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Persuasive Methods and Appeals Used on French Newspaper Websites in Covering the Events of the War on Gaza ^(*)

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Abstract

The study sought to identify how Israel exploited social networking sites during the Al-Aqsa Flood operation. Represented by the official page of the occupation army spokesman on Facebook, “Avichai Adraee,” and its role in the process of reforming and restoring Israel’s image among the Arabs, by identifying the communication strategies that “Avichai Adraee” followed to reform Israel’s image, through quantitative and qualitative analysis of his publications on the website. Facebook in the period from October 7, 2023 until May 7, 2024, which is a time period of more than seven months, or more than (200) days, and the number of posts that were analyzed reached (1006), in addition to a qualitative analysis of the Arab public’s comments on it; This is done by applying the theory of Image Restoration Theory and the theory of situational crisis communication theory .

The researcher reached several important results, the most prominent of which are:

The results of the study showed that the strategy of alleviating the heinousness of the event was the most preferred strategy by Israel for communicating with the Arab public during the war on Gaza (Al-Aqsa Flood Operation), represented by the official page of “Avichai Adraee”, the official Israeli occupation army spokesman, in Arabic, which came in first place, followed by the strategy Denial, then the strategy of shifting blame onto the other party, which is resistance .

The researcher concluded that despite Israel's intense activity - represented by the “Avichai Adraee” page - and its efforts to improve its image among the Arabs, especially during the study period (Al-Aqsa Flood Operation), now this has not changed Israel's image except for the worse; This is evident through the researcher’s observation of the trend of the Arab public’s comments on “Avichai Adraee’s” posts. Most of the comments were negative, which indicates the dissatisfaction of the Arab masses with Israel and what it offers to them through the “Avichai Adraee” page in particular. Most of the comments

^(*)The Paper was received on July 25, 2024, and accepted for publication on October 5, 2024.

were directed at cursing the official spokesman for the occupation army, Israel and its soldiers, praying for Gaza, Rafah, and their people, supporting the Palestinian people and supporting their cause, and calling for the boycott of Israeli products and the products supporting them and using many hashtags, such as: #Gaza_Under_Attack, #We_Stand_With_Palestine, #Israeli_Terrorism.

Keywords: Image Reform Strategies - War on Gaza - Al-Aqsa Flood Operation
- The Arab-Israeli Conflict - Avichai Adraee.