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ISRAEL'S PROPAGANDA STRATEGIES: CASE STUDY OF THE PROTECTIVE EDGE OPERATION IN GAZA 2014

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ABSTRACT

During the fifty-one days of attacks in 2014, about 2,200 Palestinian individuals were brutally murdered, a quarter of these Palestinian victims were still children, 142 Palestinian families lost about three or more of their family members.In addition to the injuries which reached to about 11,000 individuals of the people of Gaza. As an occupier state, Israel tends to use different types of propaganda techniques as an attempt to protect itself from the international community accusations. The Israeli propaganda responses to the murders committed by its soldiers by showing "empathy"; then, they reframe the issue of murdering civilians by propagating that Israel cannot be blamed because it is self-defence. Israeli forces made use of various strategies and techniques of propaganda in order to legitimize and justify its assaults against the Gaza Strip in Palestine. Israel, as the source of propaganda, has used many techniques and strategies of propaganda to target its audience in the Islamic and non-Islamic states by providing them with false information in order to create a public opinion towards the people of Gaza Strip.

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INTRODUCTION

The Palestinian-Israeli Conflict is one of the most central and significant issues in the modern world. This kind of conflict caused over 700,000 Palestinians to become refugees, especially in the year known as the *Nakbah* in Arabic which means 'catastrophe' in English. This forced migration is clearly illustrated in the map.[1] In 1967, Israel forces invaded certain regions in Palestine like the West Bank, East Jerusalem, Gaza, and the Golan Heights in Syria. They occupied the remaining 22 percent of the historic Palestine. The movement of Hamas won the majority of parliamentary seats in the elections of 2006. The Hamas called for a united government including all other parties but its proposal was rejected. This gave Hamas the chance to establish a Palestinian government which did not recognize Israel's right to have a state on Palestinian territory. This constituted Israel's cause for imposing the blockade of the Gaza Strip.

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[1] Source: http://www.christians-standing-with-israel.org/un-partition-plan-1947-palestine.html

The Israeli military forces launched three offensives which culminated in the death of more than 3,800 and the injury of tens of thousands of Palestinians. In the Israeli war propaganda against the people of Palestine, the pro-Israeli propagandists decided to publicly show empathy to gain credibility in the eyes of the public. Their manual stressed the importance of showing "empathy for both sides" to be trusted by the public. It contained the phrase "use empathy" underlined and printed in bold to suggest that empathy could be utilized as an important and vital tool in the Israeli propaganda war. The propagandists make use of this tool when innocent Palestinian civilians are killed in the brutal war. They response to the murders by showing "empathy" and by reframing the issue of murdering civilians by propagating that Israel cannot be blamed for defending itself. Moreover, they propagate that Israel is sincerely striving for peace. When Palestinian people arekilled by Israeli bombs, the propagandists keep on telling the world that Israel is only trying to keep the peace. Israeli forces started a comprehensive assault from air, ground, and sea on Gaza on July 7, 2014. This assault was the third largest assault launched by the Zionist forces against the Gaza Strip since the imposition of the blockade on 2006.
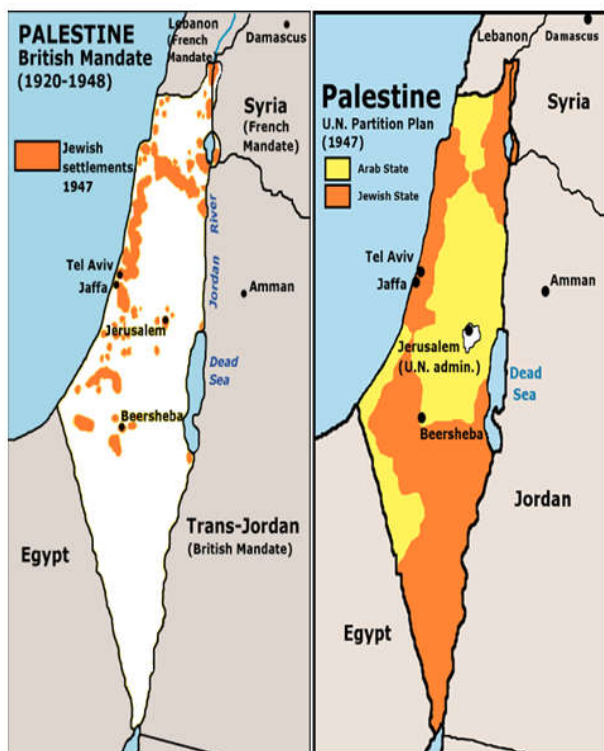
Figure 1. The left map shows the Jewish-majority areas in the Mandate of Palestine. The right map illustrates the UN Partition Plan

It was a premeditated and brutal act of aggression named the "Operation Protective Edge." During the 51 days of the attack, about 2,200 Palestinian individuals were brutally murdered, a quarter of them being small children, some of them intentionally selected as targets. 142 Palestinian families lost about three or more of their family members in addition to the 11,000 injured. Some of these injuries caused permanent disfigurement and disability. Israeli attacks caused the destruction or damage of 18,000 housing units, leaving about 20,000 families displaced. About 108,000 persons were left with no shelter. Israeli forces made use of various strategies and techniques of propaganda in order to legitimize and justify its assaults on the Gaza Strip. No earlier studies have dealt with the issue of propaganda in the Israeli war against Gaza. Therefore, the objective of this paper is to study how Israel utilized and applied the strategies of propaganda to justify and legitimize its Protective Edge Operation in the Gaza Strip in 2014. The paper explains the Israel's policies of propaganda and how they affect the public opinion of the Muslim-majority and Western states in terms of accepting the Israeli narrative that Gaza is a threat and source of terrorism and it must be terminated.

Propaganda

Propaganda as a term was first used by the Roman Catholic Church. It is a very old term and associated with international communications. This term has been used for centuries and affects both the domestic and global communications. With the advance of communication technology, propaganda has become a very significant and even hazardous tool in our days. The term 'propaganda' can be traced back to the 17[2] th century when more and more Christian groups separated themselves from the Catholic Church.

In response, in 1622 Pope Gregory XV assigned a group of cardinals to control all the Catholic missions abroad in order to unify them. The purpose was to propagate and spread the Catholic faith. Propaganda cannot be easily defined. Doob defines it as the attempt to influence people and to control their behaviors in order to achieve certain goals that are considered unscientific or of doubtful value in a particular society and a particular time.[3] According to Linebarger, propaganda "consists of planned use of any form of public or mass-produced communication designed to affect the minds and emotions of a given group for a specific purpose, whether military, economic or political." Such kind of propaganda serves to brainwash the citizens.[4]

There is a controversy over the definition of propaganda among scholars. Jacques Ellul, for example, considers it to be a sociological phenomenon, not as something done by people with certain intentions. He argues that biased messages have propagandistic attitudes even if these biased attitudes are not deliberate.[5] Propaganda has potential powers and pervasiveness due to the instantaneity of propaganda as it can destroy the individual's sense of history and override and thus inhibit critical reasoning.[6] Bogart studied the U.S. Information Agency (USIA). He identified the person who sends the messages as the propagandist and defined propaganda as a kind of an art that demands a talented person to do the job as it is not a scientific or mechanical kind of work.[7] The propagandist needs to be experienced, knowledgeable, and instinctive to change the attitudes of people. There is no certain manual that can serve as a guide for the propagandists. They should be highly intelligent, sensitive, and knowledgeable of how people think and react.[8] Propaganda according to Carey is "a set of communications that can be chosen and selected for the purpose of bringing some target audience to adopt attitudes and beliefs.[9]"Qualter sheds light on the importance of adapting to the target audience. In order to make propaganda effective, it should be circulated, remembered, seen, understood, and adapted to specific needs and the targeted audience.[10] Pratkanis and Turner comment on the functional aspect of propaganda by stating that it endeavors to make the receiver adopt any perspective through the use of certain speeches and photos that reduce the thought by instigating bias.[11]

Theoretical Framework

The previous chart of theoretical framework is developed based on the Propaganda Model[12] (PM) which seeks to explain media behavior by examining the institutional pressures that

[2] Cutlip, Scott M. *Public relations history: From the 17th to the 20th century: The antecedents*. Routledge, 2013.

[3] Doob, L. W. (1948). *Public opinion and propaganda*. New York: H. Holt.
[4] Linebarger, P. M. A. (1948). *Psychological warfare*. Washington, DC: Infantry Journal Press.
[5] Ellul, Jacques. "The characteristics of propaganda." *Readings in Propaganda and Persuasion: New and Classis Essays* (2006): 1-50.
[6] Ibid.
[7] Bogart, Leo. "A Study of the Operating Assumptions of the US Information Agency." *Public Opinion Quarterly* 19, no. 4 (1955): 195-196.
[8] Ibid.
[9] Carey, Alex, and Andrew Lohrey. *Taking the risk out of democracy: Corporate propaganda versus freedom and liberty*. University of Illinois Press, 1997: (1-2).
[10] Qualter, Terence H. *Propaganda and psychological warfare*. Vol. 41. Random House, (1962): P. xxi.
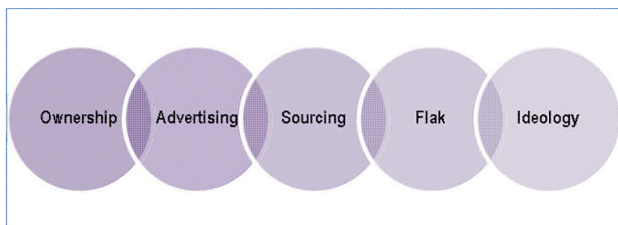[11] Pratkanis, Anthony R., and Marlene E. Turner. "Persuasion and democracy: Strategies for increasing deliberative participation and enacting social change."*Journal of Social Issues* 52, no. 1 (1996): P. 190.
[12] Mullen, A., & Klaehn, J. (2010). The Herman–Chomsky Propaganda Model: A Critical Approach to Analysing Mass Media Behaviour. *Sociology Compass*, *4*(4), 215-229.
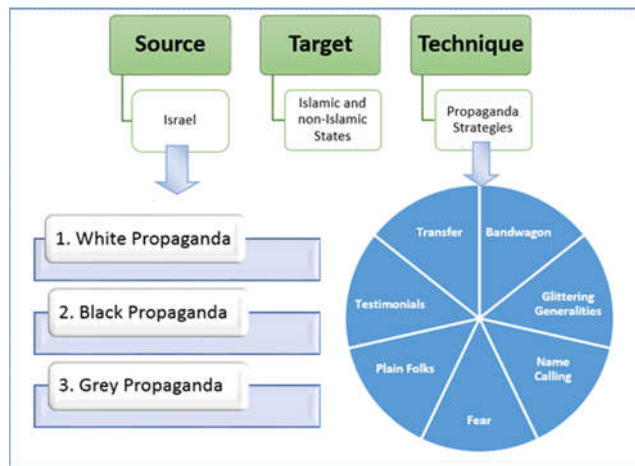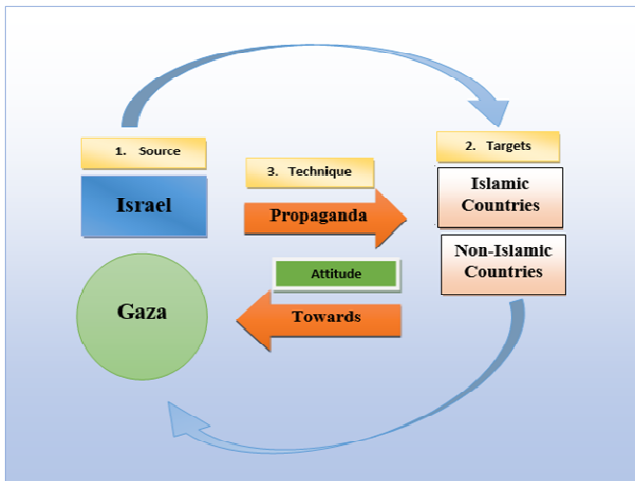
Figure[13] (2)

Figure[14] (3)

constrain and influence news content within a profit-driven system. In contrast to liberal theories that argue that journalism is adversarial to the established power, the propaganda model predicts that corporate-owned news media will consistently produce news content that serves the interests of the established power.[15] The Propaganda Model was first introduced in 1988 in Edward S. Herman's and Noam Chomsky's *Manufacturing Consent: The Political Economy of the Mass Media*.[16] It argues that the raw material of news passes through five filters that ultimately shape the news that the audiences receive. These filters determine what events are deemed newsworthy, how they are covered, where they are placed within the media and how much coverage they receive. The first of the five filters is ownership since the major media organizations are in the hands of a few elites.

The major news channels, newspapers and other mass media instruments are a part of large corporation. The information presented to the public will be varying according to the interests of these organizations. As a part of maximizing profit, they sacrifice some news objectives. Second, advertisements play the major role of funding in mass media. If advertisements were not funding mass media, then the price of newspapers would include their production cost. This is applicable to other mass media like television, radio and other electronic media. Thus, the media filter the news in favor of their advertisement providers. The ethics of the mass media is often modified for their existence by media. Third: The source as even the biggest media organizations cannot afford to have reporters and camerapersons wherever the news breaks. There will be some sources for news and the media is supposed to protect these sources and at the same time there will be some powerful sources which tend to change the policies of media. Forth: Flaks refer to the negative responses to the statement or program that is being published or broadcasted. If the flaks are produced on a large scale, it is destructive to the media. The media will always have an eye for the negative responses. It will have a through look on the materials and news before it publishes or broadcasts certain damaging news about a publically loved figure. Fifth: Ideology since the media are constrained by the dominant ideology. In thre US, this was predominantly anti-communist before and during the Cold War era. Today, the media draws a new type of this filter which is predominantly anti-Islam and anti-Muslim. In their book, Herman and Chomsky stated, "A propaganda model focuses on this inequality of wealth and power and its multilevel effects on mass-media interests and choices. It traces the routes by which money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public."[17]
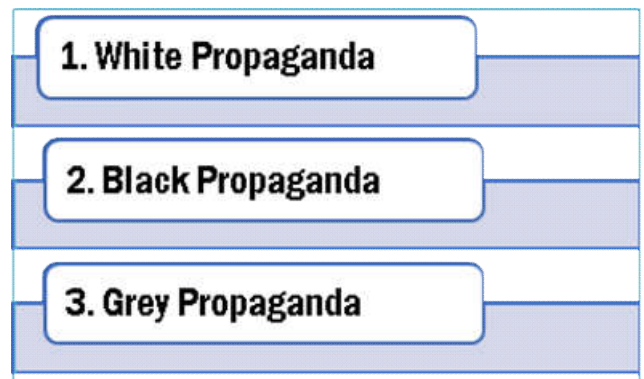
Figure[18] (4)

Types of Propaganda

The type of propaganda is identified by the source. The nature and source of information included in the propaganda can be of two types: open and accepted or falsified. Propaganda has been classified into three types depending on the nature of the source, white, grey and black propaganda.[19] White propaganda is that kind of propaganda whose source is acknowledged.

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[13] Source: the author.

[14] Source: the author.

[15] Herman, E. S. (1996). The propaganda model revisited. *Monthly Review*, *48*(3), 115.

[16] Herman, E. S., & Chomsky, N. (1988). Manufacturing consent: A propaganda model. *Manufacturing Consent*.

[17] Reid, S. A., Giles, H., & Abrams, J. R. (2004). A social identify model of media usage and effects. *Zeitschrift für Medienpsychologie*, *16*(1), 17-25.

[18] Source: the author.

[19] Barbara Diggs Brown, *Strategic Public Relations: Audienced Foucsed Practise*, Boston: Wadsworth Publishing, 2011, P. 44.

It is the most public form of propaganda in which the audience can easily determine the information source. Usually, public relations is the means of conveying it. This kind conveys more correct information, although it may stress the positive side of the information and hide the negative one. It targets the audience with information conveyed by the media. During the Protective Edge Operation in Gaza 2014, Israel assured its public of the importance of this operation to attack Hamas to remove the threat they posed to all Israelis. Also, Israel targets the Muslim and non-Muslim audiences to convince them of the fact that Israel defends them from a threat they all would face in the event of a militant Islamic State being formed. The second type is black propaganda, in which the audience cannot recognize the information source. It intends to give a credit to a false source in order to mislead and distract from the actual source.[20] The propagandists in this kind conceal the source or create the information but assign it intentionally to their enemy in order to prompt the audience to draw the wrong conclusion. According to Dr. Adnan Abuamer[21], the Dean of the Faculty of Arts and Humanities at the National University for Open Education, "during the Gaza offensive 2014, Israel fed the American and Western media outlets with wrong information about the goals of its attack. So. The third type of grey propaganda means that the audience fails to identify the information source as the source of information remains in a grey area. It is neither white and easily recognized nor entirely black, and the information might be correct, although the information source is not identified.

Techniques of Propaganda[22]

Bandwagon[23]:

It onstitutes a famous technique employed in the field of politics and news media. It exercises an influential role in the advertisementrecognized by the Institute for Propaganda Analysis[24] (IPA).

Figure (5)

It depends on inviting other people to follow and join a certain group simply because other members have joined it. This technique tries to persuade the member that to join their group is to be with the winning side and that the sheer number of members is a sign of their success as shown in the previous photo.[25] Nasser Younis[26], a British researcher in business and law observed that this technique was used regularly by Israel during the Protective Edge Operation in Gaza 2014 where the Israeli lobby controlled the most powerful media in the United States, e.g *New York Times*, CNN, ABC, *Time*, *TheWashington Post* and others.It was easy for all media resources to receive their news from such outlets.

Glittering Generality[27]

This technique uses positive elegant phrases that attract the audience and leave positive images in their minds. Phrases like equality, freedom, liberty, democracy and civilization lend positive connotations. According to Puan Norma Hashim[28], an activist and treasurer of Viva Palestina Malaysia (NGO) observed that during the Gaza invasion 2014, Israel drew its image as the only Western democracy in the Middle East. It supposedly stood for freedom, equal rights for all, as shown in the figures 11 and 12.[29] These slogans were repeated again and again so that listeners in the West would associate the country with positive concepts and side with Israel.

Figure (6)

Name Calling

This technique uses words that have negative connotations in the description of something. It attempts to arouse prejudice among the public against the enemy through the use of labels disliked by the public. Name calling and its negative connotations is used to prompt the audience to reject certain groups, persons or ideas due to these negative associations, away from the real examination of that idea or person, as it shown in the picture. [30]Israel justifies its attacks against the

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[20] Paul Myron Anthony Linebarger, *Psychological Warfare*, Washington: Combat Forces Press, 1954, P. 44.
[21] Adnan Abuamer, The Dean of the Faculty of Arts and Humanities at the National University for Open Education in Gaza, Palestine.
[22]Yourman, Julius. "Propaganda Techniques Within Nazi Germany." *The Journal of Educational Sociology* (1939): 148-163.
[23] Tilley, Elspeth. "Propaganda—who, us? The Australian Government 'terror kit'."*Media International Australia* 113 (2004): 30-44.
[24] Garber, William. "Propaganda Analysis-To What Ends?." *American Journal of Sociology* (1942): P. 240.

[25] Photo published by Mondowiess Website: the link http://19453-presscdn.pagely.netdna-cdn.com/wp-content/uploads/2014/07/14539966568_b9d75acc92_z.jpg. Last visit 16-11-2016.
[26] Nasser Younis, a researcher in business and law from the United Kingdom.
[27] Tilley, Elspeth. "Propaganda—who, us? The Australian Government 'terror kit'."*Media International Australia* 113 (2004): 30-44.
[28] Norma Hashim, an activist and treasurer of Viva Palestina Malaysia (NGO), Malaysia.
[29] Photo resource: The Times of Israel, Operation Protective Edge: A Comprehensive Summary. The link: http://blogs.timesofisrael.com/operation-protective-edge-a-comprehensive-summary/. Last visit 16-11-2016.
[30] Photo resource: http://www.jewishvirtuallibrary.org/jsource/Peace/protectiveupdate.html. Last visit 16-11-2016.

people of Gaza by labeling Palestinians as terrorists or linking them to Hamas. They show how Palestinians used their homes and mosques to store the rockets launched into Israel, as the IOF explains in the photo.[31] The truth was that the Israeli forces committed dozens of massacres during the Gaza invasion 2014 and the majority of victims were civilians.

Figure (7)

Fear

Instilling fear is also a technique used and manipulated by propagandists to advance their message. For example, they warn the audience that if they ignore their message, they will carry the consequences which are likely to be devastating. Listeners are scared of violence and chaos which can be of certain interests through sending false dichotomies to people. In other words, "If you do not listen to us, bad terrible things will happen to you.".

Figure (8)

Consequently, the listeners are terrorized by these threats and likely to accept them. This type of techniques was used widely by Israeli forces during the Gaza invasion 2014.
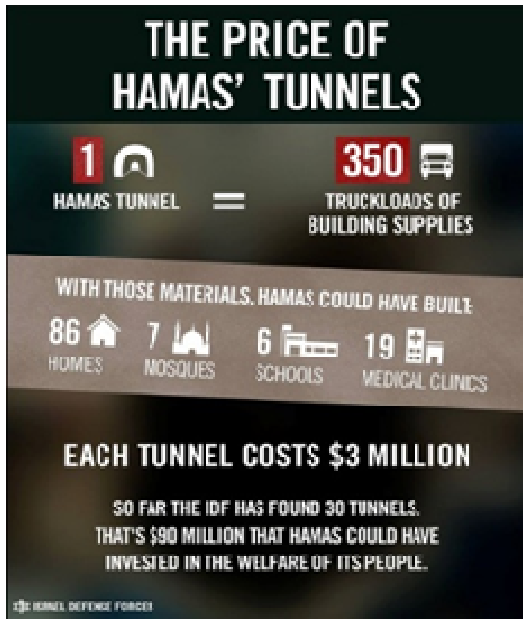

Figure (9)

Figure (10)

Israeli authorities called Palestinian civilians at midnight in their homes and asking them to reveal the hideouts of Palestinian fighters. They also orered families living next to the border to leave their homes and land which was going to be occupied by Israel. Also, the IOF dropped millions of pamphlets in Arabic warning the residents of Gaza to move out of their homes, as shown in the above photo.[32]

Transfer

It is a technique in which the propagandist takes the sense of responsibility and pride of the audience into consideration and

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[31] Photo resource from the IOF Blog: https://www.idfblog.com/wp-content/uploads/2014/07/xray-cityspaen.jpg. Last visit 16-11-2016.

[32] Photo resource: IOF Twitter Account. The link: https://twitter.com/IDFSpokesperson/status/490811849718259712/photo/1?ref_src=twsrc%5Etfw. Last visit 16-11-2016.

transforms it into something he would have them approve of. The opposite photo[33] was used during the Protective Edge Operation in Gaza shows how certain negative or positive characteristics were porojected like appraisal or blame of a value, entity or object either in the form of an individual, group, organization or nation.

Figure (11)

Figure (12)

Salim Nazzal[34], a Palestinian-Norwegian historian of the Middle East, focused on how this policy and technique was used by the Israeli forces when claiming that they are the only democratic state in the world and region, as illustrated in the photo.[35] On the other hand, the people of Gaza were portrayed as terrorists and killers who targeted innocent Israeli schoolchildren.

Testimonials

They are quotations or recommendations placed inside or outside of their context in order to link a prestigious figure or popular icon to a certain idea or concept. It is aimed at using a respected and well-liked character in order to give support for someone or something. Israel invited many well-known artists and actors in the United States and Europe to show their

support of Israel in its war against Gaza, such as Hollywood stars and other celebrities, as shown in the video[36] and the photos below.[37]

Figure (13)

Figure (14)

Plain Folks

Propagandists also use plain folks to convince the public that they do care for the common person and that their views also reflectthe interests of the common person. For example, they may use the accent of certain audience, in addition to the use of specific idioms or jokes to make the audience easily identify with them and with what they have to say. Moreover, the illusion is perfected by the use of imperfect pronunciation, limited vocabulary and stuttering.

Israel's Media Policy

The Israel's Media Watches

There are several pro-Israeli media watches operating from within Israel and outside in English. These are:

CAMERA[38]: Committee for Accuracy in Middle East Reporting in America covers the media in the US and infrequently in the UK. It steadily monitors radio stations, newspapers, and television channels.

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[33] The photo was published by the Israel Foreign Ministry.
[34] Salim Nazzal, a Palestinian-Norwegian historian on the Middle East.
[35] Israel Under Fire Israeli Account on Twitter. The link: https://twitter.com/israelunderfire/status/487626887909220352/photo/1?ref_src=twsrc%5Etfw. Last visit 19-11-2016.

[36] The Daily Mirror published a short video for Joan Rivers, the American actress and comedian, where she said that the innocent -Palestinian civilians "deserved to die". The video link: http://www.dailyrecord.co.uk/news/uk-world-news/watch-joan-rivers-go-rant-4021589. Last visit 16-11-2016.
[37] The right picture shows NBA star Amar'e Stoudemire and President Shimon Peres in Jerusalem. The photo resource: http://www.timesofisrael.com/why-are-non-jewish-american-celebs-buying-real-estate-in-israel/. Last visit 16-11-2016. While the picture to the left shows Jon Voight in an American-Jewish sit-in for Israel.
[38] The Official Website: http://www.camera.org/. Last visit 15-8-2016.

Figure (15)

It gets part of its "media raw material" through subscription to the databases. CAMERA also advertises in some newspapers like the New York Times. It monitors the bias in media and then emails the list of 5,000 activists to react by sending letters and op-eds to the respective media agencies. It sends requests to their 50,000 subscribers.

Palestinian Media Watch[39] (PMW): Established in 1996, focusing on the analysis of the Palestinian society. It keeps monitoring the Arabic-language media and schoolbooks in Palestine. It gathers the data from recording and analyzing the TV programs and newspapers. Its director Itamar Marcus noted that the Palestinian Authority firmly controls all Palestinian media. Therefore, its analysis helps identify the true intentions of Palestinian Authority.

Media watch is one of the activities of PMW. It studies the culture and society of the Palestinian Authority from different perspectives. For example, it studies the summer camps, literature, syllabus at schools, religious ideologies, even crossword puzzles.

Anti-Defamation League[40] (ADL): A primary Jewish defense organization. Its watching activities and media monitoring are only a minor part of its program posted on its website. It covers radio, TV, newspapers, magazines and the Internet, and writes letters to those identified as 'guilty of prejudiced reporting'. ADL attacks religious and ethnic offence regardless of who the victims are.

The Israel Project: The Global Language Dictionary

In 2003, The Israel Project[41] (TIP) instructed Frank Luntz, the pro-Israeli and Jewish-American pollster to write a *Global*

Language Dictionary, as shown in the photo.[42] The media guide was not published, but a revised version was leaked after completion in 2009. Jennifer Laszlo Mizrahi, TIP-director, said that the guide was dedicated to the leaders who fight the media war for the state of Israel.[43] This project writes on its website to be "dedicated to informing the media and public conversation about Israel and the Middle East. It does not lobby and is not connected to any government."[44] If we look at the organization's staff, we can find that they are, or were, directly linked to the American or Israeli government. CEO and TIP president Joshua S.

Figure (16)

Block[45] who is in the opposite picture[46] is the former US State Department USAID spokesperson, while Chief of Staff Adam Cutler[47] is an IOF veteran. Most prominently, Executive Director Marcus Sheff was a prominent spokesperson for the IOF during the Second *Intifadah* and the Lebanon War. One of the mechanisms put forward in the report is the "If… if… if…then." Putting the burden on the shoulders of Hamas to make the first initiative towards peace through the use of 'If's' (and finish with 'then' to give the impression that Israel is a great peace maker). "If Hamas reforms… If Hamas recognize our right to exist… If Hamas renounces terrorism… If Hamas supports international peace agreements… then we are willing to make peace today."[48] Moreover, using the word "giving" is problematic because it implies that someone 'took' something, in turn rendering Israel the most liable perpetrator. "Giving" the Palestinian people access to a larger fishing area in Gaza raises the question of who "took" away their permission to fish in the area in the first place. Yet, "building" better fishing infrastructure implies a helping hand from the Israelis, and an improvement of the situation.

AIPAC

The American Israel Public Affairs Committee (AIPAC)[49] is the most notable governmental lobbying organization on

[39] The Official Website: http://www.pmw.org.il/. Last visit 15-8-2016.
[40] The Official Website: http://www.adl.org/. Last visit 16-8-2016.
[41] https://www.transcend.org/tms/wp-content/uploads/2014/07/sf-israel-projects-2009-global-language-dictionary.pdf. Last visit 22/7/2016.

[42] Photo resource: http://www.veteranstoday.com/2011/12/29/the-sad-sad-world-of-israels-big-time-liars/israel-project-global-language/. Last visit 19/1/2017.
[43] https://www.transcend.org/tms/wp-content/uploads/2014/07/sf-israel-projects-2009-global-language-dictionary.pdf, P.3. Last visit 22/7/2016.
[44] The Official Website: http://www.theisraelproject.org/what-is-tip/. Last visit 24/7/2016.
[45] Http://www.theisraelproject.org/contact-us/. Last visit 24/7/2016.
[46] Josh Block (standing), president and CEO of The Israel Project, with staff in the Washington, DC office, in December 2014. Photo source: The Times of Israel. The link: http://www.timesofisrael.com/dc-based-command-center-fights-israels-war-of-ideas/. Last visit 16-11-2016.
[47] http://www.theisraelproject.org/contact-us/. Last visit 24/7/2016.
[48] Ibid. P.20.
[49] The Official Website: http://www.aipac.org/. Last visit 14-11-2016.

behalf of Israel in the United States.[50] It aims to strengthen, protect and promote the US-Israel relationship in ways that enhance the security of both countries.[51] In 1997, AIPAC was ranked as the second most powerful lobby in Washington after the American Association of Retired People (AARP) according to a survey by Fortune magazine. Frequently, AIPAC writes legislation for the Congress members, which is endorsed by the majority of both parties. It has a $100 million endowment and annual revenue of about $60 million and spends about $2-3 million each year in lobbying Congress. The United States states publicly that Israel's survival and security are a priority to its national interests. Thus, the United States provides annual security assistance to help Israel in defending itself against escalating threats surrounding it. Such security assistance is provided for Israel at levels established by 10-year Memoranda of Understanding (MOU) between Israel and the U.S. In 2016, both parties signed a new 10-year MOU that commits America to providing Israel $38 billion beginning in 2019, $5 billion of which will be set aside for joint missile defense. The Congress allows security assistance funds for Israel every year, and AIPAC works with the Congress to ensure full funding levels set out in each MOU are met.[52]

In addition, AIPAC claims that no politician can be elected into office without the support of AIPAC. Even the president of the United States cannot get into the White House without pledging allegiance to the state of Israel and attend at the annual AIPAC meeting.[53] Every member of the Congress has to act, vote and defend the interests of Israel on almost every issue, or carry the responsibilities and consequences.[54] During the Protective Edge Operation 2014, Netanyahu asked lawmakers in America to aid Israeli officials defend a projected Palestinian legal campaign over alleged war crimes committed against the people of Gaza. He made this remarks to the members of Congress while visiting Israel as guests on behalf of the US Israel lobby AIPAC.[55]

Israeli Strategies of Propaganda

As an occupier state, Israel tends to use different types of propaganda techniques as an attempt to protect itself from international accusations. One of these techniques is the name calling, which refers to the use of certain words that connote negative associations in the description of enemies. The propaganda is used to arouse bias among the public by giving labels disliked by the public. Name calling is utilized as a strategy to associate negative connotations to make the audience reject someone or a certain idea due to the negative associations without examining or reconsidering that idea or someone. Miko Peled[56], an Israeli activist and writer said that Israel is using its powerful lobby in the US and Western

Europe. Israel is pressuring Western politicians and mainstream media to tell the story that Israel wants to tell and indeed, during that time the story was being told that Israel was acting in self-defence. It was quite remarkable because everyone could see that Israel was committing genocide, murdering thousands of defenceless people while claiming it to be an act of self-defence. Another propaganda technique used by Israel is the Glittering Generalities[57] which is the reference to positive phrases that attract the audience attention for the sake of lending positive images to things. The use of words like liberty, equality, freedom, democracy, and civilization suggest positive connotations for the public. Though these words differ in their meanings according to different people, they are used to obtain the audience's approval, even if they are used out of their standardized contexts. Wessam Afifa[58], the Manager of the Al-Resalah Media Agency in Gaza, stated that during the Gaza invasion in 2014, Israel stressed its image as the only democratic country in the region of Middle East. It portrayed itself as the representative of Western freedom and equal rights in these areas. These associations have been continuously repeated, so that the audience in the Western world would link these positive values with the country of Israel. This propaganda technique was stated clearly in The Israel Project (TIP) report. The writers of The Israel Project (TIP) suggests that pro-Israel and Israel spokespersons should find a way to circulate the values of Israel via talking about working hard toward a lasting peace that grants the rights for everyone involved. Neither Israel nor Palestine are mentioned to give the impression that Israel may commit mistakes too. No one will believe the infallibility of Israel. Pretending Israel is free from errors will only make listeners question the veracity of everything else they say.[59]

Motasem Dalloul[60], reporter and translator for Middle East Monitor, mentioned that the global mass media were mostly owned or manipulated by Zionist Jews or had pro-Israeli editors. Then, they used social media and bloggers as Netanyahu encouraged social media users to take part in the war, pledging to pay for their university fees. In addition, it was revealed that Israel used a group of social media activists or operators in Uzbekistan to mobilize against Gazans during the war. Fear is another type of propaganda used during the Protective Edge Operation in Gaza. The Israeli propaganda war warned Palestinian people that ignoring their messages would have bad consequences. Fear was manipulated to achieve their goals. Usually, listeners feel fear of chaos and violence through creating false dichotomies. Listeners would be overwhelmed by fear of the threat and not be able to think critically about these messages. The Israeli forces used their aeroplanes to drop leaflets over Gaza ordering the population to stop cooperating with the fighters and to keep away from border zones, "an injunction that has been criticized by human rights advocates, like the Palestinian organization Al-Haq, which argues that such leaflets do not protect Israel from allegations of the indiscriminate killing of civilians."[61] One of

[50] Reed, J. E. (2008). Review: The Israel Lobby and US Foreign Policy. International Journal: Canada's Journal of Global Policy Analysis, 63(1), 232-235.
[51] The mission of AIPAC. http://www.aipac.org/about/mission. Last visit 14-11-2016.
[52] The Official Website to AIPAC. The Link http://www.aipac.org/-/media/publications/policy-and-politics/aipac-analyses/one-pagers/mountingthreatstoisraelhamas.pdf. Last visit 16-11-2016.
[53] Verbeeten, D. (2006). How important is the Israel lobby?. Middle East Quarterly.
[54] Newhouse, J. (2009). Diplomacy, Inc.: The influence of lobbies on US foreign policy. Foreign Affairs. P. 75.
[55] Geoff Earle, "Netanyahu asks US to help Israel avoid war crime charges," New York Post, August 6, 2014.
[56] Miko Peled is an Israeli activist, author and writer. His famous book is The General's Son: Journey of an Israeli in Palestine. His official account on Twitter: https://twitter.com/mikopeled. Last visit 28-8-2016.

[57] Tilley, Elspeth. "Propaganda—who, us? The Australian Government 'terror kit'."*Media International Australia* 113 (2004): 30-44.
[58] Wessam Afifa, the Manager of Al-Resalah Media Agency in Gaza, Palestine.
[59] https://www.transcend.org/tms/wp-content/uploads/2014/07/sf-israel-projects-2009-global-language-dictionary.pdf. P.7.
[60] Motasem A Dalloul is a journalist at the Middle East Monitor and a lecturer of news writing in Gaza. His official account on Twitter: https://twitter.com/AbujomaaGaza. Last visit 28-8-2016.
[61] Erlanger, S., & Akram, F. (2014). Israel Warns Gaza Targets by Phone and Leaflet. *New York Times*, 8.

the warning leaflets told citizens the safe roads to take and gave them a time frame that the Israeli Occupation Forces[62] (IOF) known as Israeli Defence Forces (IDF) were not interested in hurting them or their family members. These operations were limited and short. It warned citizens that the failure to follow these instructions and refusing to vacate their homes would jeopardize their lives and the lives of their families.[63] Testimonials are one of the most important tools used by Israel during the Protective Edge Operation which refer to certain quotations or recommendations, but out of their contexts to connect certain well-known figures with some ideas or concepts. It is the reference to a well-known person or character to get the support for someone or something. Israel used well-known artists and actors in the United States and Europe to let them show their support for Israel in its war against Gaza. The Bandwagon technique employed in the fields of politics and news mediaexercises an influential role in the advertisement as recognized by the Institute for Propaganda Analysis[64](IPA). It invites other people to follow and join certain group simply because other members have joined them. This technique was used regularly by Israel during the Protective Edge Operation in Gaza 2014. The Israeli lobby controlled the most powerful media in the US, such as the *New York Times*, CNN, ABC, *Time*, *The Washington Post* and others. It was easy for all media resources to take their news from such outlets. Transfer is a technique by which the propagandist takes the sense of responsibility and pride of the audience and transforms it into something he would have them to approve. Propaganda makes use of this technique to project certain negative or positive characteristics like appraisal or blame of somebody, value, entity or object and links it with individuals, groups, organizations for the sake of achieving of one of the two aims: accepting the second or discrediting him. This was used by the Israeli forces when claiming that they were the only democratic state in the region. On the other hand, the people of Gaza were portrayed as terrorists and killers who targetedinnocent Israeli school children.

Hollywood

America's movie capital, Hollywood is the most powerful tool for communicating and circulating American views and culture internally and abroad.
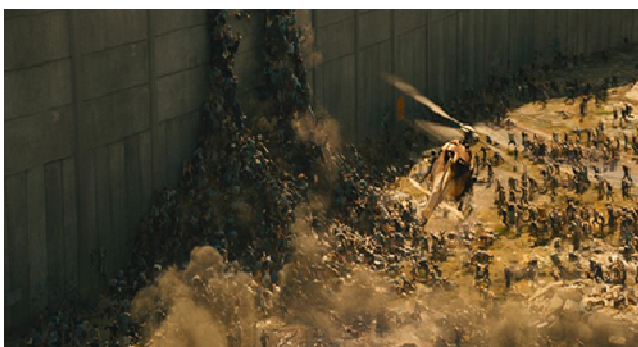

Figure (17)

Figure (18)

Hollywood movies frequently portray Arab and Muslim characters in a stereotyped and negative way. It proved itself repeatedly to be an institution of manipulative and severely biased attitudes.[65] It circulated images for Arabs and Muslims that were in line with anti-terror policies after 9/11. This huge industry has keeps recirculating these images and never challenged them in an attempt to be more objective.[66] The made-in-Israel film *The Point* (2002), shows good Israelis killing bad Palestinians. The key "terrorist" brutally murders Israelis, Americans, his nurse, even a kind white woman.[67]In the end, the Israeli hero shoots the Palestinian dead. The Israeli film *Promised Land* (2004) shows ruthless Arab six slavers selling off Eastern European women.[68] Another film titled *World War Z* portrays the Israeli soldiers and military institutions as the guardians of Jerusalem. It compares Israel's construction of isolating walls to the building of the Apartheid Wall which keeps zombies locked-in behind these walls as shown in the photo.[69] Palestinians are compared to the zombies who threaten the humanity, security and stability of Jerusalem.

Figure (19)

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[62] The Palestinians refer to Israeli forces as IOF instead of IDF because using the second term means that we are legitimizing the Israeli actions and policies and then Israel is defending itself. Using the first term tends to Israel as an occupier entity to the Palestinian lands.

[63] Schwartz, M., Abdelaziz, S., & Levs, J. (2014). Israel drops leaflets warning Gaza residents to evacuate ahead of strikes. CNN, Retrieved February, 3, 2015.

[64] Garber, William. "Propaganda Analysis-To What Ends?." *American Journal of Sociology* (1942): P. 240.

[65] Pizzitola, L. (2002). Hearst Over Hollywood: Power, Passion, and Propaganda in the Movies. Columbia University Press.

[66] Shaheen, J. G. (2003). Reel bad Arabs: How Hollywood vilifies a people. The Annals of the American Academy of Political and Social Science, 588(1), 171-193.

[67] Shaheen, J. (2012). Guilty: Hollywood's Verdict on Arabs After 9/11: Hollywood's Verdict on Arabs After 9/11. Interlink Publishing.

[68] Ibid.

[69] Photo resource: https://www.fxguide.com/featured/zombie-warfare-world-war-z/. Last visit 10-8-2016.

In real life and as it clear in the photo[70], the Wall stands for racism. It is a racist barrier that helped Israel's government to blockade three million Palestinians in the West Bank depriving them of their human rights. Joan Rivers[71], the late American actress and comedian, attacked the media in the United States because of its coverage of Israel's attacks against Gaza claiming that it was too sympathetic to the Palestinian cause. She loyally defended Israel and was proud to be Jewish.[72] She said, "If New Jersey were firing rockets into New York, we would wipe them out. I do not want to hear anymore, 'Oh, we'll do a partial truce.' The Palestinian, you cannot throw rockets, and expect people not to defend themselves. The BBC should be ashamed of themselves. And CNN should be ashamed of themselves."[73]

Figure (20)

Rivers also condemned the Palestinians because they voted for Hamas in the democratic elections. "You can't get rid of Hamas, You have to say you do not recognise them, they are terrorists."[74] She called the Palestinians of being foolish to re-elect Hamas and said "The Palestinians were told to get out, you don't get out, then you know you're an idiot."[75] TheIsraeli actress and model Gal Gadot[76] used her Facebook[77] to support Israel during the Protective Edge Operation against Gaza. Her post is not a surprise as she was a soldier in the Israeli army and represented her country as Miss Israel.[78]Gadot[79] stated, "I am sending my love and prayers to my fellow Israeli citizens,

especially to all the boys and girls who are risking their lives protecting my country against the horrific acts conducted by Hamas, who are hiding like cowards behind women and children. We shall overcome! #weareright #free gaza from hamas #stop terror #coexistance #loveidf."[80] Gadot wants to serve Israel through calling her friends in Hollywood to adopt her ideas against the Palestinians. She seems well-qualified in knowing how to persuade others to condemn the Palestinians as evident in the positive replies she received to her posts. Howard Stern[81], an American producer, actor and photographer[82] stated to the SiriusXM radio that "if you're anti-Israel, then you're anti-America. Israel is the only friend we have who's willing to fight and stand up for what's right."[83] Stern made a comparison between the differences of the median income of the two countries; Israel with $30 thousand, and Palestine with $2 thousand.

Figure (21)

He used this comparison to show Israel's success despite its living in the same area. Then, he referred to the problem of the Palestinian people who had elected terrorists to govern Palestine. "The Palestinians are these Arabs that could live in Egypt; they could live in Saudi Arabia. Those countries don't want them either.[84]"

Conclusion

Israeli forces made use of various propaganda strategies and techniques in order to legitimize and justify its repeated military assaults on the Gaza Strip. No earlier studies have dealt with the issue of Israeli propaganda in its war against the Palestinian population of Gaza. The objective of this study is to examine how Israel utilized and applied the strategies of

[70] Photo resource: http://www.sadaka.ie/About_Palestine/TheWall.html. Last visit 10-8-2016.

[71] Joan Rivers, the official website: http://www.joanrivers.com/. Last visit 26/7/2016.

[72] "Report: Joan Rivers got death threats, hired bodyguard after pro-Israel comments" The Jerusalem Post, November 9, 2014. Last visit 28-8-2016.

[73] An interview with Thirty Mile Zone (TMZ) Website. The link: http://www.tmz.com/2014/07/25/joan-rivers-israel-gaza-palestine-rant-video/. Last visit 26/7/2016.

[74] "You're dead, you deserve to be dead- you started it': Joan Rivers in astonishing attack on 'stupid' Palestinians" The Daily Mail, August 8, 2014. Last visit 28-8-2016.

[75] "Joan Rivers 'stands behind' Gaza quotes: 'War is hell' CNN, August 8, 2014. Last visit 28-8-2016.

[76] The Official Twitter Account: https://twitter.com/GalGadot. Last visit 29-8-2016.

[77] The Official Facebook Page: https://www.facebook.com/GalGadot. Last visit 29-8-2016.

[78] "Wonder Woman Gal Gadot on Israel-Gaza: Israeli actress's pro-IDF stance causes controversy" Independent, August , 2014. Last visit 29-8-2016.

[79] Photo resource: http://www.timesofisrael.com/gal-gadot-israels-real-life-wonder-woman/. Last visit 19/1/2017.

[80] "The military trained me for Hollywood': Gal Gadot talks serving in the Israeli army and playing 'symbol of strength' Wonder Woman" *The Daily Mail*, July 6, 2015. Last visit 29-8-2016.

[81] The Jewish Journal Website. The link: http://www.jewishjournal.com/seriousstern/item/howard_stern_visit_israel_already. Last visit 26/7/2016.

[82] Photo resource: http://www.timesofisrael.com/palestinian-delegation-to-us-decries-howard-sterns-racism/. Last visit 19/1/2017.

[83] Published by FOX NEWS.COM. The link: http://nation.foxnews.com/2014/07/27/howard-stern-delivers-epic-defense-israel-if-youre-anti-israel-then-youre-anti-america. Last visit 26/7/2016.

[84] "Howard Stern Goes Off on Pink Floyd's Roger Waters Over Israel Remarks" Hollywood Reporter, June 10, 2015. Last visit 28-8-2016.

propaganda in order to justify and legitimize its Protective Edge Operation in 2014. This paper focused on the nature of the objectives of Israeli propaganda during the Protective Edge Operation in Gaza 2014, the Israeli media devices, and the techniques used in the Israeli propaganda. The objective of this article is to determine the Israeli media devices, and to identify the techniques used in the Israeli propaganda.During its Protective Edge Operation in Gaza 2014, the Israeli lobby controlled the leading US news channels,[85] e.g. *New York Times*, *CNN*, *ABC*, *Time*, *Washington Post* in order to restrict media coverage to the Israeli narrative and thus exclude any news reports that would contradict it. Israeli media portrayed itself repeatedly as the only Western democracy in the Middle East that stood for equal rights, fairness and the protection of civilian liberties. Social media began playing a significant role in anti-Palestinian propaganda as part of the organized efforts of the Israeli Public Affairs Department. The IOF social media team continuously posted updates using 30 different platforms (e.g. Facebook, Twitter, Instagram) disseminating the Israeli narrative of events in six languages. However, pro-Palestinian mirror accounts on Twitter managed to successfully counter these activities under popular hash tags such as #Gaza Under Attack which gathered 4.1 million tweets in July 2014 and #Free Palestine. Pro-Palestine protests supported and organized by social media gained much in influence and impact, and hence, pro-Israeli propaganda seemed to be losing this war over the minds of the public. For the first time in 2014, the Palestinian reality managed to overcome the media and news barrier and reached a global audience directly. The international press could no longer ignore the pictures streaming in from Gaza and shared live coverage of Palestinian children having lost their arms and legs, civilians buried and trapped under the rubble of destroyed houses for days, screaming women covered in blood, and the sights of demolished schools and hospitals which had sheltered them. Israel was harshly condemned for these undeniable atrocities committed in the name of its defense which were judged as completely unjustifiable, not only by Israel's traditional political 'enemies' but by its friends and allies as well.

The only way to fight this propaganda war is to establish a central body similar to those that exist in military, intelligence and cyber-warfare, an agency which oversees the entire battlefield. This body would have to focus on three major pursuits: research, monitoring and operations. Such monitoring would be done by specialists, in various ways. Some would follow developments in the most important states such as the US and UK. Others would specialize in specific areas such as pro-Jewish governments, the global Jewish lobby, politicians, academics, etc. A third monitoring group would follow specific types of anti-Palestinain incitement such as AIPAC or any other Jewish body. The dehumanization and demonization of Palestinians, Arabs and Muslims has escalated to the point where Israel can openly and confidently bomb their homes, mosques, schools, universities, factories, and police stations — in short everything that sustains civilized and orderly life — while claiming that it is conducting a war against terrorism. However, paradoxically, it is the Zionist state of Israel and not Palestine and the Palestinian people who are threatened by this attempted genocide. In order for it to win, Israel had to break Palestinians butit has failed. On the contrary, it achieved the opposite of what it intended and actually galvanized and

unified the Palestinian people. All Palestinians stood united and fought heroically for 51 days. Israel did what it does best; it massacred innocent civilians in the hope that the population would turn against those fighting the occupier.

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Josh Block (standing), president and CEO of The Israel Project, with staff in the Washington, DC office, in December 2014. Photo source: The Times of Israel. The link: http://www.timesofisrael.com/dc-based-command-center-fights-israels-war-of-ideas/. Last visit 16-11-2016.

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The photo was published by the Israel Foreign Ministry.

The right picture shows NBA star Amar'e Stoudemire and President Shimon Peres in Jerusalem. The photo resource: http://www.timesofisrael.com/why-are-non-jewish-american-celebs-buying-real-estate-in-israel/. Last visit 16-11-2016. While the picture to the left shows Jon Voight in an American-Jewish sit-in for Israel.

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