



Advocating Propaganda – Viewpoints from Israel: Social Media, Public Diplomacy, Foreign Affairs, Military Psychology, and Religious Persuasion Perspectives

Ron Schleifer, Jessica Snapper

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Based on a series of interviews with top players in the Israeli propaganda war, *Advocating Propaganda – Viewpoints from Israel* gathers the perspectives from a rabbi, a priest, a politician, public servants, a military officer, a student activist, and a social media consultant to discuss the incomprehensible situation of Israel's faltering public image. The book seeks to rectify Israel's international image through better understanding of historical and contemporary policy, and the political, religious, and military philosophy behind the different approaches over the years, presenting media and psychological mechanisms of motivating a more resourceful approach to this increasingly necessary aspect of Israeli statehood.

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