
INFORMATION WARFARE IN THE ISRAELI-PALESTINIAN CONFLICT

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Since ancient times people have realized the need in influencing the soldiers' mind can help in prosecution or avoiding armed conflict. For example, the Chinese general Sun Tzu in the late VI - early V century BC defined the ideal victory as the submission of states by diplomatic means, without military action.

In addition, for residents of other countries, propaganda may shed light on the government's official position on a particular issue. Thus, it may be assumed that the information confrontation has long been an important component of any conflict [1].

In this article we will analyze the information war on the instance of the Israeli-Palestinian conflict.

The tense and partly military confrontation between the newly created state of Israel and the Palestinians has been continuing on for over 70 years. The active use of propaganda and psychological influence have intensified war intifadas from the Arab countries and terrorist groups and military operations, bombing, and counterattacks led by Israel.

Israel as a state appeals to a wide arsenal of information weapons, and skillfully uses them both within the country and around the world. Here are the components of Israel's information war to mention.

1. Non-governmental organizations such as AIPAC (America-Israel Public Affairs Committee) and the International Fellowship of Christians and Jews provide lobbying for Israel's interests in the United States [2].

2. Israel's public diplomacy is conducted within the framework of the "Hazbari" (translated from Hebrew - "explanation") and allows to spread a positive image of this country in the world. Hazbari uses press (Jerusalem Post, Ynet, Mako), television (Netflix series "Fauda") (social networks - Wikipedia, Facebook, Instagram, YouTube and university unions - three institutions - IDC University, the Israeli-American Council and the

MACCABEE Task Force (the Israeli University Lobbying Group in the US) in order to conduct public diplomacy [3].

3. Israel conducts domestic propaganda by spreading news and messages through social networks and media. In particular, it talks about helping Palestine rebuild its economy, infrastructure, and education [4].

On the balance the Palestine propaganda is mostly active on the Palestinian territories. The most active sources of it can be found in the following activities.

1. Al-Aqsa TV channel, which is Controlled by Hamas and the Palestinian government broadcasts Aggressive propaganda calling for terrorist activities in children's, educational, and news programs. From an early age, children are taught that hate, violence against Jews can also help them to reach liberation. For example, in one such program, children sing in chorus: "Jihad gives you pride and glory when you voluntarily become a martyr. Oh, the explosive instrument of glory - she created freedom with her blood. Ask Fatima Al-Najar (suicide bomber) how a person should live with pride... ». And blood, murder, suicide, death are constant elements of such seemingly bright and informative shows [3].

2. The usage of "25th frame" to show hidden messages that are openly anti-Semitic, Holocaust denying, which provoke Palestinians for hate [3].

3. Palestinian Media Watch, which operates in Israel and broadcasts Al-Aqsa programs [2].

4. Palestinian school program poetry is called another form of propaganda [2].

Comparing the ways and methods of information warfare of Israel and Palestine, we can reach the conclusion that their propagandas have completely different aims and scales. Palestinian propaganda seems to be set to continue the confrontation, engaging the population to violence and cruelty against the Israelis. In contrast, Israel has created a system of soft power that creates a positive image of a peaceful and progressive state both at home and abroad.

Are there ways to resolve the conflict, and what is the role of social networks, media and diplomatic institutions in this?

Negotiations, a peacekeeping third party and political, economic or other similar regulations are needed to end the confrontation between the various parties at the front. Since the conflict has been lasting for more than 70 years, and giving the active propaganda during these years, enough time should pass for people on both sides to accept the idea of a peaceful settlement, coexistence and cooperation. In addition, the media, social

networks along with diplomatic institutions can significantly accelerate this process [2].

To reduce the information confrontation, the level of aggression and confrontation in the content should be reduced, putting the main focus on reporting news, messages neutrally and impartially. Social networks can confidently throw “firewood” into a political or military conflict through “relevant messages” - reducing the negative tone can lead to a decline of the tension between Israelis and Palestinians. The last but not least is that a patriotic campaign launched in social media can create the image of two strong, independent states coexisting and cooperating peacefully.

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