The Impact of International Media on the Cultural Identity of the Palestinian Society

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Abstract

This study aims to monitor and analyze the media elites' attitudes towards the impact of international media on the image of the cultural identity of the Palestinian community abroad. It seeks to identify the extent of exposure of media and cultural elites to international media, as well as to examine the role of international media in promoting Palestinian cultural authenticity from the perspective of intellectuals and media professionals. Furthermore, the study investigates the role of the Palestinian community in preserving its cultural identity in the face of international media influences and highlights the main challenges Palestinian media faces in maintaining the authenticity of its cultural identity. The study was conducted using a purposive sample consisting of 20 academics, media professionals, and intellectuals. Through in-depth interviews, the main findings indicate that there is a variation in the patterns of exposure to international media among the media elites and intellectuals. This reflects an advanced professional awareness of the media's role and the necessity of following international media coverage, particularly regarding the Palestinian issue. There is a preference for selective exposure linked to major events. The results also show that media elites and cultural figures rely on international media as analytical sources, with varying degrees of dependence based on the nature of the media outlet. Some exhibit critical awareness, prompting them to verify the credibility of information from multiple sources. International media outlets demonstrate clear differences in how they address Palestinian culture. Some media outlets that align with the Israeli narrative use culture as a tool to marginalize Palestinian identity and distort its heritage, while media outlets supporting the Palestinian cause fail to separate cultural from political narratives, which limits the recognition of culture as an independent value.

Keywords: International Media, Cultural Identity, Palestinian Society.

Introduction

Cultural identity is one of the most significant elements of human existence, representing the reference framework that defines the uniqueness and belonging of communities, and forms the essence of both individual and collective selfhood. In light of the rapid transformations in contemporary society, international media has played a pivotal role in influencing patterns of thinking and behavior. It has even extended to directly affecting the components of the cultural identity of peoples, especially in societies suffering from occupation, displacement, or deliberate distortion of their image abroad, as is the case with the Palestinian community.

The dominant presence of international media in the communication space has posed significant challenges to Palestinian identity, which faces attempts of erasure and marginalization, in contrast to internal efforts striving to preserve and enhance cultural authenticity in the face of a global media discourse that may overlook or distort this identity. Hence, the importance of this

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research arises, which seeks to study the extent of the impact of international media on the image of Palestinian cultural identity, and analyze its role in either unveiling the truth or reproducing an unjust stereotypical image, from the perspective of a selected group of intellectuals, academics, and media professionals.

The research aims to investigate the role international media plays in shaping the external perception of Palestinian identity and its contribution to supporting values of authenticity or reproducing a hybrid or distorted identity. Additionally, the study highlights the efforts of the Palestinian community in resisting this influence through the preservation of cultural identity elements and addressing the challenges facing Palestinian media in fulfilling this role. To achieve this, the research uses a qualitative approach through in-depth interviews with a purposive sample of 20 intellectuals, academics, and media professionals during the study period from the beginning of 2025 to May 1, 2025.

Previous Studies

The Impact of International Media on the Cultural Identity of the Palestinian Community

The study by (Alwan et al., 2025) discussed the role of media in preserving Iraqi cultural identity during crises. This study belongs to descriptive research and relied on a quantitative approach, using a questionnaire as a tool for data collection, applied to (450) followers of Iraqi media channels and networks. The main findings were:

Media contributed to raising awareness of the importance of cultural identity through educational and cultural programs that highlighted Iraqi heritag.Media supported local arts and cultural initiatives, which helped revive and enhance traditional arts.Media was able to shed light on the challenges facing Iraqi culture, thus stimulating public discussions on ways to preserve it.

The study by (Yolanda et al., 2025) explored the role of social media in shaping global cultural identity. It belongs to descriptive research and adopted a qualitative approach, using content analysis and semi-structured interviews as data collection tools. The study was conducted on (30) active social media users from diverse cultural backgrounds and concluded that social media plays a pivotal role in shaping youth identity and promoting intercultural understanding. It is a double-edged sword, as it supports the development of a global cultural identity while preserving its unique cultural elements.

The study by (McKenzie, 2025) explored digital media as platforms for developing cultural identity, focusing on emerging adults from the Hmong American community. This study is descriptive in nature, employing a survey approach and using content analysis and in-depth interviews as data collection tools. The sample consisted of (17) emerging adults from the Hmong American community who used digital media to develop their cultural identity. The findings indicated that participants used digital media to explore and express their cultural identity, breaking away from traditional Hmong values and reshaping them. The use of digital media raised awareness of the tensions between Hmong values and American values, helping some participants reconcile them.

The study by (Manago et al., 2025) examined the impact of digital communications on the development of cultural identity among adolescents in a majority world. This study belongs to semi-experimental research and used a semi-experimental design, with in-depth interviews as the primary data collection tool before and after adopting social media within the community. It

was conducted in 2009 with (80) girls (mean IQ = 94.16) and in 2018 with (44) girls (mean IQ = 15.91) using eight short stories developed from ethnographic work in the community designed to extract participants' beliefs and cultural values. The study found no differences in character endorsement between the two groups. Education was found to predict alignment with individual characters in regression analyses, not mobile use or social media. Framework analyses showed that adolescents in the two groups differed in how they integrated individual and collective perspectives.

The study by (Shantha, 2024) examined the role of visual media in promoting cultural identity, focusing on the Cultural Spaces program on the Iraqi Satellite Channel. This descriptive study adopted a survey method and used questionnaires as data collection tools from (100) viewers of the program in Dhi Qar Governorate, Iraq. The results showed that the Cultural Spaces program plays a central role in increasing cultural awareness among viewers, significantly influencing their behavior towards culture and cultural activities, making a substantial contribution to enhancing cultural identity.

The study by (Al-Zahrani, 2024) focused on the use of photojournalism to enhance cultural identity in Saudi Arabia. This study is analytical-descriptive, relying on the sampling survey method and qualitative content analysis. It analyzed all visual posts published on the official account of the Saudi Ministry of Culture on the "X" platform, including visual content and photographs used to promote cultural identity from February 1, 2024, to the end of June 2024. The findings indicated that graphic and photographic images play a key role in strengthening cultural identity by documenting heritage and highlighting events. The results showed that emotions like pride and exploration were most targeted, reflecting efforts to spark interest in national culture and increase interaction with the content.

The study by (Abu Rahma & Abu Leila, 2024) aimed to explore the role of social media in promoting cultural and religious identity among Palestinian university students at the Islamic University. This descriptive study used a questionnaire to collect data from (173) undergraduate students at the Islamic University of Gaza. The results showed that the overall role of media in enhancing cultural and religious identity among university students was 33.77%, rated as very low.

The study by (Sutrisno, 2023) aimed to analyze changes in media consumption patterns and their impact on individuals' cultural identity. This qualitative study relied on content analysis of media texts and information collected from various media sources. The findings highlighted that changes in media consumption patterns in the era of globalization have a significant impact on individuals' cultural identity. Easy access to diverse media content from around the world provides opportunities for intercultural interaction and information dissemination, yet this also presents challenges in maintaining a balance between preserving local cultural identity and the impact of global culture.

The study by (Shuxin et al., 2023) aimed to explore the impact of digital media on cultural identity. This survey-based study used the Ethnic Identity Measure (AEIM-R) to collect data from (600) students from various universities in China. The results showed that digital media influences students' cultural identity, and as students increased their use of digital media, their sense of cultural identity also increased.

The study by (Khamous, 2023) explored the role of food bloggers in preserving Palestinian national identity digitally on Instagram. This descriptive study used content analysis and

interviews with experts and specialists in digital media and general anthropology. The study applied the methodology to a sample of (152) posts from three Palestinian food bloggers on Instagram: (Mohammad Sbeitah "Abu Julia," Haifa Oda, and Hiba Jaitan). The results showed that despite the bloggers' recognition of the importance of Instagram in highlighting Palestinian cuisine and preserving their cultural identity, they primarily focused on Western and foreign dishes rather than Palestinian ones. Though aware of their role in preserving Palestinian national identity through food, their posts mainly served commercial and marketing goals.

The study by (Al-Dhubayani, 2023) aimed to explore the role of media in shaping national and cultural identity and addressing the negative aspects of globalization in Saudi society. This descriptive study adopted a content analysis approach using various sources, including books and research references related to the Saudi society and the study's topic. The findings showed that media promotes national and cultural identity, preserves the values and traditions of Saudi society through educational and documentary programs, and encourages national arts and literature.

The study by (Xu, 2022) aimed to explore the effects of social media on the formation of Chinese students' identities. This case study adopted a case study approach, examining how media shapes the identity of international students, specifically focusing on "Wei," a Chinese graduate student at the University of Edinburgh. The study showed that discussions on Twitter could enhance students' sense of national identity and their role as cultural mediators. Social media holds significant potential for developing intercultural critical thinking and efficiency.

The study by (Fish, 2020) explored cultural representation systems: a study of Native American identity and cultural representations through digital storytelling. This qualitative study employed a narrative approach and used surveys to collect data from (73) Native American participants who attended a one-day workshop on creating digital stories. Content analysis of historical and cultural representations in indigenous environments through their digital narratives showed that the cultural storytelling profile can access most historical and cultural representations, influencing their engagement in narrative processes, which was greater among participants in this profile.

The study by (Zadi, 2018) examined the impact of communication technology on the cultural identity of Algerian youth. This descriptive study used a survey approach and employed a questionnaire for data collection from (400) young people in Sétif, Algeria. The findings revealed that media technologies serve as a tool for introducing Islam, preserving the Arabic language, and promoting national history through social media platforms, forums, and satellite programs that focus on Algerian history.

The previous studies show a marked methodological diversity reflecting various perspectives on the relationship between media and cultural identity. However, none of these studies directly address the impact of international media on the cultural identity of the Palestinian community, making the current study pioneering in contributing to this field. Most previous studies relied on quantitative and descriptive-analytical methodologies, whereas the current study shares some similarities with studies that used qualitative methods, such as McKenzie's study.

Regarding data collection tools, these studies varied between surveys, as in Sutrisno's study, and content analysis, used in Al-Zahrani and Al-Dhubayani's studies. Some foreign studies, like Xu and Fish, employed interviews and case studies, while McKenzie's study combined content analysis and in-depth interviews. The current study uses in-depth interviews with a select sample

to explore the impact of international media on cultural identity through an elite, informed understanding of the symbolic and real components of identity.

Regarding the sample, previous studies varied in their focus. Most focused on university students, as in Sutrisno's study, or general media audiences, as in Shuxin et al.'s study. In contrast, the current study focuses on a qualitative sample of intellectuals, writers, media professionals, and Palestinian academics, enabling a deeper interpretive reading of cultural identity amidst international media influences.

In conclusion, the current study differs not only in its sample but also in its approach and perspective. It seeks to understand the impact of international media from within the Palestinian context, through its cultural elite, while most previous studies confined themselves to quantitative or descriptive analyses of media content or its effects on general audiences. This highlights the academic contribution of the current study.

Cognitive and Theoretical Background of the Study

The Impact of International Media on Cultural Identity

Cultural identity refers to an individual's experience of belonging to an internal cultural group (Nguyen & Ferguson). The media plays a vital role in shaping and enhancing cultural identity by transmitting information and culture to the audience through various mediums in diverse and engaging ways. This enables individuals to promote their culture and identity while simultaneously facing challenges related to preserving cultural heritage amidst globalization and cultural diversity (Al-Sayed, 1024). International media, particularly social media, has not only altered how people interact with one another but also how they build their identities and engage with others. It acts as a mirror to society and a powerful tool for shaping these identities.

While theoretical studies portray media as central and permanent social contexts for developing cultural identity (Umana et al., 2014), and often use the media preferences and practices of youth as an indicator to assess behavioral education (Schwartz et al., 2015), the precise role of media in developing the cultural identity of youth remains unclear (Jensen et al., 2011)

Enhancing Cultural Identity

Transmitting Heritage and Traditions: The media, through its various forms, provides numerous visual and auditory cultural contents that reflect cultural heritage by showcasing customs and traditions, which help in promoting understanding and pride in local culture.

Educating New Generations: The media helps in introducing new generations to their history and culture through educational programs and cultural content that conveys cultural values and symbols.

Enhancing Cultural Understanding

Cultural Exchange: Media provides a platform for cultural exchange by presenting diverse content that explores different cultures, contributing to building bridges for cultural understanding.

Challenges Facing Media in Preserving Cultural Identity

Global Influences

Globalization: Globalization leads to the spread of cultures, which can affect cultural identity by promoting a global culture at the expense of local cultures, particularly Western culture, through media. This may reduce the focus on local culture.

Cultural Marketing: Global marketing campaigns may contribute to spreading different cultures and lifestyles, which can lead to the erosion of a community's cultural identity due to the effects of globalization and global consumption.

Media Influences

Commercial Programs: Sometimes, television channels focus on commercial and entertainment content, which may result in less attention being given to cultural programs that promote cultural identity.

Cultural Diversity: Presenting visual content that covers a broad range of cultures can lead to the erosion of cultural identity if the balance between different cultures is not presented in ways that respect and enhance the local culture (Kreba, 2021)

Strategies for Preserving Cultural Identity through Media (Kabbara, 2003):

Developing Local Cultural Content

Producing Documentary and Educational Programs: Encouraging the production of documentary and educational programs that address cultural heritage and local traditions can help enhance and protect cultural identity from external influences.

Supporting Local Arts: Supporting the production of films, music, and visual arts that reflect local culture enhances the preservation of cultural heritage and its presentation to the public.

Deepening Cultural Interaction

Encouraging Cultural Dialogue: Developing media programs and discussions that address cultural issues and foster idea exchanges between cultures can enhance mutual understanding and respect.

Engaging with the Audience: Using digital media to interact with the audience and gather their feedback on cultural content can help improve the way cultural identity is presented and promoted.

Theoretical Framework of the Study:

The researchers in this study adopted Cultural Implantation Theory.

Cultural Implantation Theory refers to the process of acquiring behaviors or knowledge through a cultural medium. This theory relies on the dominance of images transmitted through television and their importance as a source of information.

Hypotheses of the Cultural Implantation Theory:

The main hypothesis of the Cultural Implantation Theory states that the more time individuals spend in front of the television, the more they perceive social reality compared to those with lower viewing time (Shafik, 2014)

The theory of cultural implantation is based on several sub-hypotheses:

Television as a Unique Medium: Television is considered a unique medium for cultural implantation due to its presence in most households and its ease of use by the public.

Television and Unselective Exposure: Television differs from other media because implantation occurs as a result of unselective exposure and use by the audience.

Television as a Model for Ideas and Beliefs: Television presents a model of images, ideas, beliefs, and behaviors that reflect the dominant direction in a specific society. This leads to viewers' increased belief in the reality of what is presented on television, and they come to accept what is shown as real. As a result, viewers accept the ideas, opinions, and views presented by the elite.

Increased Belief in Television's Reality: The more viewers believe in the reality of what is presented on television, the more the implantation process intensifies (Ibrahim, 2024)

Study Population:

The study population consists of a select group of educated Palestinians, including intellectuals, writers, artists, poets, and elites in the academic and professional media fields, both male and female, residing within Palestine.

Selection of the Study Sample:

The process of selecting a suitable sample from the elite Palestinian intellectuals, writers, and academic and professional media personnel residing in Palestine faces significant challenges due to the current political situation. The study sample was selected through a combination of convenience and purposive sampling methods. The researchers reached out to a sample of Palestinian intellectuals, writers, and media elites, both male and female, residing in Palestine, in addition to personal networks. The sample was expanded by asking some participants to nominate other colleagues from the same community, which helped build a more comprehensive sample. The final sample consisted of 20 intellectuals, writers, and media elites, selected purposively.

Justifications for Selecting the Study Sample:

The study aims to explore the views of cultural and media elites regarding the impact of international media on the cultural identity of Palestinian society and how this affects the general public and its degree of adoption of international media's perspective. The study compares popular culture with elite culture, often associating elite culture with awareness and being more open to sources of information and knowledge due to advanced technology and interconnections. In contrast, popular culture tends to be more consumer-oriented.

Data Collection Tool:

In-Depth Interview Guide:

Interviews are a central method of data collection in qualitative research and are considered a qualitative form of conversation. The knowledge gained from the interaction between the interviewer and the interviewee forms the basis of the data. An interview is a conversation with a structured goal set by the interviewer, going beyond spontaneous exchanges of opinions in daily conversations. The aim of the interview is to obtain descriptions of the life world of the individuals being interviewed and provide interpretations of the meaning of the phenomena being described.

The researchers developed an interview guide to achieve the study's objectives, drawing on both local and international studies. The guide included five main topics with a set of sub-questions. After the preliminary draft of the interview guide was prepared, it was reviewed by several media professors to assess its validity and effectiveness in achieving the intended goals. Feedback from the reviewers led to the addition, removal, or modification of questions to make them more precise and clear. The final version of the interview guide consisted of five main topics with twelve sub-questions as follows:

First axis: Exposure of cultural and media elites to international media.

The second axis: The impact of international media on the image of Palestinian culture abroad from the perspective of intellectuals and media professionals.

The third axis: The role of international media in enhancing Palestinian cultural authenticity from the perspective of intellectuals and media professionals.

Axis Four: The role of Palestinian society in preserving its cultural identity against the influence of international media.

Fifth axis : Challenges faced by Palestinian media in preserving cultural identity.

Data Analysis:

The researchers used Nvivo software for qualitative analysis to code and categorize interview responses. This helped the researchers organize and write up the research results and compare the responses of the study sample more quickly and accurately. After conducting the interviews and transcribing them, the data were entered into the software, which created a coding structure to classify the responses according to the in-depth interview guide. The researchers then analyzed the responses according to the different topics to produce the final report and identify similarities and differences, resulting in well-organized and accurate findings.

Study Findings:

The study reached several key findings, primarily as follows:

First: axis - Exposure of Cultural and Media Elites to International Media:

The study showed a variety of exposure levels among the academic media elites and intellectuals to international media, ranging from moderate to consistent and regular exposure. The reasons for exposure varied, but primarily it was driven by their media work, which required them to follow current events continuously. Some individuals only engaged with international media in response to significant events, viewing them as international references or perspectives on major events.

Most of the cultural and media elites agreed that they relied on international media sources to analyze how international media portrayed the Palestinian issue and the image of Palestinians in the global media. The degree of reliance varied between partial and complete dependence. Some experts emphasized that international media outlets were easier to follow for breaking news and official statements but stressed the need to verify the accuracy of the information by consulting foreign media. Others viewed international media as a source of information only for major events related to Palestine and not for cultural content.

The Second Axis - Impact of International Media on the Image of Palestinian Culture Abroad:

The findings revealed that cultural and media elites agreed that international media could be divided into two main categories: pro-Palestinian media (represented by Arab sources and countries supporting the Palestinian cause) and anti-Palestinian media (represented by those supporting Zionism, including Western and American media). Regarding pro-Palestinian media, these outlets treated Palestinian culture politically, without granting it the same independent space they gave to political matters. Cultural narratives were often politicized, gaining attention or declining according to shifts in political stances. The wave of normalization in the Arab world, for example, led to a neutral or diminished portrayal of Palestinian culture.

Anti-Palestinian media, such as Zionist-supporting outlets, worked to marginalize or distort Palestinian cultural dimensions and contributed to the Judaization and Israeliization of Palestinian history and heritage. These outlets leveraged their vast resources and control over influential global media channels.

A portion of the intellectuals and media professionals argued that international media could not alter Palestinian cultural renewal, given the awareness among Palestinian youth about their issue. They have increasingly turned to digital media to present the true image of Palestinian culture, rather than what international media attempts to portray. Moreover, several elites noted that international media had a significant negative impact on Palestinian culture before the 2023 Israeli war on Gaza, reinforcing negative stereotypes of Palestinian society and distorting many historical truths. However, after the war, the Palestinian narrative gained prominence through social media, despite international attempts to distort or ignore Palestinian culture in favor of the Zionist narrative.

The Third Axis the Role of International Media in Promoting Palestinian Culture or Authenticity:

When asked about the role of international media in promoting or renewing Palestinian culture, responses varied. One group of elites believed international media contributed to introducing new concepts and cultural models, especially in the digital media era, attempting to manipulate facts to serve the Israeli narrative. Another group argued that the technological revolution and social media platforms had breached the barriers imposed by the Israeli narrative, strengthening the Palestinian culture and position in the eyes of global audiences.

Axis Four the Role of Palestinian Society in Preserving its Cultural Identity

Most participants agreed that culture is a front in the ongoing conflict, not a luxury or secondary matter. Palestinian society actively protects its cultural awareness to prevent it from being intellectually and culturally stripped away. Intellectuals and media elites emphasized the importance of supporting artists and intellectuals to enhance Palestinian culture, as well as promoting local media and educating younger generations about the history and culture of Palestine to instill and transmit Palestinian identity and culture across generations.

They also emphasized the need for a strategic media plan that incorporates cultural content tailored to different age groups, considering the openness of younger generations to various cultures. This plan should be studied carefully and include appropriate tools to direct media messages, as well as campaigns promoting cultural identity abroad and increasing international participation in cultural events to further disseminate Palestinian identity.

Fifth axis - Challenges Faced by Palestinian Media in Preserving Cultural Identity:

Participants identified the major challenge facing Palestinian media as its inability to reach and

impact both within Palestine and internationally, constrained by occupation-imposed limitations. Israeli and Western media continue to promote the Israeli narrative, sidelining or distorting the Palestinian story. Palestinian media also faces funding challenges, political pressures, and limited creative freedom. However, with advancements in digital media and technology, the younger generation is determined to break free from stereotypical portrayals and assert its national identity.

The study group agreed that the biggest challenges include the dominance of Arab and global media, the dominance of Israeli and American media, the lack of Arab/Falestinian social media platforms with international reach, the absence of a clear Palestinian media strategy, and Israel's ongoing cultural war against Palestinian culture and identity, especially in the Western world. These challenges call for clear strategies to address Palestinian attempts at cultural renewal through international media.

The study group concluded that there are both aware and shielded segments of society and more superficial, easily influenced groups. Despite these differences, the consensus was that holding onto Palestinian cultural identity is a natural and spontaneous response to the ongoing attempts by the occupation to erase Palestinian culture. This resistance, whether studied and institutionalized or spontaneous and popular, is a form of resistance that imposes itself automatically. Both approaches are important in their own right.

Conclusions

1.   The diversity of exposure to international media among the media and intellectual elite reflects an advanced professional awareness of the role of media and the necessity of following international coverage, especially regarding the Palestinian issue, with a preference for selective exposure linked to major events.

2.   The members of the media and cultural elite rely on international media as analytical sources, with varying degrees of reliance depending on the nature of the media outlet. Some exhibit critical awareness, prompting them to verify the credibility of information from multiple sources.

3.   International media shows a clear disparity in its portrayal of Palestinian culture. Some media outlets, which support the Zionist narrative, use culture as a tool to marginalize Palestinian identity and distort its heritage, while media supportive of the Palestinian cause fails to separate cultural from political discourse, limiting the recognition of culture as an independent value.

4.   The role of digital media emerged as an alternative platform for Palestinians and the general public in conveying the Palestinian cultural narrative and overcoming the restrictions imposed by traditional international media, particularly following the 2023 Gaza war.

5.   There is a profound awareness among the elite regarding the importance of culture as a frontline of struggle and resistance, not merely a recreational aspect. This awareness is linked to calls for strategic media efforts to establish and strengthen Palestinian culture among the generations.

6.   The challenges facing Palestinian media in promoting cultural identity are divided into structural and political challenges, such as limited resources, the dominance of the Israeli narrative, the absence of globally influential Palestinian media platforms, and the lack of an effective national media strategy.

7.   Despite these challenges, holding on to cultural identity remains a collective choice for Palestinian society, manifesting in both spontaneous and deliberate cultural resistance, which emphasizes the importance of supporting digital media initiatives and local cultural activities as means to create a renewed and impactful Palestinian cultural discourse.

Recommendations

1.   Design a comprehensive national media strategy that enhances the presence of Palestinian culture in international media, focusing on addressing global public opinion in multiple languages and through authentic and modern cultural and artistic narratives.

2.   Provide financial, technical, and professional support to local media to enable it to counter the distortion and marginalization practiced by some international media outlets, by producing high-quality cultural content that is internationally shareable.

3.   Strengthen investment in Palestinian digital platforms and build media channels and social media sites capable of penetrating international media spaces, offering a contemporary Palestinian cultural narrative that appeals to the younger generation both within Palestine and abroad.

4.   Launch training programs for media and cultural elites to equip them with skills in international communication, global media analysis, and content production aimed at global public opinion in a competitive and impactful manner.

5.   Collaborate with Arab, regional, and international institutions to produce joint cultural and media projects that enhance the presence of the Palestinian cause and its culture on the international stage, particularly in artistic and academic circles.

6.   Prepare awareness campaigns targeted at different age groups to promote awareness of Palestinian cultural identity within society, and to train a youth generation capable of confronting media campaigns targeting culture and identity.

7.   Establish a media monitoring and analysis unit to track the representation of Palestinian culture in international media, analyze content that either strengthens or weakens the image of Palestinian cultural identity, and propose thoughtful media policies and responses.

8.   Support Palestinian cultural production through independent and specialized cultural institutions dedicated to preserving heritage and modernizing Palestinian cultural traditions using digital and evolving linguistic media.

9.   Encourage participation in international cultural events and exhibitions to present Palestinian culture as a living, evolving identity, not merely as part of a political struggle, thereby enhancing the human and civilizational perspective of Palestine.

10.   Confront the Israeli cultural media war with a persuasive alternative discourse based on historical facts and the human dimension of the Palestinian cause, focusing on art, literature, and music as soft, yet powerful, tools in shaping global public opinion.

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