

Advocacy Journalism and the Palestinian Crisis: Redefining the Role of Independent Media in Addressing the Palestine-Israeli Occupation

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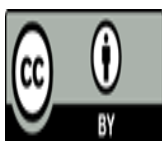
1-Introduction

Advocacy journalism, as a significant and impactful style of journalism, has gained considerable attention in recent decades for its ability to mobilize public opinion and amplify the voices of the oppressed, particularly in contexts of conflict and dispute. An advocacy journalist positions themselves alongside the oppressed, conveying their emotions, experiences, and struggles to a global audience. Historical examples, such as the Vietnam War, the Iraq War, and the Arab Spring, demonstrate that this form of journalism can catalyze profound changes in the trajectory and outcomes of unjust conflicts. In the context of Palestine, advocacy journalism holds the potential to fundamentally alter global perspectives on the issue, challenging dominant narratives and fostering a more nuanced understanding of the Palestinian experience. This article explores how advocacy journalism utilizes new media to illuminate the multifaceted dimensions of the Israeli occupation. The central hypothesis of this research is that advocacy journalism, through the use of new and independent media platforms, can play a pivotal role in accurately representing Palestinian narratives. By doing so, it challenges dominant Western media narratives that often align with Zionist perspectives and contribute to the distortion of global public opinion regarding the Israeli-Palestinian conflict.

2- Methodology and Theoretical Framework

This article employs an analytical and descriptive approach, utilizing a documentary review methodology, to explore how advocacy

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journalism can shed light on the multifaceted dimensions of the Israeli occupation in the era of new media Lasswell's framework outlines the functions and roles of media in three key areas: information dissemination, fostering social cohesion, and education. However, beyond these functions, media has a fundamental responsibility to depict the world as it truly is. In this sense, the primary duty of the media is to reflect reality accurately. Media can influence the outcomes of events in profound and varied ways, employing diverse methods to shape public perception and understanding. Within this context, advocacy journalism emerges as a concept with nearly a century of history in the field of journalism. It seeks to empathize with individuals and communities who are oppressed and lack a platform to voice their suffering. In this style of journalism, the journalist places themselves in the position of the subject of the news and dedicates all their emotions and feelings to the subject to demonstrate the pain and suffering they have endured. Unlike traditional journalism, which often strives for balanced views and neutrality, advocacy journalism is not merely about presenting information or multiple perspectives. Instead, it aims to tell stories in ways that inspire awareness, empathy, and action, transforming narratives into catalysts for social and political change.

3- Discussion

The emergence of new media has revolutionized the dissemination of information, enabling faster, more powerful, and far-reaching communication across various fields. By overcoming the limitations of traditional media, it has also fostered a significantly more diverse and pluralistic media environment. New media have not only created a multifaceted space for audiences to access news but have also provided journalists with significant advantages, enhancing their ability to interact with and engage audiences. Compared to classical media, modern media have fostered the creation of diverse content, innovative technological infrastructures, varied broadcasting formats, and a transformed dynamic between consumers and producers. This evolving environment has facilitated the practice of advocacy journalism, freeing journalists from the rigid frameworks that once dictated their work. Defined by its commitment to truth, advocacy journalism empowers journalists with diverse publishing tools, enabling them to report

independently of narratives shaped by politicians and media owners. They empower marginalized individuals and communities by amplifying their voices and bringing their struggles to the attention of the broader public. This capability is particularly significant in the context of reporting on developments in Palestine. Today, new media allows the world to witness the suffering of the Palestinian people, unfiltered by the sensationalism and bias of media aligned with Zionist perspectives. This shift has opened new avenues for advocacy journalism to challenge dominant narratives and foster a more accurate and empathetic understanding of the Palestinian experience.

4- Conclusion and Suggestions

The global media landscape, transformed by the emergence of new media, has increasingly moved toward amplifying diverse voices, creating unprecedented opportunities to highlight the suffering and pain of the oppressed Palestinian people on a global scale. While powerful traditional media outlets continue to attempt to shape reality in ways that align with their interests, the rise of new media has demonstrated that the public is no longer solely reliant on or swayed by these established sources. Audiences have grown increasingly aware of the biases and distortions perpetuated by traditional media. In this context, advocacy journalism, empowered by the capabilities of new and independent media, has provided a vital platform for exposing the realities of the situation in Palestine and the crimes committed by Israel. Journalists working in this field have taken on a crucial role as the voice of the oppressed Palestinian people, ensuring their stories are heard and their struggles are understood. Advocacy journalism, in tandem with new media, has the potential to significantly influence global public opinion. Historical experiences, such as the coverage of the Vietnam War and the Arab Spring, demonstrate the success of this approach in mobilizing support for the causes of oppressed nations. By continuing to challenge dominant narratives and shed light on injustices, advocacy journalism can play a transformative role in shaping a more just world.

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