



Psychological Warfare in the Intifada: Israeli and Palestinian Media Politics and Military Strategies

Ron Schleifer

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The first book of its kind on psychological operations—military actions designed to influence the perceptions and attitudes of individuals, groups, and foreign governments—in Middle East research, it provides a much needed in-depth analysis of the techniques used by both the Israelis and the Palestinians. The volume clarifies the rationales for psychological warfare in the Israeli–Palestinian conflict from 1948 to 1991, examines the development of concepts of offensive and defensive psychological warfare as developed by the Nazis and the Soviets, as well as U.S. and British tactics of persuasion, and the ways the main actors have adapted these tactics to the specifics of the Intifada. Close attention is paid to the formulation and dissemination of Palestinian psychological themes directed at the Arab world, neutral parties and the enemy, and the largely unsuccessful official Israeli attempts to counter them, including official government stances and directives to the Israeli Defense Forces. This book is essential reading for all involved in media studies and military strategy.

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