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# **Mechanisms of Employing Israeli Diplomacy to Improve the Image during the War on Gaza 2024: Analytical Study of the Israel Speaks Arabic Page on Facebook (\*)**

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## **Abstract**

The study aimed to reveal the mechanisms of employing diplomacy in improving Israel's image during the 2024 war on Gaza, with the aim of identifying the methods of diplomatic persuasion, and knowing the most important strategies and techniques used by Israeli diplomacy, and how to employ them in the context of the war on Gaza.

The study relied on the theory of image reform as its theoretical framework, and concluded several results, the most important of which are: "Hamas' terrorism" topped the topics that received great attention from the page under study by 18.10%, and Israeli diplomacy relied on its internal sources to build its media discourse, and concluded that the most used strategy during the study period was the strategy of reducing the hostility of the event by 67.38%.

The study also proved that the technique of "reinforcement and supporting" came at the forefront of the most used techniques by Israeli diplomacy by 37.82%, while the technique of "shifting blame" as one of the techniques of the denial strategy ranked first with 17.31%. The study confirmed that the page mastered the heart of the facts, relying mainly on the technique of "justification" by 4.53%, as one of the techniques of the strategy of evading responsibility

**Keywords:** Israeli Diplomacy, Israeli Ministry of Foreign Affairs, Israel's Image, Gaza 2024 War, Facebook Image Improvement, State Image Distortion, Image Reform Model, Israel Speaks Arabic.

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(\*)The Paper was received on February 07, 2025, and accepted for publication on March 25, 2025.