

Role of Media in

Israel-Palestine Conflict

A) Introduction:

- a.1) Historical role by western Media
- a.2) Changing role due to advent of social media
- a.3) Changing role in context of Palestine Israel conflict.

B) Political Impact of Media on this conflict:

- B.1) Recognition of Palestine cause by European leaders
- B.2) Recognition of Palestine by western state diplomatically

C) Economic Impact:

- C.1) Global Boycott movements against Israeli products.
BDS movement.
- C.2) Credit ratings of Israel dropped
- C.3) Fall in percentage of Foreign direct investment in Israel.

D) Social Impact:

- D.1) Change of perception in Masses
- D.2) Collection of Donation through social media

E) Digital Archives..

- E.1) Pictures and footages used as evidence to build cases
- E.2) Palestinians documenting the atrocities.

F) Conclusion:

Introduction::

"without the efforts of independent journalists and media the Palestinian story would remained buried under the layers of Distortion and Denial"

Nouza Erakat

Historically the image of Palestinian side of the story was presented in distorted and Biased form by western media. Palestinians were formed as terrorists. With the rise of independent journalists and media channels, perception of masses have significantly shifted. American Media referred to settlement of Israel as Neighbourhoods. There was a lack of historical context of the conflict. Out of 3500 headlines posted about Palestinian Intifada of 2000, only 17 referred to the historical context. Which left people confused. With the advent of social media, Palestinian are providing world with the primary sources of the massacre committed on them. Mass protests has pressurized govts to change their stance. Global media campaigns have started cracking down on Israel economically by launching Boycott movements against their products. Through these digital achieves, cases in international courts are strengthened against Netanyahu. If this campaign continues, without any restriction, it can lead to practical steps for the causes of Palestine by super powers.

Although, historically negative role by Media had caused significant damage to Palestinian cause. But now it has started playing a positive role and its impact are already witnessed in Political, economic & social Arenas."