**Cultural Intelligence and War Ethnography**

**The Role of Anthropology in the Study of Al Shabaab’s Information Warfare**

Federico Prizzi

Anthropologist at ItaliensPR

The purpose of this book is threefold. Namely, to present a new method of anthropological analysis on the battlefield to support military intelligence in order to study subversive, terrorist and insurgent groups: the Cultural Intelligence (CI). It also wants to define a new professional figure within military staff and units: the Ethnographer of War. Finally, it wants to adapt this analytical methodology to the understanding of the Information Warfare of Al Shabaab. The well-known Somali jihadist group. A case study considered important because it focuses on how, in the 21st century, an insurgent group can manipulate media communication during a conflict in order to maintain the initiative at a tactical and strategic level. A book that consequently has the ambition to give a contribution to technicians in the sector with the awareness that to face the wars of the future there will be an increasing need for an anthropological gaze. Finally, the Cultural Intelligence described here is not a tool useful only for the military. In fact, CI is a practical working method that also allows to develop market analyses useful for companies that intend to sell products in specific foreign markets. Just as it is useful for communications companies that want to distribute precise messages in certain cultural contexts or for those International Organizations that work in the field of Cultural Property Protection and that intend to protect the cultural heritage of a seriously threatened ethnic group.

**Keywords**: Cultural Intelligence, Negotiation in Crisis Areas, Cultural Mediation, Cognitive Dimension, Communication, Disinformation, Anthropology of Conflicts.

**Federico Prizzi’s Biography**:

Federico Prizzi is an anthropologist at ItaliensPR and an expert in Military Cultural Intelligence. He has conducted extensive field research in Central Asia, Southeast Asia, the Middle East and the Balkans. He has collaborated with NATO, the United Nations, the Italian Polar Geographic Institute, the Punt Institute (Puntland) and for several Italian and international universities. He is a Subject Matter Expert in Civil-Military Cooperation (CIMIC) and Operational Negotiation in Crisis Areas. Furthermore, he has a Master in “Classical Archaeology Ancient History of Macedonia” from the International Hellenic University of Thessaloniki (Greece), he is specialized in Cultural Property Protection and qualified Monument Man by the US Army. Author of numerous publications, his latest book “Cultural Intelligence and War Ethnography – The role of anthropology in the study of Al Shabaab’s Information Warfare” was translated from Italian into Turkish by Pankus Publishing House in 2023 and presented at the Ankara Book Fair in the same year. Finally, he obtained a Master of Arts in “Cultural Anthropology, Ethnology, Ethnomusicology” from Ca’ Foscari University of Venice, a Master of Arts in “Political Sciences” from the University of Trieste, a Master of Arts in “Strategic Sciences” from the University of Turin and a Bachelor’s degree in “Strategic Sciences” from the University of Modena and Reggio Emilia. He is the author of numerous books and articles on anthropology, military history, geopolitics, literature and sports.