

# Media's Role in Shaping Perceptions of Israel-Palestine Conflict.

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Oppressed cannot remain  
oppressed forever. The  
yearning for freedom  
eventually manifests  
itself.

(Martin Luther King Jr.)

The world is becoming more  
polarized with each passing

years. In this era of changing geopolitics, media is playing a significant role in shaping the narratives of current international conflicts. Be it the clash of Russia and Ukraine, or the war between Palestine and Israel, one cannot ignore the indirect part of media in making of perceptions. Palestine and Israel context lies deep in the history. Palestine is fighting for its cause for the last 56 years. Due to the UN resolution no. 181, Palestine and Israel was divided; though Palestine's land originally belonged to Arabs. Since then, Israel is committing war crimes against main land Arabs living in this land. Israel is fulfilling its 'Zionist ideology', given by Theodore Herzl. But America is the one who is giving all types of support in the form of aid and on the stage of international arena.

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So, one thing is clear that Israel can't fulfill its aspirations without the backing of western countries. Western media ~~plays a~~ with the help of one-sided narrative supports Israel's claim on Arab's land. Through the use of language, western media is changing the semantics of whole scenario. This manoeuvring is instigating anti-Islamic sentiment all-over the world. But when Hamas attacked Israel on Oct 7 by taking its intelligence agency by surprise, the weight tipped in favor of Palestinians. There are

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anti-genocide protests going on in different western countries. The international pressure is increasing on America and its middle-eastern proxy. Many countries even started cutting-off ties with Israel. Although Israel is known for its clandestine top-notch nuclear technology but Palestine is winning the war of

## Narratives.

If we want to understand the current ongoing conflict between Israel and Palestine, we must delve deep into the history. The story started with 1917, Balfour Declaration. In which British promised Israeli Jews a land in which they could live freely without any fear of Holocaust. That land was Palestine. Palestine is a historic land claimed by Christian, Jews and Muslims. But at that time, Muslims inhabited a majority of land. Due to this declaration, Arabs resisted and right there the war of freedom started. Since then, Palestinians have endured three Arab-Israeli wars, One Nakba and two Intifadas, but the Palestinian struggle turned into enigma.

With each passing year, Israel turned into a hegemony working in Middle East as American proxy. In this, Media has

played a significant role. From the very start, Israel had a strong hold over western media. Due to this, Palestinians continued to fight for their struggle with no one being able to hear their voice.

Western Media, mainly CNN, BBC, Guardian, Economist, New York Times and many more, tried to control the Palestinian conflict with the 'weapon of language'. Language can easily influence the perception and thoughts, considering it is the projection of mindmapping thoughts itself. There are many instances in which reporting given by western media shifted attention from Palestine.

The first and foremost thing which is lacking in western media is objectivity. Western media tries to shape the Israel-Palestine conflict through one-sided narrative. For instance, in on-going conflict,

western-media did not cover the war crimes Israel is committing by destroying hospitals. Out of thirty five hospitals, 26 are completely destroyed. Rather, media tried to pin this on Hamas, which is a Palestinian freedom fighting group, that it is behind the bombing of Shifa Hospital.

Secondly, whenever media reports in which Hamas group is involved, it uses **Active voice** and directly paints them as terrorists. For instance, Guardian and Economist uses words like 'Bloody Thirsty' or 'Murderous Rampage'. But when Israel is directly involved in killings of civilian population, media opts for '**conflict**' which is a type of lexicon that treats both parties as an equal with same number of weapons or militia.

Thirdly, Vague language and Inconcrete findings of facts also influences human's psychology. This is another tactic which is currently used by western media in order to give Israel a cover blanket over their war ~~war~~ crimes. Phrases like: "Thousands were killed due to incursions in Gaza", presents lack of concrete information.

Fourthly, western media tends to support Israeli resources over any other source. For instance, BBC reported in 10 May, 2021, that, the viral TikTok which is showing Israeli people dancing, while Masjid-e-Aqsa was burning, they are just supporting their Jerusalem Day. Although, it seems like that they were dancing due to destruction and chaos

in Masjid-e-Aqsa.

Lastly, Israel-Palestine conflict can't be understood without their context. Western Media termed Hamas 'freedom fighters' as terrorists while ignoring that Palestine is enduring this oppression since 1948. As recognized by UNSC head, Antonio Guterres that the most recent flare-up of violence "does not come in a vacuum, but grows out of a long-standing conflict with a 56-year long occupation with no end in sight," reporting without any reference to context is like spreading of misinformation and propaganda.

Due to this perception shaping, there are various consequences which have a long-ranging effect.

Though, western media is supporting Israeli cause, while defending

its self-retaliation on the basis  
of its right to self-defence;  
It is indirectly suppressing  
Palestinians. Because of  
shaping perceptions, Palestinians  
have struggled since 1917, for  
their rights. Whenever, media  
refers to French or Vietnamese  
struggle, it termed them as  
'liberation movements'. But,  
when it comes to Palestinians,  
they are termed as terrorists.  
That's why, in ongoing  
conflict, more than 15,000  
Palestinians have been killed  
against 1400 Israelis, which  
is approximately one  
Palestinian against 22  
Israelis.

Another consequence,  
is unrest in Middle East. If  
media supports the freedom  
of Palestine, it can yield  
positive results, rather  
western media always sides

with Israel. That's why, Israel is perpetrating war crimes like using white phosphorus against un-armed Palestinians. There is a possibility that middle-east will turn into a nuclear flash point. Media can change this by influencing general public, which in turn can put pressure on Israeli government. General public has a major part behind administrative policies.

The major reason behind indifference towards Palestinian question is Anti-Islamic sentiment or Islamophobia. The increasing conflict in middle east and spreading of false information is resulting in rising Islamophobic sentiments. People are killing Palestinians living in western countries. It was reported by NDTV, that Palestinian-American Boy aged 6, was

stabbed 26 times by US  
Man in Hate Crime.

As western media  
is circulating false information  
and miscalculated facts,  
people are turning blind eye  
to this 100-year old issue. This  
signals a decline in humanitarian  
spirit. Though, media is doing  
it in order to justify Israel;  
it has a negative  
impact on whole society. If  
people started to deviate from  
humanitarian principles, then this  
world would turn into a global  
sphere of malicious evil.

The Palestine-Israel  
conflict started on 1948 by  
formal declaration by UN.  
But this conflict have  
started to get recognition  
in recent Oct, 7 attack by  
Hamas. Initially, Israel started  
war on the basis of self-  
defense but with fast-pave

Israel's credibility is losing ground. The war which was started by Hamas for the right of freedom is being turned into "war of Narratives". Palestine is considerably winning this war with the help of same media which silenced its voice. With the help of technology, Palestinians are fighting this war by spreading the information about the oppression which is being committed by Israel on the name of self-defense.

With the help of media, the people are taking part in pro-Palestinian rallies in support of their freedom right in the heart of western countries where Israel lobbies are working. The protests against oppression have significantly increased pressure on Israel, and America.

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which is a self-proclaimed champion of human rights.

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The current international pressure has resulted into humanitarian true and congress is trying to suspend the aid, which Israel receives from America, on the basis of Leahy Act.

In Arab countries, local public's reaction is the most reactive. But at large, governments are not doing anything. In contrast, <sup>South</sup> American countries have withdrawn diplomats from Tel-Aviv. Even Argentina which holds the largest Jewish community has called Israel's attack a "violation of International law". In United States of America, 68pc of Americans call for freeze and 43pc oppose sending weapons to Israel.

In conclusion, Palestine is fighting against blood thirsty Israel, since British and UN gave Israel a free reign over Arab land. Israel claimed it on the basis of Zionist ideology in 1948. Western media bloc helped Israel in justifying its acts which resulted in Oct 7, attack by Hamas. Because freedom cannot be suppressed. Western Media tried to cover Israel's trauma with the help of language but could not succeed. As <sup>of</sup> now, everyone who has a beating heart can identify who is at wrong. So, even if Palestine is unarmed and is fighting against top-notch nuclear technology, it is ~~losing~~ <sup>winning</sup> the ~~war~~ <sup>the</sup> war of perceptions with the help of the same media which was deeply influenced by Israeli side of story.