The role of digital diplomacy in improving Israel's international image

Dr. Hazar Ismail

Assistant Professor, Al-Istiqlal University, Jericho- Palestine
Corresponding author: Hazar Ismail, Al-Istiqlal University, Jericho- Palestine
E-mail: hazarismael@hotmail.com; hazar.ismail@pass.ps

Abstract

This study aimed to identify the role of digital diplomacy in improving Israel's image internationally. To achieve this objective, the researcher used the inductive approach. The most important conclusion of the study is that digital diplomacy has a role to play in improving Israel's image internationally. This role can be seen when Israel has tried to restrict the Palestinian narrative by relying on the Arabic language in its media discourse. Israel has attached great importance to digital diplomacy by using technological advances and recruiting staff for digital diplomacy. Israeli discourse has focused on humanizing the occupying state and Israeli soldiers, in an attempt to remove the stereotype of the occupying entity. The people responsible for communication work in Israel's digital diplomacy channels have distinct capabilities in the diversity of languages and security experiences. Through digital diplomacy, Israel is still trying to appear as a democracy, intelligently promoting Israeli policies. And by trying to improve its relations with neighboring countries.

Keywords: digital diplomacy, the State of Israel, normalization

Introduction

The concept of digital diplomacy has emerged over the past decade as a complement to traditional diplomacy and an advanced form of public diplomacy. While diplomacy in its traditional sense relies on soft power, such as negotiations and diplomatic missions, to achieve countries' foreign policy objectives, digital diplomacy depends on digital media as it allows diplomatic work to easily reach external audiences without material costs or language and cultural restrictions. Israel began its activity in digital diplomacy in 2011, coinciding with the onset of the Arab revolutions, in which Israel saw an opportunity to penetrate Arab public opinion, especially after grasping the role of digital media and it's potential to bring about political and social change and topple repressive regimes. As a result, "Israel" took advantage of these revolutions to achieve what it had not been able to do for decades, namely to communicate with the Arab peoples for the first time in the history of the occupying state, and to influence their attitudes towards the Arab-Israeli conflict (Shalash, Linda, 2021). Although successive occupation governments have been able to establish official and diplomatic relations with a number of Arab leaders, either openly or covertly, they have not been able to convince the Arab people who, until recently, regarded "Israel" as an occupying and anti-Arab state. Israel's emphasis on the importance of diplomacy and digital media in communicating with foreign peoples comes at a time when the occupation has suffered for many years from the difficulty of improving its image at the Arab and international levels. And it has been widely criticized for the adoption of hard power, militarily and economically, against the Palestinians and Arabs. After being subjected to academic and security criticism by Israel over its policies in the region, the occupying power quickly adopted the "Hasbara" program, which means "explanation and interpretation"(Shalash, Linda, 2021), and was treated as a synonym for public relations and public diplomacy.

Methodological framework and previous studies

There is a theoretical debate about the role of diplomacy in improving the image of the state. There are those who consider that traditional diplomacy has a greater role in improving the image of the State because of its direct communication with other countries through their embassies, and those who consider that digital diplomacy has a greater role in improving the image of the State because it allows reaching as many peoples, countries, and languages as possible. From this controversy stems the problem of this study aims to find out the role of digital diplomacy in improving Israel's image internationally. Therefore, the problem of the study came as an attempt to bridge the research gap, by answering the following main question:

What is the role of diplomacy in improving Israel's image internationally?

From this main question emerge the following sub-questions:

1-Has digital diplomacy contributed positively to the improvement of Israel's image at the international level, using different languages (different tools) to achieve this?

2- Does Israeli digital diplomacy have a role to play in improving Israel's image internationally, using the policy of blocking the Palestinian narrative and demonstrating the humanity of the occupying state? .

3- Is there a role for digital diplomacy in improving Israel's image internationally, by using the policy of promoting the Israeli narrative and demonstrating the democracy of the occupying country?

Objectives of the study:

The main objective of the study is to identify the role of digital diplomacy in improving Israel's image internationally, and the following derive from this:

1- Identify the positive role of digital diplomacy in improving Israel's image internationally, using different languages (different tools) to access it?

2- Identify the role of Israeli digital diplomacy in improving Israel's image internationally, using the policy of blocking the Palestinian narrative and demonstrating the humanity of the occupying state?

3- Identify the role of Israeli digital diplomacy in improving Israel's image internationally, using the policy of promoting the Israeli narrative and demonstrating the democracy of the occupying country?

Study hypothesis:

The study assumes that digital diplomacy plays a major role in improving Israel's international image as a major tool for Israel's foreign relations.

Methodology of the study:

The study relied on the inductive approach to collect the subject's information from its sources, and then classify and analyze it.

Previous studies:

Due to the novelty of the concept of digital diplomacy, there were not enough studies available in Arabic that dealt with the topic in general, and we will review a group of studies, from the most recent to the oldest: A study by the Arkan Center for Studies, Research and Publishing (2021) entitled Digital Diplomacy as a Tool in Foreign Policy: The study aimed to examine the tools of digital diplomacy and how they can be used to serve countries' foreign policy objectives, focusing on Israel's model of digital diplomacy towards the Arab region, looking at motives, objectives, and tools (Abdel-Sabour, 2021). The study explored the evolving nature of the concept of digital diplomacy, focusing on the role that communication technology plays in the practice of this new type of diplomacy. The study drew on both historical and inductive approaches. One of the most important findings of the study is

that there is a response to digital diplomacy in the modern era to the long-standing challenge that world leaders have faced in their struggle to communicate more quickly and directly in times of crisis than ever before (Al-Hamsneh, 2020). Al-Jaladi (2020) study entitled Israeli Digital Diplomacy and Event Investment (using the George Floyd murder as a model): Aimed to identify Israeli digital diplomacy. And how to invest the event by studying the case of the murder of George Floyd (Al-Jaladi, 2020). El-Desouky's study (2019) Diplomacy in the Age of Globalization between Continuity and Change: This study aimed to explore the impact of changes in the international environment, including globalization, on diplomacy in terms of its role, functions, and patterns. The study was based on comparison management. In its interviews between the phases, patterns, and roles of diplomacy in different geographical regions. The study concluded that there are many elements of continuity in the diplomatic function (El-Desouky, 2019). Ayyad (2018) study Contemporary Research Trends in Digital Public Relations Studies: The objective the study was to review digital public relations research since the beginning of the third millennium, according to the scientific and methodological foundations, and 115 digital public relations researches were reviewed and analyzed during the period from 2000 to 2017. Among the most important results of the reviewed research is the effectiveness of the use of digital public relations in achieving the strategic objectives of the organization. The most important result of the study is that quantitative methods were the most used methods in digital public relations research, the most important of which are survey and content analysis methods (Ayyad, 2018).

Comment on previous studies:

This study differs from previous studies in its focus and methodology, and this study also differs from the previous one in that it is placed within the perspective of international relations and political diplomacy. It also addresses the Palestinian situation in relation to the Israeli occupation, analyzing the new platforms of digital diplomacy (Abdel-Aal, 2008). Furthermore, there is a lack of studies dealing with digital diplomacy in comparison to Israeli digital diplomacy.

Conceptual framework of the study:

First: Terms of the study:

Digital diplomacy: It is an evolution of traditional diplomacy, and it aims to exploit modern communication and information technologies, as well as the Internet in communicating with others, whether locally or internationally, with the aim of strengthening a country's internal and external policies, through digital platforms, which have become the new basic pillar for the world (Tayaba, 2019).

Soft power: the ability to achieve the desired goal by attracting others, not by threats or punishment (Nye, 2004).

Diplomacy: reaching out to non-governmental sectors, both civil and popular, to mobilize support for the appropriate international policies, or to influence domestic issues in certain countries, which also means openness, cooperation and coordination with civil society actors and public opinion makers (Nadia, 2007).

Normalization: It is the return to a normal situation or circumstance. The word normalization comes from its source '' nature", which means that it requires holding relations with the enemy, making them normal relations (Al-Maani Dictionary, 2021).

Secondly: The concept of digital diplomacy:

This topic will address the development of the concept of digital diplomacy, its definition, and the most important tools used to achieve it, through two requirements: The first examines the definition of the concept and how it differs from the terminology of traditional diplomacy. The second looks at the definition of the most important tools used in the practice of digital diplomacy, with a focus on how Israel uses these tools to conduct its foreign policies.

a. Configuration of the concept:

There are many types of diplomacy, and there are different criteria for classifying types of

diplomacy, including those that depend on the means used in diplomacy. As for digital diplomacy, this criterion is also applicable to it, as this term mainly depends on the use of new digital (electronic) means resulting from the information revolution (Al-Barzanji, 2019). As we will not dwell on the classification and discussion of the types of diplomacy in detail, we will go straight to the definition of the concept of digital diplomacy. The concept of digital diplomacy is very controversial, even in terms of naming the term, as there are several concepts used to express the same concept, such as virtual diplomacy, electronic diplomacy, Facebook, and Twitter. All these concepts demonstrate the impact of information and communication technologies on diplomacy (Al-Barzanji, 2019).

b. Definition of digital diplomacy:

The concept of digital diplomacy is among the modern concepts that are difficult to define with a precise definition, besides the difference in its definition among international relations and diplomacy scholars, where diplomacy is the operation room of international relations (Raymond, 1998). The concept of digital diplomacy is flexible and rapidly developing, with the accumulation of information, the knowledge revolution, and the availability of information, Manor (Manor Segev) defined it as the increasing use of social media platforms in the country, to carry out its foreign policies, and to manage its reputation and image in order to anticipate or to overcome any confusion, Digital diplomacy can be placed at two levels: the Ministry of Foreign Affairs and its embassies around the world, which depends on the state's ability to craft foreign policy messages in line with the history, culture, values, and traditions of other nations (Manorial and lead Segev, 2015). Lewis, defined digital diplomacy as "the use of digital communication tools by diplomacy to communicate with each other and with the general public" (Leeside, 2014), while Potter defined it as diplomatic practices through digital technologies and networks, including the Internet, mobile devices, and social media channels (potter Even, 2002), Hanson defined it simply as the use of the Internet and new information communication technologies to help implement diplomatic objectives (Hanson,

Fergus, 2012). While Al-Harthy defined it as "the extensive use by activists, diplomats, civil society organizations and various segments of society, individuals and groups, of the means provided by the Internet and social media, such as: "Facebook and Twitter, to defend ideas, spread values, defend causes and influence public opinion"(Al-Harthy, 2020). As for the official level of foreign ministries, the definition of digital diplomacy within the most effective foreign ministries is intertwined with digital diplomacy. The UK Foreign Office defines it as "solving foreign policy problems using the Internet". This is a narrower definition that excludes internal electronic cooperation tools, mobile phones, and tablet-based diplomacy (https://www.stste.go). The US State Department has used "21st-century statesmanship" to define digital diplomacy (httPS: //wwwstat.gov. state Rafi), while the Canadian foreign ministry has called it "open" and given it more flexibility (The Cadieux-leger fellow rhipidate). The Israeli Ministry of Foreign Affairs defines it as: "a type of public diplomacy in cyberspace aimed at appealing to the various groups that move public opinion, with the aim of influencing social issues and public trends through freedom of communication, and inviting citizens to act on these debated public issues (https://mfa.go.il/maar/pages/deault.xspx).

Among the most important and comprehensive definitions of digital diplomacy is that of Al-Amoudi, who defines it as follows: "The most important means of promoting the country's foreign policy lies in its ability to transform big data into information and knowledge that is appropriately reoriented by the decision-maker in diplomatic settings, whether inside the country as the Ministry of Foreign Affairs or outside through its embassies spread around the world, using new technology tools and social media platforms to influence local and external audiences, and to interpret the state's perspective on the crises it faces from a soft power perspective and a deeper understanding of the history of the people - which deliver them messages - and their culture, customs and traditions (Al-Amoudi, 2018). Referring to the previous definitions on the concept of digital diplomacy, we can conclude that it is one of the means of foreign policy and the most important one, due to its effectiveness in directing data in the intended framework, both internally and

externally, through ministries and embassies that depend on the use of modern technology that ensures the effective performance of digital diplomacy by attracting new followers, This increases the diplomats' ability to influence at any time and in any place, in addition to getting feedback in a short period of time, which helps to reduce the percentage of errors, if any.

Second: the tools of Israeli digital diplomacy:

There are many tools used by digital diplomacy, and digital diplomacy, in general, refers to the use of internet tools, especially social media, in the practice of a modern form of diplomacy. Digital diplomacy has been adopted by many scholars when referring to the intersection between digital technologies and diplomacy. The most popular social media at the moment are Twitter and Facebook, which are used by foreign ministries around the world and both networks can be linked to each other. We will illustrate the importance of these two social media tools in digital diplomacy, among others. Social media are defined as a wide range of web-based applications and platform techniques that give users the possibility to interact socially with each other on the Internet and can be considered effective tools for advancing policies or ideas in order to promote certain public policies (Al-Hamsneh, 2020). Accordingly, we explain here the most important tools of digital diplomacy:

1. Twitter:

On this network, the individual expresses his or her opinion on various issues, shares it with others and allows them to discuss and explain their positions on the topic under discussion, in addition to posting images, music, decisions and links that attract the interest of others (Elena zinoyeva, op). Twitter has also witnessed the most important manifestation of interactive digital diplomacy, which has led to the emergence of the concept of Twitter diplomacy, and an institution with the same title has emerged with reports that monitor the presence and interaction of presidents on this network (Abdel-Al, 2008). Finally, statistics indicate that Twitter has ranked first among social networking platforms and also the most popular, and most used, especially by officials and official institutions (Hamouda, 2013).

2. Facebook:

Facebook is mainly used for professional awareness. By creating personal or public profiles, pages, or corporate or public events, any organization can gather the community interested in its work, organize content and engage with a section of society and the audience (Diplo site." digital diplomacy Khyber diplomacy". opacity). Facebook has recently experienced what is called (Facebook diplomacy) with the emergence of pages of presidents, officials and official departments and their engagement with the masses (Abdel-Al, 2008). For example, Facebook includes many pages of Israeli officials who try to improve Israel's image, defend it and promote normalization, by posting information about entry permits to the occupied territories and working in them, for example, the page of "Avichai Adraee", the spokesperson of the Israeli occupation army, and many others. The statistics also indicate that the use of Facebook by government officials and official institutions is in second place (Hamouda, 2013).

3. Websites: (YouTube, Pinterest, Instagram, linked in)

There is more than one public site on the Internet, and one of the most important of these sites is (YouTube, the most famous online video platform that can be used for free, and it can be considered an excellent social networking tool to send messages, views, and positions clearly, through videos from different sites. The posted videos are watched by different users of this site, and YouTube is the second largest search engine on the Internet after Google (Salah, 2019).

4. Blogging:

It is considered one of the most important electronic tools for public and digital diplomacy and is very popular, in addition to the "wiki", which is now used more for internal purposes, such as knowledge management, and is also characterized by ease of interaction (Salah, 2019). The influence of blogs as a source of information and opinion and as an effective means of internal and external political pressure has been apparent since the early 2000s. The bloggers' attack on the US broadcaster "Dan Ads" in response to its attack on President George Bush Jr. and its claim to have

documents on Bush's electoral chances played a role in CBS' apologies, Politicians and the public have acknowledged the importance of blogs. Since 2004, American politicians, including diplomats, have been interested in blogs as a way to express their opinions and communicate with the public (Hanadi Salah, 2019). Israel has adopted blogs as a major tool of digital diplomacy, as its leaders have realized the importance of digital media tools to neutralize the Islamic resistance movement Hamas. Its leaders have also emphasized that the concept of diplomacy must change like that of war. In the Arab world, there is a lack of governmental and diplomatic interest in blogging, as the ministry only creates websites and accounts on the Internet, neglecting the creation of blogs, while the US - for example - has its own websites and accounts on the Internet and at the same time has an official blog (Abdul Latif, 2016).

5. The Israeli Ministry of Foreign Affairs website:

The Israeli Ministry of Foreign Affairs website is the first official online platform for Israel on the Internet and includes basic information about the Ministry, and about Israel in general, consular services, and the Israeli experience in several fields, including technological development, It also includes the latest developments, updates, and news about the Ministry's activities, in several languages, including Hebrew, Arabic, English, Farsi, Chinese and Spanish. It also features a number of opinion articles on Israel and its foreign relations.

Third: the importance of digital diplomacy for Israel.

As part of its keen interest in digital diplomacy and media, the Israeli Ministry of Foreign Affairs took the initiative to host the first international conference on digital diplomacy in 2016, in partnership with the Partner Institute for Internet Studies at Tel Aviv University, and with the participation of delegations and diplomatic experts from many countries. The following year, it hosted the second international conference to discuss the role of digital diplomacy in the foreign policy of countries and their future, until "Israel" ascended to the throne of countries that use this diplomacy globally (Shalash, 2021). This will be

clarified in two parts, the first speaking about the role of digital diplomacy in demonstrating the humanity of the occupying country, and the second about the role of digital diplomacy in demonstrating the democracy of the occupation.

a. The role of digital diplomacy in demonstrating the humanity of the occupying country

In its media discourse, Israeli digital diplomacy has relied on the Arabic language in interactive communication channels, on several strategies, including using the language of superiority and demonstrating Israeli civilizational, scientific, and technological superiority over the peoples of the region, emphasizing the cultural and historical ties between Israelis and Arabs, in addition to drawing attention to what Israel calls "the common danger", namely :(Iran, Hamas, and Hezbollah) as a threat to the security and stability of the Middle East. Since digital diplomacy is one of the most important tools for foreign policy formulation, in addition to being a strategy for implementing state constitutions, it follows several methods to achieve its objectives, as the state resorts to diplomacy to implement its policy through military force, economic power, or by using all methods and tools in order to achieve its objectives (Foreign Policy Study p.2, https;//DS.UNI-ORAN2.DZ;8443/BTSREAM). Knowing that the external decision-making process depends on diplomacy, as it guides the decision-making based on the necessary information and reports (Al-Nuaimi, 2011). Diplomatic reports are classified as confidential, even if they use propaganda to influence public opinion, but they remain secret until the objectives for which they were used are achieved (Al-Nuaimi, 2009). We note the emphasis in Israeli discourse on humanizing the occupying state and Israeli soldiers, such as the publication of photos of Israeli soldiers helping an elderly man cross the road, or offering congratulations to Arabs on national and religious occasions. On the other hand, this diplomacy does not fail to adopt a discourse hostile to the Palestinian narrative, which seeks to demonize and counter the Palestinian people and to see them as a major cause of the region's devastation and wars. As for Israeli digital diplomacy, it is mainly aimed at

improving the image of the occupation in the world, confirming its legitimacy and that of its military operations, denigrating its opponents, and opening a new door for normalization with the Arab peoples, especially with the multiplication of boycott campaigns and the decline of Israel's international position (Abu Hilal, 2021). It should be noted that Israel has used digital diplomacy as a complement to its known strategy of diplomacy in general, and its main objective is to clarify its government's point of view, to strengthen its positions in front of the press, especially the opposition press, and to counter attempts to delegitimize its international legitimacy, in addition to explaining and justifying its racist policy, and to identify the mechanisms that deal with the issues in the media and on social networks (Sweden, Abdel Aziz, 2014.https;//bit.ly/2Eyk8HE). In a report published by the Israeli Ministry of Foreign Affairs in 2016, titled "Public Relations and Public Diplomacy Activities in the Ministry of Foreign Affairs "(Herzliya Center, 1994). Which stated that digital diplomacy is one of the most important specialized departments in the Ministry of Foreign Affairs, according to a study published by the Herzliya Center titled "The Government of Shadows". it spoke about the objectives of the digital diplomacy department, the most important of which is the identification and strategic implementation of public relations in the Ministry of Foreign Affairs, after which the necessary programs and tools to use are distributed to officials to publish on social networking sites in order to increase their ability to reach the largest number of users of these sites (Khalaf, May 2016. https://pit.ly/ 3aWlmbL). Israel insists on humanizing its policy by using Israeli digital diplomacy to try to eliminate the stereotype that it is an occupying Zionist entity in Arab minds, and to replace it with another false image, and to change the psychological state of the Arab peoples from a deep-seated feeling of hostility since the creation of this entity, and focusing on falsifying the facts of history in Arab minds as a colonial and Zionist project, and promoting the so-called "God's chosen people" and false historical narratives, the most important of which is to consider them as the original inhabitants of the land of Palestine, and changing the dominant cultural image of the Israeli occupier from a

murderous racist state to a scientifically, technologically and democratically advanced state, In addition to the implementation of programmes and strategies to infiltrate Arab countries at all levels, which facilitates the recruitment of its agents in the service of the Zionist project, and Israel's development of its new and old strategies to spread chaos and internal conflicts, which leads to the fragmentation of Arab countries (Doukkali, 2020, link https;//2u.pw/blur). One of Hasbara's main strategies is to use the issues of homosexuality, Israel's positive attitude towards them, and their support for vegetarianism and animal protection to divert attention from Israel's crimes, which aim to portray Palestinians as retarded, to further their dehumanization and soften criticism of Israel (Sweden, Abdel Aziz, 2014.https;//bit.ly/2Eyk8HE).

b. The role of Israeli digital diplomacy in demonstrating the democracy of the occupying country.

Israeli officials constantly try to discredit those who support the boycott movement by calling them anti-Semitic and claiming that it is linked to terrorism, while anti-boycott laws have been passed in the US. Prominent social media companies are adopting the International Holocaust Remembrance Alliance's definition of anti-Semitism, broadening the charge of anti-Semitism to include criticism of Israel, and arming causes of justice is another frequently adopted strategy. For example, the image of Israel as the only democracy in the Middle East, the only country that respects human rights and the rule of law in a reactionary and aggressive region, is repeatedly shown (Khalaf, May 2016. https://pit.ly/ 3aWlmbL). The definition of Israel as a "Jewish democratic state" is a summary of its internal contradictions. It is not possible to combine Judaism and democracy, according to scholars like Azmi Bishara and Shlomo Sand. "The problem of defining a Jew according to secular criteria, i.e. cultural, linguistic, political or biological, shows that there is no secular Jewish culture to which one can adhere" (Sand, 2017). Others have tried to reconcile the Jewish state with democracy, including many people who consider themselves liberal. One of the most important

attempts of relatively modern Israel in this regard is a book entitled: "Israel and the Family of Nations: The Nation-State and Human Rights" written by Jacobson, Amnon, and Bernstein. Researcher Nimr Soltani referred to this attempt and considered the book as: "Firstly, an attempt to escape the requirements of liberal theory, and secondly, a lawmaker's project" (Sultani, 2010), as the two scholars attempt to justify the status quo in Israel, and the impossibility of denying the character of liberalism about Israel. This is contrary to reasonable and democratic logic. The intelligent promotion of Israeli ideas and policies is one of the most important goals of Israeli digital diplomacy and the improvement of the occupation's relations with neighboring countries. It is also about creating a positive image of the occupation, affirming its conformity with Western values related to respect for women and freedom of opinion and expression. Through digital diplomacy, Israel also presents itself as the most advanced and democratic country in a region plagued by conflict and war (Doukkali, 2020, https;//2u.pw/blur). The activity of the Israeli digital diplomacy clearly shows the potential that the people in charge of the communication work in the digital diplomacy channels possess, as they master the Arabic language in writing and conversation. In fact, the majority of workers in the Arab department of Israeli digital diplomacy are of Arab origin, as is the case with (Landa Manuhin), an Iraqi Jew, who is responsible for communicating with Arabs on social media, and connecting them to the rest of official and unofficial Israeli institutions. Digital communicators also have security and intelligence training and have the patience and skills to respond to followers' comments, whatever their nature, in order to gain audiences rather than repel them (Shlomo, 2017). We see that Israel is constantly trying to show its image as a democratic state, especially with regard to the Palestinian issue, in order to divert attention from the latter. There is what could be called (Israeli infiltration), i.e. Israeli camouflage, which clearly shows that Israel supports the two-state solution and says that it is ready to negotiate, but it tries to move from a regional solution and "land for peace" to establishing peace and full diplomatic relations with the Arabs, without a solution to the Palestinian question (Al-Talouli and others,

2019). The progress and development of the occupying power's policy of normalization with a number of Arab countries can be observed recently thanks to American mediation, in the hope of realizing the dream of normalization with the rest of the countries in the region, and of gaining Arab popular acceptance of a Jewish state in the occupied land of Palestine, although the achievement of this task is no small task after years., Israel relied on the strength of its diplomatic activity to change public opinion in the Middle East. Today, Israel is taking advantage of these normalization agreements to intensify its media discourse in Arabic on social media and focus on Arab voices that support normalization and peace with the occupation. It also deliberately and constantly publishes photos and videos showing Arab youths accompanied by Israelis in different places, in order to encourage others to join the normalization. Digital diplomacy may have contributed, along with public diplomacy efforts, to the completion of normalization agreements with the UAE, Bahrain, Sudan, and Morocco, and to the establishment of communication networks with many young Arabs. But this is not a measure of the success of digital diplomacy, as some Israeli opinion polls have shown low popular Arab support for normalization, including a special poll at the Direction Institute in occupied Jerusalem, the results of which were published in November 2020 (Doukkali, 2020, https;//2u.pw/blur). The survey was conducted among more than 4,000 people from nine foreign and Arab countries, including the United Arab Emirates, Bahrain, Morocco, Qatar, Saudi Arabia, and Palestine. According to the results of the poll, the majority of respondents are against, with the exception of Emiratis (65% in Saudi Arabia, 48% in Bahrain, 84% in Morocco, 72% in Qatar), and their negative opinion of Israel has not changed (Shalash, 2021). While 46% of Emiratis expressed a positive view towards the occupation. An Israeli government report prepared by the Ministry of Strategic Affairs also showed that 90% of Arab comments on social media between mid-August and mid-September 2020 carried negative responses toward Israeli normalization with the UAE and Bahrain (Al-Faris, Abdul Razzaq Faris, 2019). From the above, it seems to us that achieving peace with the millions of Arabs living

in the Middle East is a difficult task, but perhaps not an impossible one, especially if they lack of interest among Arabs and Palestinians in digital diplomacy and its importance in the battle for hearts and minds continues.

Conclusions and Recommendations:

First: the conclusions

•   Through digital platforms, Israel has succeeded in achieving its goal of paving the way for normalization agreements with some Arab countries, so digital diplomacy has become a modern Israeli propaganda method to ensure the achievement of its goals.

•   Adoption of the Israeli media discourse on the Arabic language in interactive communication channels. Emphasis on the use of a language of superiority by demonstrating its supremacy in several areas.

•   Israel is one of the countries that use digital diplomacy the most at the global level.

•   The tools of digital diplomacy are represented in websites in general, and social networking sites in particular. Facebook and Twitter are the most interactive sites for digital diplomacy.

•   Israel has paid great attention to digital diplomacy and has used its technological advances and its teams of writers, correspondents, translators, and graphic designers, and has indeed made remarkable progress in this area.

•   Focusing Israeli discourse on humanizing the occupying state and Israeli soldiers and attempting to break down the stereotype of the occupying entity.

•   The people doing the communication work in Israeli digital diplomacy channels have distinctive capabilities in a variety of languages and security contexts.

•   The tools of Israeli digital diplomacy are varied, including different websites, which depend on the diversity of languages, in order to reach the largest possible audience.

•   Israel's constant effort to try to show itself as a democratic state by intelligently promoting Israeli policies in order to improve its relations with neighboring countries in particular and the Middle East in general.

Second: recommendations:

•   The publication and dissemination of scientific and research studies on Israeli digital diplomacy and the benefits to be gained from it on the Palestinian side.

•   The need to crystallize a Palestinian strategy comparable to Israeli diplomacy to clarify and expose the facts.

•   Develop the participation of Palestinian popular diplomacy, and recruit and support Palestinian and Arab youth and civil institutions, to show the dangers of normalization, through international forums, and organize conferences and the like to support Palestinian diplomacy.

•   The Palestinian National Authority should work on creating different websites for all its embassies, in different languages, taking into account the culture of the countries and states, in order to be able to refute the Israeli narrative and limit Israeli digital diplomacy.

•   The need to integrate and engage Palestinian digital diplomacy in international forums concerned with digital diplomacy, benefiting from its experiences and keeping abreast of developments on a continuous basis.

•   Monitoring issues of Palestinian digital violations at the official and popular levels, allowing Palestinian digital content to develop and flourish without the constant fear of shutdowns.

•   Training Palestinian executives working in official and private institutions, especially those working in the diplomatic field, and enabling them to engage in digital diplomacy.

Conflict of interest

On behalf of all authors, the corresponding author states that there is no conflict of interest.

Sources and references:

Arabic sources:

[1] Abdel Latif, Farhad Hassan. (2016). "Governmental, and Official Media", Dar Jaffa Scientific for Publishing and Distribution, Jordan, pp. 190-192.

[2] Abdel-Al, Wael. (2018). "Digital Diplomacy and Its Place in Palestinian Foreign Policy", Media Research and Politics Series. Media Development Center. Birzeit University, p. 10.

[3] Abdel-Sabour, Sabah. (2021). "Digital diplomacy as a tool in foreign policy: Israeli diplomacy towards the Arab region (a model)", Arkan Center for Studies, Research and Publishing, p. 32, pp. 4-6.

[4] Abu Hilal, Naseem. (2021). "The Role of Palestinian Digital Diplomacy in Confronting Arab-Israeli Normalization", Al-Aqsa University, Palestine, pp. 14-18.

[5] Al-Amoudi, Moaz. (2018). "Official Digital Diplomacy and its Impact on Foreign Policy: A Comparative Study with Palestine and the Israeli Occupation", Roya Magazine, Vol. 4, Istanbul, Turkey, p. 130.

[6] Al-Barzanji, Dana. (2019). "Electronic Diplomacy: A Study in the Essence, Requirements and Implications", Journal of the University of Development of the Skin: 19: pp. 26-27.

[7] Al-Faris, Abdul Razzaq Faris. (2019). "The Center for Research and Decision Making in the United Arab Emirates", Journal of Political and Economic Development: 5 (2): pp. 63-64.

[8] Al-Hamsneh, Alaa. (2020). "Digital Diplomacy and its Impact on Foreign Policy - US-Iranian Relations as a Model", Syrian International Academy for Training and Development, p. 8.

[9] Al-Harthy, Talal. (2020). "Diplomatic Communication in the United Arab Emirates facing the Challenge of the Information Revolution", The Arab Journal of Scientific Publishing, Emirates, p. 15, p. 403.

[10] Al-Naimi, Ahmed. (2009). "Foreign Policy", University of Baghdad, p. 308.

[11] Al-Naimi, Ahmed. (2011). the foreign policy decision-making process. i 1. Dar Zahan for Publishing and Distribution. p. 44.

[12] Al-Tululi et al. (2019). "Towards Effective Policies for Employing Digital Diplomacy in the Palestinian Ministry of Foreign Affairs", The Palestinian Center for Policy Research and Strategic Studies - Masarat, Palestine.

[13] Ayyad, Khairat Moawad. (2018). "Contemporary Research Trends in Digital Public Relations Studies", College of Communication, University of Sharjah, United Arab Emirates, 16 (2): p. 247.

[14] El-Desouky, Ayman Ibrahim. (2019). Diplomacy in the era of globalization between continuity and change. Journal of the Faculty of Economics and Political Science, Cairo University: 20 (1): Egypt: pp. 109-112.

[15] Eljalad, Tina. (2020). "Israeli digital diplomacy and event exploitation: A reading of the model of the murder of George Floyd", Research Center, Palestinian Affairs facing the deaf and the battle of the novel, p. 280.

[16] Hamouda, Ahmed. (2013). "The Role of Social Networks in Developing the Participation of Palestinian Youth in Societal Issues", League of Arab States, Cairo, p. 173.

[17] Nadia, Mustafa. (2007). "American Public Diplomacy towards the Arab World", Cairo University, p. 16.

[18] Nye, Joseph. (2004). Soft power and the fight against terrorism. Project Syndict.

[19] Salah, Hanadi. (2019). "The Relationship between the Palestinian National Authority and the Liberation Organization and the Transition to the State", The Palestinian Center for Research and Strategic Studies - Masarat, Palestine.

[20] Sand, Shlomo. (2017). "The Collapse of Secularism in the Jewish State", Ha'aretz, p. 30.

[21] Soltani, Nimr. (2010). "Liberal Zionism and the Comparative Constitutional Approach and the Project of Normalizing Israel", Israeli Issues Journal, Palestinian Center for Israeli Studies, Madar, Ramallah, p. 39-40, p. 20.

[22] Tayabeh, help. (2019). "The Future of Diplomacy in the Light of the Digital Age", Journal of the Research Professor for Legal and Political Studies, University of Mohamed Boudiaf, Algeria, 4 (2): p. 946.

[23] The comprehensive dictionary of meanings. (2021).

[24] The Herzliya Center, is a private, not-for-profit research institution, established in 1994.

Foreign sources:

[1] Cohen, Raymond. (1998).putting diplomatic studies on the map. Diplomatic studies program newsletter. Leicester: Center for the study of diplomacy.

[2] Hanson, Fergus. (2012). baked in and weird: diplomacy state, foreign policy paper sister no 30(pp1-41), Washington, DC: Brooking Institution.

[3] Manorial and lead segev. (2015). Americas selfish the Sporrans itself on its social media accounts.in bogland M.Eds. Digital diplomacy. Theory and practice (pp.89-108). Networking: Routledge.

[4] potter. Even. (2002), cyber-diplomacy; Managing foreign policy in the twenty-, first century. Ontario; McGill-Queens press.

Websites:

[1] Canadian Ministry of Foreign Affairs website, "The Cadieux-leger fellow rhipidate.".

[2] Digital Diplomacy Report British Foreign Office at the link: https://www.stste.go

[3] Diplo site. "Digital diplomacy Khyber diplomacy". Opacity>

[4] Diplo site." digital diplomacy. Khyber diplomacy." opacity>

[5] Doukkali, Mohamed. (2020), "What are the entity's goals of normalization", the Palestinian Center for Resisting Normalization, link: https;//2u.pw/blur.

[6] Foreign Policy Study p.2, https;//DS.UNI-ORAN2.DZ;8443/BTSREAM

[7] Khalaf, May. (2016). "Digital normalization: How Israel uses Twitter and Facebook to serve it", Al Khaleej Online, link: https://pit.ly/ 3aWlmbL

[8] Leeside. (2014). Digital diplomacy. retrieved from: https://www./gatewaygiuse, in /digital-diplomacy.

[9] Shalash, Linda. (2021). "Documenting Israeli digital diplomacy to polish the image of the occupation in the region", 1:47, link: https://www.trtarabi.com.

[10] Sweden, Abdel Aziz. (2014). "Sometimes.." Haspara, "What do you know about him?", Al-Hayat, https;//bit.ly/2Eyk8HE.

[11] The US Department of State's digital diplomacy page, at the link: https://wwwstat.gov. state Rafi

[12] The website of the Israeli Ministry of Foreign Affairs. (2021). https:pwhttps://mfa.go.il/maar/pages/deault.xspx.