

# Theoretical Part

## 03 OBJECTIVES

### Research

analysis of existing extremist counter-narrative campaigns in the international & the Swiss contexts  
**with the following objectives:**

**(1)** understand if similar affect techniques between jihadi narratives and their counter-narratives play a role in a successful counter-narrative strategy,

**(2)** have a repertoire of effective visual techniques that could be employed in activities that counter jihadi narratives