Utilizing Digital Diplomacy in the Israeli Discourse to Influence Arab Public Opinion during the Israeli Aggression on Gaza 2021

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Research summary

In conjunction with the start of the Arab Spring revolutions, the Israeli occupation state has strengthened its digital diplomatic presence. The Israeli occupation state considered what was happening as an opportunity to penetrate Arab public opinion, to achieve what it had been unable to achieve for decades by communicating with Arab peoples and influencing its attitudes towards the Arab-Israeli conflict. Accordingly, this research mainly discussed utilizing digital diplomacy in the Israeli discourse to influence Arab public opinion during the Israeli aggression on Gaza in 2021. Digital diplomacy is a new form of diplomacy based on soft powers in order to influence Arab public opinion by addressing their emotions. The study uses content analysis approach to examine the content of the publications broadcasted on the "Israel Speaks Arabic" page on the "Facebook" website to reveal the frames of reference for the Israeli digital diplomatic discourse, and the active forces within the content published on social media. The study relied on an intentional 12-day sample (starting from May 10 to May 21 of the year 2021), which amounted to (120) publications. The study concluded that the "Israel speaks Arabic" page used a professional digital diplomatic discourse. As well as it relied on profiling and framing methods in its publications aiming to influence Arab public opinion and control their awareness in order to pass the Israeli narrative and deepen the gap between the Palestinian resistance and Arab public opinion by framing the Palestinian resistance with terrorism.

Introduction

On May 10, 2021, the Israeli occupation forces launched its fourth

aggression on Gaza Strip in the last years which is considered as the most violent and cruel aggression. After 11 days, according to the Palestinian Ministry of Health in Gaza Strip, it left 253 martyrs, including 66 children, 39 women and 17 elderlies, and nearly 2,000 wounded (Alqidra, 2021).

It can be said that the effect of this aggression was not confined to the Palestinian territories only, but it was also extended to all parts of the world through the social media sites. One of the most intense and raging battles in the cyberspace took place there between the defenders of Palestinian rights and those who justify this aggression which the Israeli occupation called "the guardian of the walls" (Khalil, 2021).

The Israeli occupation hastened to publish its own narrative as a continuation of the digital diplomacy process directed to the world in general and to the Arab world in particular. Since the beginning of the twenty-first century, the occupation has had strong relations in several fields with neighboring Arab countries (Said, 2020). With practical endeavors, he began to create bridges of communication between him and the Arab peoples and even the Palestinians themselves by manipulating their consciousness in order to subjugate them through soft power by addressing them in their languages and dialects in a systematic diplomatic manner. Therefore, the Israeli occupation devoted a lot of its capabilities to work under the title "Public Relations and Public Diplomacy Activities in the Ministry of Foreign Affairs" to implement the Ministry of Foreign Affairs' public relations strategy (Haroush, 2020). Seeking to reach the largest number of people in the Arab world, the Israeli occupation created a social media page named "Israel Speaks Arabic". According to its definition, this page which is officially documented on social media follows the Israeli Ministry of Foreign Affairs (visited on 1/6/2021).

In light of the above, the problem of the study is to identify the media frameworks used by the Israeli digital diplomacy on the "Israel Speaks Arabic" page on Facebook in order to influence the Arab public opinion and to pass its narrative about the events of the Israeli aggression on Gaza in 2021. It is also to identify the various framing mechanisms and tools that were adopted by the page in directing the Israeli discourse to the Arab public opinion.

Objectives and Questions of the study

1. What are the highlighting elements and digital enhancers that were used by "Israel Speaks Arabic" page during the Israeli aggression on Gaza, 2021?
2. What media frameworks did "Israel Speaks Arabic" page use in covering the Israeli aggression on Gaza, 2021?
3. What are the reasons highlighted by "Israel Speaks Arabic" page for the Israeli aggression on Gaza, 2021?
4. What are the solutions proposed by "Israel Speaks Arabic" page to end the aggression on Gaza, 2021?
5. What media sources did "Israel Speaks Arabic" page relied on to cover the Israeli

aggression on Gaza?

6. What are the most prominent framing tools and terms on "Israel Speaks Arabic" page among the topics of the Israeli aggression on Gaza, 2021?

Theory of study

The Israeli digital diplomacy, with its trends and methods, intersect with many media theories. Framing Theory is the most prominent of those theories that can be combined with the research topic and can also analyze the results on its basis. Framing theory is based on the main assumption that the events do not in themselves have a certain meaning, but rather gain their meaning by placing it in a frame that defines, organizes, and gives it a degree of consistency by focusing on some aspects of the subject and neglecting others (T. Issa & Al Hamarna, 2020).

The framing theory is one of the modern tributaries in communication studies as it allows the researcher to measure the implicit content of media messages that are reflected in the media. This theory also provides a systematic explanation of the role of the media in shaping ideas and attitudes about prominent issues and its relationship to the public's cognitive and emotional responses to those issues (Al-Dulaimi, 2017).

Framing in communication processes regulates the daily reality by providing meaning to the tape of events and enhancing definitions and interpretations of the political issues as communicators make conscious or unconscious framing judgments in deciding what to say, guided by frameworks that organize their beliefs (Gonzalez, 2013). Researchers track frames in order to identify trends in cases definitions, compare coverage across media outlets, and study differences across media types (Chong & Druckman, 2007).

Thus, we can say that the study uses the framing theory to provide a systematic explanation of the role of Israeli digital diplomacy in shaping Arab public opinion and this is the basic rule of the idea of digital diplomacy regarding the Israeli aggression on Gaza 2021.

Conceptual framework

Digital diplomacy and social media

Diplomacy, which comes from a Latin term derived from the Latin word 'diploma' and means the official document that is folded twice which is usually issued by the political rulers of the cities that make up the ancient Greek society, has gone through many stages of development in its history and concept (Hasan, 2017). David Reynolds dates the beginnings of diplomacy appearance at least to the Bronze Age. Documents from the Euphrates kingdom in the mid-eighth century BC, and from Akhenaten's reign in Egypt, reveal a world of itinerant envoys motivated by issues of war and peace (Kousa, 2015). The first trace of diplomatic activities is a letter inscribed on a stone tablet dating back to about 2500 BC. It was found in the northern region of Iran and was probably carried

by an envoy who traveled back and forth about 1200 miles between two distant kingdoms (Steger, 2017).

The digital media revolution was reflected in diplomacy, showing what is known as digital or new diplomacy. This new diplomacy differs from traditional diplomacy in that digital diplomacy does not deal with governments only, but also deals with individuals and non-governmental organizations, which Lewis defines as the use of digital communication tools -Social Media- by diplomats to communicate with each other and with the general public (Garud-Patkar, 2022).

Nowadays, digital diplomacy is considered an essential tool in international foreign policy. It helps any country to advance its foreign policy goals, expand its international reach, and influence people who have not set foot in any of the world's embassies, in light of all governmental and non-governmental entities competing for influence and power in the same space on the Internet which hosts more than 3 billion people and most of them use the Internet only through their mobile phones (Cave, 2015).

As one of the most important foreign policy tools of countries, digital diplomacy has unique advantages and characteristics that have brought about a kind of conceptual shift (Bjola & Jiang, 2015), to become the most powerful foreign policy tool in the context of contemporary international relations (Tassilova et al., 2018). In general, digital diplomacy is the engine room for international relations as it is the well-established method that sets state their foreign policy objectives and also coordinates its efforts to influence the decisions and behaviors of foreign governments and peoples through dialogue, negotiations, and others, in order to maintain peace and develop goodwill towards states and peoples to ensure their cooperation or neutrality (Al Amoudi, 2018).

The understanding and realization of countries and governments of the importance of digital diplomacy in building a positive mental image and enhancing national identity and its results on a long-term to achieve gains such as attracting tourists and investors, shaping the foreign policies of other countries, encouraging business growth, and then demonstrating the country's ability to occupy a greater role in foreign policy pushes those states and governments to compete for a better position in the international arena and control the public as a popular force in light of the relative shift in the balance of power (Shahla, 2019).

Studies indicate that the awareness of countries and governments of using social networking sites to present a positive image of the country and to improve its reputation among the peoples of other countries is increasing, as most governments seek to improve their means of communication through social networking sites with target audiences in order to achieve the desired goal of digital diplomacy efforts especially when the number of social networking sites users reached 3.8 billion users in the world representing about 50% of the world's population (Kemp, 2020).

Israeli digital diplomacy and the Arab peoples

The Israeli occupation began its activity in the digital diplomacy since

2011, coinciding with the start of the Arab revolutions, in which the Israeli occupation saw an opportunity to penetrate Arab public opinion especially after realizing the role of digital media and its capabilities in bringing about political and social changes and overthrowing repressive regimes. The Israeli occupation exploited these revolutions to achieve what it was unable to achieve for decades, which is to communicate with Arab peoples for the first time in the history of the occupying country and to influence their attitudes towards the Arab-Israeli conflict (Daoudi, 2020).

Although the consecutive occupation governments could weave official and diplomatic relations with a number of Arab rulers, whether openly or covertly, they failed to win over the Arab peoples who, until recently, viewed "Israel" as an occupying and anti-Arab state. The Israeli occupation exploited the digital media to complete its diplomatic process in order to establish itself as a country with assets in the region and in order to stabilize its occupation in Palestine (Al Amoudi, 2018).

The parallels differed with the emergence of social media where the Israeli occupation government adopted a new form of diplomacy based on soft power in overturning and framing facts in order to influence Arab and Middle Eastern public opinion by simulating their emotions (Abdel-Aal, 2018).

When field clashes were the main method that brought the Israeli occupation together with its Arab surroundings directly, Israeli digital diplomacy was able to form another medium that brings together Arab citizens with Israelis, whether they were individuals, leaders, or institutions and this in turn created a new field for this conflict (Said, 2020). The occupation hastened to adopt the **"Hasparah"** program, which means "Explanation and Interpretation" Haroush (2020) to explain the Israeli views on the events to the Israeli and Western audiences, and to justify the military actions and brutality against the Palestinians (Shalash, 2021).

The Israeli aggression on Gaza, 2021

Due to its intertwined regional, religious, and historical dimensions since the occupation of Palestine in 1948, the Arab-Israeli conflict is one of the longest and most complex and intertwined conflicts in the world and it was described as Palestinian-Israeli conflict (Nofal, 2010).

The Palestinian-Israeli conflict is not a conflict on the borders, but rather an existential struggle aimed at settling the land and eradicating its owners (T. A. Issa, 2016). The Israeli occupation has tried to impose this on the residents of Sheikh Jarrah neighborhood in occupied Jerusalem over the past years, where a number of Palestinian families were forcibly evicted from this area and it is also vaping to evacuate at least 27 Palestinian families comprising of 500 persons all of whom are at risk of expropriation and forced displacement (Law for Palestine, 2021).

On the evening of Friday, 7th of May, 2021, the events erupted after thousands of Israeli soldiers stormed the courtyards of Al-Aqsa Mosque and attacked worshipers which resulted in injuring more than 205 Palestinians in Al-

Aqsa Mosque, Bab Al-Amud, and Sheikh Jarrah (Wikipedia, 2021).

The events that took place in Sheikh Jarrah neighborhood and Al-Aqsa Mosque, and the violent events that occurred on 10th of May, 2021 after thousands of Israeli soldiers stormed Al-Aqsa Mosque have caused more than 331 Palestinian injuries including 7 very serious cases, paramedics, and journalists. As a result of these events,the Palestinian resistance gave the Israeli occupation a time limit until 6:00 PM of the same day to withdraw its soldiers from Al-Aqsa Mosque and to release the detainees. Israeli occupation has rejected it and launched its aggression on Gaza Strip. This aggression lasted for 11 days before ending with a ceasefire international mediation led by Egypt on Friday, 21st of May, 2021 at 2 AM. (Wikipedia, 2021).

According to the Palestinian Ministry of Health, the Israeli aggression on the Gaza Strip left 253 Palestinian martyrs including 66 children, 39 women, and 17 elderly people and nearly 2,000 were wounded. In addition, 1447 housing units were totally destroyed, 13000 others were partially damaged, and heavy economic losses were occurred (Alqidra, 2021). The Israeli aggression on Gaza Strip ended with a ceasefire that was implemented at 2 AM on Friday, 21st of May, with international mediation led by Egypt (Wikipedia, 2021).

It can be said that the effect of this aggression was not confined to the Palestinian territories only, but it has also extended to social media sites where one of the most intense and raging battles in the cyberspace took place between the defenders of Palestinian rights and those who justify this aggression which the Israeli occupation called "the guardian of the walls" (Khalil, 2021), and tried to pass his story through the media and his digital diplomacy around the world including "Israel Speaks Arabic" Facebook page.

Previous studies

The researcher reached a set of studies related to the subject of the current study through the reference survey that he carried out for Arab and foreign studies and research in libraries, universities, publications of conferences, and periodicals via the Internet.

Manor and Crilley (2018) discussed the Israeli Ministry of Foreign Affairs' portrayal on Twitter of the 2014 Gaza war. It concluded that social media enables the Israeli Ministry of Foreign Affairs to formulate and disseminate perceptions to the masses, thus circumventing traditional media. The study showed that during the Gaza war, the Israeli Ministry of Foreign Affairs built 14 conceptual frameworks, in each framework, it put a conceptualization of the root problem causing the crisis to enhance the solution required from Israel. For example, by crafting solutions to war, Hamas' military capabilities necessitated an Israeli ground invasion of Gaza while Israel was also able to compete with solutions offered by other diplomatic actors. In this study, the researcher concluded that the Israeli occupation uses social media sites in order to influence public opinion and to broadcast media discourse within media frameworks that justify its

operations.

Samuel-Azran and Yarchi (2018) reviewed the effectiveness of the Israeli diplomatic initiative and the nature of interaction with what is being promoted by the Israeli army spokesman, Avichai Adraei. The study concluded that online Israeli public diplomacy has managed to gain attention among Arab media consumers. However, this interest should not be translated as conversational communication because followers do not interact equally with messages of peaceful shared values and messages of deterrence and power which is indicating little interaction with the actual content of the IDF account.

Al Amoudi (2018) found that the performance of Palestinian digital diplomacy is weak compared to the Israeli digital diplomacy which uses more modern techniques to reach the largest number of internal and external audiences in addition to the great challenges facing Palestinian digital diplomacy and the frequent closure of its pages and the fight against Palestinian content on Social media sites constantly.

Kretschmer (2017) attempted to identify the performance of Israeli digital diplomacy during the aggression on the Gaza Strip in November 2012 through a comprehensive analysis of image projection strategies on digital media, through the Israeli Ministry of Foreign Affairs' account and the Israeli army spokesman's account during the period of the aggression on Gaza Strip. The study pointed out the importance of Twitter as a tool for digital diplomacy in the conflict when other media sources lag behind but in spite of digital diplomacy's great impact on public opinion, it can't yet be used as a determinant in military decisions. It also pointed out that the impact of digital diplomacy via Twitter is devastating when hate and fuel violence speech messages spread.

Aouragh (2016) indicated the impact of Israeli public diplomacy in the digital age on social media through the basic algorithms of Israeli diplomacy and verifying its effectiveness in light of the pro-Palestinian solidarity during the Israeli war on Gaza Strip in the summer of 2014. The study showed that the wars waged by Israel create cracks in the media narrative that it publishes especially since the world's anger against the "Hamas missiles" that were developed from a homemade bomb that only causes a destruction of a tree in Israel seems hard while an Israeli F-16 war plane killed 25 people in a huge explosion. This also increases the discussion about the digital diplomacy's ability to change the aggressive image attached to Israel but despite all of this, the red flag method works to distract the world from Israel's missiles and makes it look at Hamas' missiles with the aim of delaying the global support for the Palestinian people.

Previous studies contributed clearly in formulating the study problem and benefiting from the different approaches and tools for analyzing information as the majority of previous studies tried to analyze the content of the media about the Israeli attacks on Gaza Strip especially the 2014 aggression, while the current study analyzes the content of the Israeli discourse during the Israeli aggression on Gaza, 2021.

They also contributed in identifying the study sample where Manor and Crilley

(2018) analyzed the Israeli Ministry of Foreign Affairs' Twitter page, Samuel-Azran and Yarchi (2018) chose the page of the Israeli army spokesman, Avichai Adraei, as the study sample while Kretschmer (2017) adopted the comparison the Israeli Ministry of Foreign Affairs' Twitter page and the page of the Israeli army spokesman, Avichai Adraei. Al Amoudi (2018) focused on the comparison between the digital diplomatic performance of the Israeli occupation and the Palestinian Authority. The current study analyzes the "Israel speaks Arabic" page to determine the frameworks that were used by Israeli digital diplomacy to influence Arab public opinion.

The results of the previous studies have also contributed usefully to formulating the study's problem and questions and interpreting the results in a way that enriches the study.

Methodology

This study belongs to descriptive research. In his study, the researcher relied on the media survey method that belongs to descriptive research. In its context, the researcher used the content analysis method to identify the media frameworks of the Israeli aggression on Gaza, 2021 on the "Israel Speaks Arabic" page on Facebook. The study relied on the content analysis tool through which the media frameworks of Israeli digital diplomacy were analyzed on the "Israel Speaks Arabic" Facebook page of Israeli Ministry of Foreign Affairs.

Content analysis categories

The content analysis categories were divided into a number of sub-categories to achieve the objectives of the study as follows:

1. Media Forms Category: the media forms used by the "Israel Speaks Arabic" Facebook page to cover the Israeli aggression on Gaza, and it includes: text, photo, video, designs, infographics.

2. Highlighting elements category: it includes the elements that contributed to highlighting the publications about the Israeli aggression on Gaza, 2021 on the "Israel Speaks Arabic" Facebook page, namely the hashtag #, the sign @, retweeting or sharing, links and referrals.

3. Media frameworks category : the frameworks through which the "Israel Speaks Arabic" Facebook page framed the topics of the Israeli aggression on Gaza, 2021. They include the framework of conflict,responsibility for the outbreak of events, humanitarian concerns, causes, results, and solutions.

4. Framing mechanisms and tools category: deals with the tools used by the "Israel Speaks Arabic" Facebook page in framing the topics of the Israeli aggression on Gaza, 2021 including historical evidences and displaying numbers and statistics, news and press releases, quotations, metaphors, repetition, highlighting, and others.

5. Active forces category: refers to the pivotal figures that the "Israel Speaks Arabic" Facebook page touched upon during the coverage of the events of the Israeli aggression on Gaza, 202, including official, partisan, and popular Palestinian

figures and official, partisan, and popular Israeli figures, and Arab and international figures.

Research population and sample

"Israel Speaks Arabic" page on Facebook was specifically chosen for research from among other combined platforms as statistics indicated that the highest presence of Arab peoples on social media sites is Facebook. Therefore, Facebook was the best platform through which to study the "Israel Speaks Arabic" page and a community that can be researched to identify the Israeli diplomatic discourse to influence Arab public opinion during the Israeli aggression on Gaza, 2021.

Considering the "Israel Speaks Arabic" page, it is a part of several other pages on social media sites that address their discourse to the Arab peoples. It is a digital media interface for the Israeli Ministry of Foreign Affairs which is the ministry responsible for regulating foreign and diplomatic relations with Arab countries in particular. As mentioned previously, "Israel Speaks Arabic" page is a digital interface that has accounts on many social media sites such as Facebook, Twitter, Instagram, YouTube and recently, Tik Tok and is managed by the Arabic Division of the Israeli Diplomatic Department (Haroush, 2020).

Through these platforms, the Israeli Ministry of Foreign Affairs publishes a variety of cultural, social, political, and religious content. You may find a song by Um Kulthum followed by a post to congratulate the Isra and Mi'raj, and in the evening incitement against the resistance. As for "Israel Speaks Arabic" Facebook page, it was created on 10th of January, 2011. It is followed by more than 3.24 million people and it publishes 3 to 5 publications daily (visited on 1/6/2021).

Finally, the most prominent feature of "Israel Speaks Arabic" pages is the logo of the page which carries different connotations. It is a Hebrew candlestick on each side of the olive branch and under it is the Hebrew word "ישראל" which means "Israel". The background of the logo is blue and the color of the candlestick and the two branches is white and this is a metaphor that the goal of the page is to introduce "Israel" to the Arab citizen closely. The page displays the heritage of "Israel" and the most prominent Jewish scholars and rabbis. It also publishes pictures and videos of the most prominent tourist places there and the most delicious types of foods in Israeli restaurants.

The study relied on an intentional sample of "Israel Speaks Arabic" Facebook page for 12 days, (starting from 10th to 21st of May, 2021), which amounted to 120 publications about the Israeli aggression on Gaza Strip.

Analysis units and Measurement method

A number of analysis units were adopted to identify the media frameworks of the Israeli diplomatic discourse during the Israeli aggression on Gaza, 2021

which is the natural unit of the media material represented by publications on the Facebook page. The researcher relied on counting and repetition as a method of measurement.

Validity and stability

In order to ascertain the sincerity of the content analysis form, the researcher used the arbitrators' sincerity, as the instrument was presented to a number of media specialists and academics.

Analytical study results

1. Highlighting elements & digital enhancers

Table (1) Highlighting elements of the Israeli aggression on Gaza, 2021 on "Israel Speaks Arabic" page

Highlighting elements	Quantity	Percentage %
Images	48	45
Videos	23	21
Infovideo	5	5
Infographic	0	-
Designs	21	19
Drawings	5	5
Hashtags + tags	5	5
Total	**107**	**100**

*The sum here does not equal the number of posts analyzed, because some posts did not have highlight elements

The data of the previous table shows that the images came at the forefront of the elements used by "Israel Speaks Arabic" page to highlight the publications related to the Israeli aggression on Gaza, 2021 with a percentage of 45%. Then came the videos with 21% and the designs with 19%, followed by the infovideo, drawings, and the hashtags and tags with the same percentage of 5%.

The researcher believes that the study page made a good use of the capabilities offered by social media sites regarding to interactivity, images, and videos which helped to highlight the publications and raise their impact.

Relying on images in the first place by the study page was logically as the image is one of the most important visual elements that illustrate the media content because of its impact capabilities and important meanings for readers. That's why almost no publication on the study page is devoid of the image which indicates the interest of the page to present images that contribute in making a visual impact on Arab public opinion. Tankard Jr (2001) confirms that the use of images and commenting on them is one of the most important framing mechanisms used with

news topics in the media.

However, the researcher noticed almost an absence of the use of the hashtag (#) on the study page which serves as a shed light and an essential stimulus for any issue. Many researchers mentioned the role of the hashtag in mobilizing public opinion and highlighting entire issues through one word (Munuku et al., 2017). Another absence on the study page was for the use of infographics which is a great way ,as stated in the book "*The Power of Infographics*", to promote the idea and convey the information simply and actively at the same time.

2. Media frameworks of the aggression on Gaza

Table (2) Media frameworks of the Israeli aggression on Gaza, 2021 on "Israel Speaks Arabic" page.

Media frameworks for aggression	Quantity	Percentage %
Conflict frameworks	30	16
Humanitarian concern frameworks	66	35
Responsibility frameworks	72	38
Ethical frameworks	14	7
Economic results frameworks	7	4
Total	**189**	**100**

*The sum here does not equal the number of posts analyzed, because some posts may have more than one framework

At the level of media frameworks of the Israeli aggression on Gaza, 2021 on "Israel Speaks Arabic" page, responsibility frameworks was ranked as first with the percentage of 38% followed by humanitarian concerns frameworks with 35%. Then comes conflict frameworks by 16% followed by ethical frameworks with 7% and finally, economic results frameworks with 4%.

The researcher believes that "Israel Speaks Arabic" page focused a lot on the responsibility framework by holding Hamas responsible for what happened ignoring to a large extent the real reason for the aggression which was the forced displacement of Palestinian families in Sheikh Jarrah and Silwan neighborhoods in occupied Jerusalem and Israel's attempt to humiliate the Palestinian people and the Arab and Islamic nation by storming thousands of settlers to Al-Aqsa Mosque on the twenty-eighth of the blessed month of Ramadan, which caused the explosion of the situation in Jerusalem followed by the West Bank, Gaza Strip, and the occupied interior.

Humanitarian concerns frameworks came in second place with 35% on "Israel Speaks Arabic" page by focusing on the emotional side of the event inside "Israel" in an attempt to get the public's attention (Semetko & Valkenburg, 2000) while the page ignored the human dimensions of the Israeli aggression on Gaza

2021which caused 253 Palestinian martyrs including 66 children, 39 women, and 17 elderly people and nearly 2,000 were wounded (Alqidra, 2021). Not to mention the economic loss that amounted to tens of millions of dollars and the displacement of more than 75,000 Palestinians as a result of the Israeli aggression on Gaza, 2021 (Veronese et al., 2021).

3. The frameworks of the reasons for the Israeli aggression on Gaza

Table (3) Frameworks of the reasons for the outbreak of the Israeli aggression on Gaza, 2021 on "Israel Speaks Arabic" page

Aggression reasons frameworks	Quantity	Percentage %
Gaza missiles	53	83
Terrorism	11	17
Situation in Jerusalem	0	0
Total	**64**	**100**

*The sum here does not equal the number of posts analyzed, because some posts didn't include aggression reasons.

"Israel Speaks Arabic" page attributed the reasons for the outbreak of the Israeli aggression on Gaza, 2021 completely to the Palestinian side with 100%. Among these reasons are the rockets launched from Gaza and terrorist organizations while the page didn't mention the reasons related to the conditions in Al-Aqsa Mosque which were the real reason for the outbreak of events after thousands of Israeli soldiers stormed the courtyards of Al-Aqsa Mosque and attacked worshipers, which led to the injury of more than 205 Palestinians in Al-Aqsa Mosque and Bab Al-Amud and the attempt to forcibly displace the residents of Sheikh Jarrah neighborhood (Wikipedia, 2021).

Suggested solutions to end the aggression

The page did not come up with any of the solutions to end the Israeli aggression on Gaza, 2021. Instead, it preserved the discourse of the victim and the right of "Israel" to protect its citizens and defend itself against attacks from "terrorist organizations" in Gaza Strip which is consistent with the discourse of digital diplomacy that is based on soft power in order to influence Arab and Middle Eastern public opinion by simulating their emotions (Abdel-Aal, 2018).

4. Information source

Table (4) Press sources of the Israeli aggression on Gaza, 2021 on the study page

Press sources	Quantity	Percentage %
Message sender	91	76
The audience	19	16
Official authorities	5	4
The media	5	4
Total	**120**	**100**

The study showed that most of the information that was presented in the publications included in the study sample was from the message maker itself which amounted to 76%. This result indicates that "Israel Speaks Arabic" page is a well-equipped and self-contained media front that receives great attention so that the messages it broadcasts are consistent in terms of processing and addressing Arab public opinion in accordance with the original goal of "Israel Speaks Arabic" page.

As for the quality and exclusivity of the materials, they are classified as high quality, in light of the presence of a crew of photographers, content makers, and specialized translators. These claims were confirmed by Haroush (2020) who stated that about ten officials work on writing posts, publishing photos, translating materials from Hebrew into Arabic, writing comments for surfers, and communicating with youth people in the Arab world. These officials follow the department of Arab digital diplomacy in the Israeli Ministry of Foreign Affairs. This indicates the great importance that the Israeli occupation gives to creating a professional digital diplomatic discourse with all its elements to influence Arab public opinion.

On the other hand, the study relied on other sources such as the audience which amounted to 16% and appeared in the transmission of support messages from the page followers. It also relied on official authorities and the media to include some information that enhances its narrative with 8%.

5. Framing tools and mechanisms

Table (5) Framing tools and mechanisms for Israeli aggression on Gaza, 2021 on the study page

Framing tools and mechanisms	Quantity	Percentage %
Facts and events	41	36
Figures and Statistics	20	18
Religious Evidence	18	16
Metaphors	16	14
Highlight	12	11
Historical evidence	6	5
Total	113	100

*The sum here does not equal the number of posts analyzed, because some posts included more than one framing tool.

Facts and events came at the forefront of the tools used by "Israel Speaks Arabic" page in framing its topics about the Israeli aggression on Gaza, 2021 with a percentage of 36%. Then, figures and statistics came after with a percentage of 18% followed by religious evidence and metaphors in close proportions while

metaphors and historical evidence came in lower percentage.

These results indicate that the page is interested in facts and events with 36% of the total topics of the Israeli aggression on Gaza and this justifies the dependence of "Israel speaks Arabic" page on itself as the message sender in the content industry with 91% as he focuses on highlighting the facts and events that serve his narrative.

The results also indicate the significant role played by some mechanisms in framing the aggression on Gaza on the study page which is consistent with the theory of frameworks, which emphasizes that frameworks work through several methods, including religious and historical evidence, highlighting, repetition, and others (Entman, 1993). Tankard Jr (2001) considers that the most important mechanisms of framing are images, statistics, and metaphors.

6. Most prominent terms

Table (6) The prominent terms of the Israeli aggression on Gaza, 2021 on the study page

Prominent terms	Quantity	Percentage %
Hamas - Gaza missiles	75	51
Terrorism - Iranian organizations	62	42
Coexistence and peace	10	7
Total	147	100

*The sum here does not equal the number of posts analyzed, because some posts included more than one term.

During the aggression on Gaza, 2021, "Israel Speaks Arabic" page focused on a set of terms, and used them repeatedly, where almost each content is hardly devoid of these terms that have clear connotations. the term "Hamas - Gaza rockets" was the most frequent with a percentage of 51%, followed by the term "Terrorism - Iranian organizations" with a percentage of 42% while the term "coexistence and peace" was the least with a percentage of 7%.

The researcher believes that there is a special connection between the word "Hamas" and "Gaza missiles" and the terms "terrorism" and "Iranian organizations" in a clear indication of the attempt of stereotyping and framing that the "Israel speaks Arabic" page is trying to establish in Arab public opinion regarding Gaza Strip and its resort to Iranian money and weapons as they destroyed the Middle East in Syria, Yemen, Iraq, and Lebanon and poses a serious threat to Arab countries in general and Muslims in particular. As for the term "coexistence and peace," which came in last with 7%, it indicates an attempt to use soft power which was represented in the discourse of courtship and rapprochement with the Arab public considering "Israel" as the oasis of democracy in the Middle East and the leader of the axis of good in the face of the axis of evil represented as Hamas and terrorist organizations.

Conclusion and results

1. The study analyzed the employment of Israeli digital diplomacy in the Israeli aggression on Gaza based on the content analysis method of "Israel Speaks Arabic" Facebook page which was established on the 10th of January, 2011 and is followed by 3.2 million people. During the aggression on Gaza, it published 10 to 12 posts per day while 3 to 5 posts on normal days

2. "Israel Speaks Arabic" page relied on the images at the forefront of the highlighting elements that it used in presenting the topics of the Israeli aggression on Gaza, 2021 followed respectively by video, design, nfovideo, drawings, and finally the hashtag and signs. The page benefited greatly from the capabilities provided by social media sites especially with regard to interactive and multimedia which helped it enrich the topics related to the aggression on Gaza.

3. Responsibility frameworks ranked first in the media frameworks used in the topics of the Israeli aggression on Gaza, 2021, followed by humanitarian concerns, conflict frameworks, ethics frameworks, and finally economic results frameworks. The study page focused mainly on the responsibility framework to hold the Palestinian resistance responsible for the explosion of the situation ignoring the reality of the conflict and the crimes of the Israeli occupation in Sheikh Jarrah neighborhood and Al-Aqsa Mosque because this aspect will be in the interest of the Palestinians who made up the majority of victims especially children, women, and the elderly.

4. "Israel Speaks Arabic" page attributed the reasons for the outbreak of the aggression on the Gaza Strip completely to the Palestinian side with 100% of responsibility. At the forefront of these reasons are the firing of missiles from Gaza while it did not address the causes of the aggression represented by its attack on Al-Aqsa Mosque and its forced displacement of the residents of Sheikh Jarrah.

5. "Israel Speaks Arabic" page relied on facts and events to frame its publications with a percentage of 36% of the total topics of the Israeli aggression on Gaza. This justifies depending of "Israel Speaks Arabic" page on itself as the message sender in the content industry with a percentage of 76% as it focuses on highlighting the facts and events that serve its narrative.

6. "Israel Speaks Arabic" page used profiling and framing in its content in order to achieve its goals as the word Hamas was accompanied by terrorism in a veiled incitement against the Palestinian resistance and to deepen the gap between Arab public opinion and the Palestinian resistance.

7. In creating content and collecting information, the study page relied mainly on its own sources with 76% through its own team affiliated with the department of Arab digital diplomacy in the Israeli Ministry of Foreign Affairs, which has the latest technologies in the media content industry.

8. Israeli digital diplomacy has employed the "scapegoat" method with the aim of justifying the crime or pushing the charges against itself by throwing accusations and holding the guilt of any retreat, bad, or ruin of another party which was in this study the Palestinian resistance and which was

expressed by the "Israel Speaks Arabic" page as (Hamas, terrorism, and Gaza missiles)

Recommendations

◆ It is necessary for the Arab activists on social media to pay attention to confront the Israeli narrative through their pages in order to protect Arab public opinion in light of the emergence of their great influence during the Israeli aggression on Gaza, 2021.

◆ It is important to developing the official and popular Palestinian discourse through social media and to build a comprehensive national strategy to address the framed Israeli narrative.

◆ Caution in dealing with Israeli pages and not dealing with them in any way because admiring these pages or commenting on them, even if it is insulting and mocking, increases their spread and development.

◆ Move on the official level to address the management of social media sites with the need to stop fighting Palestinian content and respecting freedom of opinion and expression.

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