



# Psychological Warfare in the Arab-Israeli Conflict

*Ron Schleifer*

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Psychological warfare, or psywar, has been a fixture of warfare and political hostilities ranging from total war and low-intensity conflicts (LICs), to ideological and organizational struggles since biblical times. However, its impact on political life has been more strongly felt since the latter half of the twentieth century, partly due to the ever expanding influence of Media. The first study to examine psywar in the context of the Arab-Israeli conflict, this book presents an analysis of the Arab and Israeli struggles to gain the world's sympathy and support. Opening chapters provide an overview of the main ideas in psychological warfare and the principles of psywar engagement. The book then traces the history of the psywar struggle in the Arab-Israeli conflict from the British Mandate to the more recent HAMAS abduction of IDF soldier Gilad Shalit.

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