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Section: 412.

Role of Media in Palestine-Israel Conflict.

Outline

1. Introduction.

1.1 Hook

1.2 Background.

1.3. Thesis Statement, "Media played a significant role in the recent Israel-Palestine conflict leading to the ceasefire. However its contribution was significantly undermined due to several factors such as lack of political backing".

2. Media's role in making the Palestine issue a global trend.

- (i) Raising awareness about historical facts
- (ii) Providing a platform for debate over the recent conflict.

3. Raising awareness about Palestinians' sufferings.

- (i) Criticising aid blockade.
- (ii) Highlighting women's suffering and children massacre along with the mass displacement.

4. Strengthening local Palestinian voices.

- (i) Increased local journalism.
- (ii) Vlogging as first-hand evidence of Israeli atrocities.

5. Empathy building and digital trends

- (i) Raising sympathetic ~~em~~ sympathies for Palestine.
- (ii) Digital trends such as #AlleyesonRafah favoring Palestine.

~~(iii)~~ A

6. Mass Protests and political mobilization

- (i) worldwide protests and fundraisers for Gaza, Palestine.
- (ii) Recognition of Palestinian states by numerous western countries and ousting of Netanyahu.

7. Projection of Israel as a failed state.

- (i) Jews criticizing Israeli government.
- (ii) Criticism of Israeli lobby in American government
- (iii) Restriction of Israeli citizens to enter numerous countries.

8. Sustaining public alertness towards the issue.

- (i) Bringing to light the Israeli intention for the future of Palestine.

9. Factors undermining media's effectiveness

(i) Censorship imposed by media platforms.

(ii) Israel's attempts to counter the narrative by investing in influencer marketing and tech giants.

10. Conclusion.

The Essay

"Our research reveals that, for months, Israel has persisted in committing genocidal acts, fully aware of the irreplaceable harm it was ~~conflicting~~ inflicting on Palestinians in Gaza", says an Amnesty International representative. However, the irreplaceable harm highlighted by the Amnesty representative did not stay limited to academic papers or political circles. Rather it evolved to become a globally known fact - or a trend. And this was made possible through media, especially digital and social media. Media played a significant role in making the Israel-Palestine conflict one of the hottest topics of contemporary affairs. What initially began as the condemnation of Hamas soon began to bring the factual aspects of the story to limelight. From the deal between the Rothschilds and the British to the documents of first president of Israel applying for Palestinian citizenship, many a things went viral over social media

-questioning and even challenging Israel's legitimacy. It can be said with full conviction that the most important role in Israel-Palestine conflict was played by media. From raising sympathies by bringing facts to light and mobilizing masses, it is due to media that the ceasefire was made possible. However, the extent of media's effectiveness was undermined due to factors such as lack of political resolve of ~~the~~ ~~one~~ several key stakeholders to resolve the issue.

To begin with ~~the~~ exploring the role of media in ~~the~~ Israel-Palestine conflict, it is essential to start with the recent armed conflict between the two. While the rivalry is decades old, initiated with the Nakba of 1948, it got its due coverage and attention with the onset of the October 7 episode. And ~~the~~ this was made possible only due to media that the voices could not be suppressed any further and the issue became a global talk. Even the news and media outlets accused of western biasness were ~~raised~~ forced to raise concerns for the victims. This pressure over media outlets predominately ~~ca~~ was built through social media as the outlets ought to be relevant to the masses. Social media played a pivotal role in the content by raising awareness about historical facts. While the western^{general} public genuinely lacks factual-historical knowledge, it was due to social media that they came to know about the illegal occupation of Palestine by Israel. The fact was made more concrete as users started sharing ~~down~~ historical evidences about Israel being a British-Rothschild creation built over the corpses and violated rights of millions of Palestinians. Additionally, online platforms such as social media

provided public to discuss and build a narrative about the issue. Such digital spaces provided people with an alternative to the restriction-imposed physical ~~spaces~~ gatherings and protests, setting the Palestine movement on motion. Hence, the first and foremost way in which media played its part is by narrative building and bringing historical facts to the central stage.

Secondly, what added to media's effectiveness in the context of the conflict was its ability to develop emotional and sympathetic support for Palestinians by informing the public about their sufferings. Owing to media ~~the number of~~ the watchdog phenomenon is not restricted to organization only.

Now anyone with access to social media and a bit of journalistic spirit serves the same function. These factors—media at organizational level, and media at individual level—led to a significant highlighting of Palestinians' suffering. Many videos surfaced on social ~~big~~ media ~~highlight~~ showing Israeli soldiers beating and torturing young children. The case of Hind Rajab is the most ^{effective} ~~suitable~~ example in this context. A video went circulating on Social media showing an Israeli soldier

shooting a young girl; Hind Rajab. It was also brought to light that she was shot 16 times in a row, ^{and} her last statement before dying was, "I did not try to speak because everytime I tried to speak, my mouth would bleed and make my clothes dirty. I did not want ~~to clean~~ my mother to clean my dirty clothes."

Similarly, another victim, a father who lost her 7-years old ~~babys~~ daughter exclaimed with immense sorrow, "The Soul of my soul has returned to her Creator". While these are a few instances of the sufferings of the Palestinians that went viral, these alongwith others played a crucial role in gathering global sentimental support for Palestine, massive aid contribution towards them, and criticism of aid blockade by Israel.

Subsequently, media ~~p~~ also played a central role in substantiating and strengthening local voices. While Israel pushed to the farthest limits to contain the Palestine-narrative by embargoing internet facilities and killing journalists, media strengthened local voices. According to the Commission for Protection of Journalists, over 700 journalists were estimatedly ~~by~~ killed by Israel. However, owing to social media, everyday locals took

up news reporting. Local content creators leveraged social media to communicate with the world their sufferings, their everyday living since the initiation of war, Israel's brutalities towards them, and how they were coping with all of this. They would interview local children and citizens to depict the extent of war's impact.

This strengthening of local voices due to media projected the resilience of Palestinians, adding to the sympathy and respect towards them, and enhancing the resentment towards Israel.

It is noteworthy that media provided Palestinians with the due attention towards their suffering while also portraying their strength and resilience. All of this led to morals-led, empathetic global support for them. Also, it is important to note that the support majorly came from the grassroots level, by common citizens of the world. Such a global engagement of the world's citizens led to digital trends such as #AllEyesOnRafah. The trend with ~~its~~ Instagram as its central platform ~~led~~ generated millions of reposts, sending a clear message to those involved in genocide that the world is

watching. Similarly, it was due to media that ^{the} boycott movement was initiated and remained greatly effective. It costed Israel-backed companies millions of dollars in losses, leading to the closure of "renowned" ^{global} food chain in Turkey, and of multiple outlets of another food brand across the USA. While the movement led to some extreme instances such as killing of a worker of such food brand in Lahore by religious mobs, it strengthened the Palestinian cause nonetheless.

Another way in which media has been significant towards the cause is mass mobilization and protests. People all across the world held public demonstrations in support ~~for~~ of Palestine. The demonstrations were not driven by the ideology of religion but of humanity. Hence public protests and mass mobilization took place all over the world including ~~a~~ ~~European~~ Western countries such as Italy, Germany, and the USA. These mobilizations helped engaging stakeholders of all levels for contributing towards the cause. This ultimately led to the formation of organizations and forums for raising funds for Palestine and strengthening its narrative.

One such forum was founded by Shifa Tamir-e-Millat University by the name "The Palestine Forum". The forum would leverage media to engage the community and raise awareness about Palestine's history, its illegal occupation, and other factors by arranging webinars and conferences while publishing them on media platforms in the real-time. All of such media-boostered initiatives have ultimately led to the political mobilization of global leaders. From Spain openly condemning Israeli agendas to numerous western countries, including Canada, recognizing the Palestinian state, and South Africa suing Netanyahu, the contributions of media have been immense in ICC.

Simultaneously, media has ~~projected~~ enabled the projection of Israel as a failed state while strengthening the Palestinian cause. As Nuseir Yassin said, **"So, Israel, for all its glory has failed."** While some cite Israel's social weakness in the content as Israeli government is facing resentment from its own citizens and Jewish community, others criticize its ~~inept~~ ~~inability~~ political inability to integrate Palestinian locals into its developmental policy framework.

The criticism is further extended to Israel's lobbying in American government. For example, it was ^{months} after the conflict that it was reported on social media that the person from whom the major funds for American government come is an Israeli Jew and is the founder of an explicit adult content platform. Such criticality towards Israel-America news is making people weary of them. This weariness was followed by countries closing their borders for Israeli citizens bringing about a diplomatic shift in the content. All of these indicators imply that media added concreteness to the claim of Israel being a failed state.

Also, it is important to note that media's role in the content was not short termed or time bound. In addition to facilitating the real-time reporting and narrative building, media has made public aware of long term intentions of Israel towards the future of Palestine. For instance, a video clip of an Israeli minister was seen where he was stating Israel's intentions to transform Palestine into a real-estate empire and that the plan had already been shared with

President Trump. ~~where~~ In addition to substantiating the Palestinian cause in all the possible ways and significantly contributing to making the ceasefire happen, media has also made public aware of the future intentions of Israel. While the proposal for ceasefire was still in its initial stages, some social media users predicted that Israel will not abide by it. And it was proven only hours after the ceasefire was signed ~~that~~ when Israel bombed a local bus with passengers in it. Hence, media has ~~at re~~ shaped public opinion and mind in a realistically towards the issue.

Despite the fact that media provided numerous commendable avenues which led to the ceasefire, the extent to which these ~~imports~~ avenues could have brought a change was significantly undermined due to certain factors. The first and foremost among these was the biasness of media outlets' & owners and tech giants. While majority of the digital companies are Israel backed, this was coupled with Israel's investment in such companies and influencers along with suspending the internet facilities in Palestine.

A few cases were highlighted - again, thanks

to media even for this - bringing such partnerships to the light. For example, investigation reveals that Israel demanded Google, Amazon use secret code to bypass legal obligations.

Similarly, it was found that Samsung phones have pre-installed Israeli softwares that enable Israel to spy on millions of citizens. It also has signed a million dollars agreement with digital platforms such as YouTube to promote Israeli agendas and subdue the Palestinian victimhood. Such initiatives

also raise the concern that the global dependency on media may brainwash the public into believing the Israeli propaganda and leading to the Palestinian cause losing its effectiveness. The situation is further aggravated by the lack of political backing. Global political leaders lack the will to confront Israel over its genocidal ~~in~~ action and holding it accountable. Even the ceasefire ~~dear~~ agreement faced a major backlash

owing the fact that it did not hold Israel answerable for its violation of International law. Hence, Israeli initiatives coupled with American hegemony have not only undermined media's impact as of now but also raises

Concerns for the future of Palestine and the issue.

Conclusively, media has played a pivotal role in strengthening and promoting the Palestinian cause. However, will it be this effective in case of any future conflict remains doubtful owing to the manipulative tendencies of media platforms and Israel's heavy investment in them, ~~coupled~~ paired with lack of political will and leadership to lead the mass mobilizations for such causes.