protect freedom of opinion and expression, pluralism, and diversity of the media through credibility that can be established.

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