

The properties of the Palestinian media discourse during the aggression on Gaza in 2014

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Abstract :

This research deals with the most prominent characteristics of the Palestinian media discourse that accompanied the recent aggression on Gaza in 2014 which was the bloodiest and longest war compared with the previous hostile wars, the role it played in responding to the aggression, and what distinguished it from the speech that has prevailed in previous aggressive wars that waged upon Gaza. The study also aims to show the extent of the differences in the media discourse between west bank media that managed by Fatah movement and Gazzan media that monitored by Hamas movement in addition to the media that supported this or that speech.

This research expresses the Palestinian media's ability to work in war conditions and achieving a great success due to the high professionalism that exceeded that expectations despite the ferocity of the aggression. The study also showed a negative reflection of the internal Palestinian conflict on the media performance. This study came to the end that there is a big necessity to unify the Palestinian media discourse to enable them confronting the occupation and its military machine.

الملخص :

يتناول البحث أبرز سمات الخطاب الإعلامي الفلسطيني الذي رافق العدوان الأخير على غزة 2014، والذي كان الأكثر دموية والأطول زمناً مقارنة مع الحروب العدائية السابقة والدور الذي لعبه في التصدي للعدوان، وما ميزه عن الخطاب الذي ساد في الحروب العدائية السابقة التي شنت على غزة، كما تهدف الدراسة إلى إظهار مدى الاختلاف في الخطاب الإعلامي بين وسائل إعلام الضفة

الغربية التي تديرها حركة فتح والإعلام الغزي وتراقبه حركة حماس ، إلى جانب وسائل الإعلام التي تؤيد هذا الخطاب أو ذاك وما بينهما.

وأوضح البحث قدرة الإعلام الفلسطيني على العمل في ظروف الحرب وتحقيقه نجاحات كبيرة بفضل المهنية العالية التي فاقت التوقعات رغم شراسة العدوان. كما بينت الدراسة انعكاس الصراع الفلسطيني الداخلي على الأداء الإعلامي وانعكاساته السلبية. وجاءت نتيجة البحث أن هناك ضرورة كبيرة لتوحيد الخطاب الإعلامي الفلسطيني حتى يتمكن الفلسطيني من مواجهة المحتل وآلاته العسكرية.

Introduction:

In the late April 2014, when the negotiations stop between the Palestinians and the Israeli government and the announcement of reaching an agreement about a reconciliation between the two disputed movements (Fatah and Hamas), a harbinger of war with the occupation army began looming until the moment of the kidnapping of the three settlers at north of Hebron at Etzion junction and the subsequent Israeli escalation leading to initiating the aggression on Gaza Strip at the beginning of July 2014, where we saw a crack in the Palestinian media discourse, despite the enormity of the aggression.

This research sheds the light on the disparity of the speech and its vocabulary in the coverage of the recent aggression on Gaza. The first part deals with the Palestinian media discourse during the aggression and its most prominent features. The second part discusses the characteristics of the media discourse, its strengths, and working conditions in the West Bank and the Gaza Strip. The third topic deals with the changes that accompanied this speech with the announcement of the truce and stop of the aggression. Finally, it includes the most important findings and recommendations of the study.

There is a big ability for the media that adopted the armed option to mobilize the audiences with the coverage of the resistor act and transforming it to the military communication. Especially the level of the influence that extended to the (media spokesman for the martyr Izz el-Deen al-Qassambattalion and the military wing of the Islamic Resistance Movement Hamas, "Abu Obeida,") when he announced across Al-Aqsa channel the capture of the Israeli soldier, Shaul Arun. This influence the Palestinian audiences, which is not accomplished by the Palestinian media over more than a decade. Despite the strenuous attempts to produce informative speech that meets the needs of the confrontation with the occupier, the conciliatory media witnessed a reluctance by the Palestinian public. However, we have seen media that adopt political discourse for (PLO) and the Palestinian Authority that restricted by Oslo agreements that binding to the Palestinian side and emancipated by the occupation under the pretext of its military machine. This led to a change in the nature of the media discourse direction glowing conflict between the occupation and homeless people with raping lands, and another part remains on a part of his land to live their persecuted as a result of the agreement that governed by the strongest party, and imposes its conditions in the presence of the patron that biased to the occupation. The media discourse in the Palestinian media remains shy and do not have a strength to adopt the vision embodies the occupational reality, not changed by the Oslo agreements, or by Arabs and Palestinians look into the possibility of reaching a peace lead to adjustment that lead to a resolution of the conflict.

First topic: the Palestinian media discourse during the aggression and its working mechanisms.

The Israeli occupation began its aggression on the Gaza Strip after five weeks of the formation of accord government and just eight days after finding the bodies of the three settlers, and so they started targeting all Gaza components from isolation to civil institutions of all kinds as well as chasing the active people in the Palestinian resistance factions under the so-called process (Al-jurfalsamed) "Operation Strong Cliff" at the same time the military wings of the resistance did

not hesitate to respond to the aggression, and so Izz al-Din al-Qassam Brigades immediately started a battle called "Al-AsfAlmaakul" and the Islamic Jihad battle "al-bunian almarsos" along with the rest of the factions.

In-Palestinian-Israeli conflict, the media confrontation is an essential component for the Palestinians to expose the occupation and its crimes and to form a pressing international public opinion for the benefit of the Palestinian people despite of that the military tends to the occupier. In addition to owning a huge media machine that enables them to market their stories. This makes it necessary to develop the media tools aside with the military tools in order to be effective in their defense and attack. This is what happened in the recent war upon Gaza from Palestinian media performance, especially the resistant one, where the Palestinian media is classified as resistant from different forms of resistance Media.

The media coverage of the war is uneven and different from the content of the speech. There are media focused on the condemnation and criminalization of the aggression, the humanitarian suffering of the population, and intentionally disappeared the response of the resistance to aggression. This is in order to make Hamas responsible for what is going on due to its adherence to the management of the Gaza Strip despite the consequences. The other media treated him in a balanced manner by detecting the size of the human losses and destruction at the same time urged the people to resist, sacrifice, and support the resistance and to highlight their role in responding to aggression. This was appeared in the media of the West Bank, especially Fatah movement, headed by Palestine channel, (WAFA) agency, and other websites. As for the Hamas movement, it's headed by Al-Aqsa, Al-Quds channel, and other websites. While the news channel kept the image of destruction, dead people, screaming women, and wailing wounded. There were different comments on these pictures which reflects different points of view and contradictory visions before turning the entire issue of Gaza to a media tool in order to announce attitudes, making policies, and forming groups and alliances.

So, the nature of the programs that were broadcasted during the 2014 aggression on the two channels from news, programs carried a political background, ideas, and beliefs of the ideology of the two factions who follow the open media policy. This shows that the confrontation was so open and this was seen through open programs that broadcasted in front of the public contacts without controls or professional standards. The political affiliation of workers in these two channels also played a big role in the reflection of the performance of the media directly or indirectly because each of them tried to promote the positions of their political movement and defend it. Every TV channel has its political and ideological line of the target audience and their positions on the various issues raised internally and externally. The political orientations may stand to serve an internal policy by preventing a set of red dots and imposing the order for the honorary protocol for the national officials' activity regardless of their importance.

The two channels Al-Aqsa and Palestine played a big role during the (Al-Asf Al-Maakul) battle. These two channels are loyal to the two rival movements in the west bank and Gaza strip. Palestine channel is related to the Palestinian authority while Al-Aqsa channel is related to the Hamas movement.

The resistance and supporting the media discourse

Many of the media and most notably Al-Aqsa channel take the resistance media approach during its coverage of the aggression on Gaza Strip in 2014. They focused in their media on condemning the heinous crime, mourning the martyrs, make the occupier responsible of the consequences, Intensify tactical discourse to confront the aggression, Follow a revenge and revolutionary speech to raise the vigor and overcome the effects of strike, raising the morale of the citizens on the home front, calling for unity to confront the aggression, taking the resistance option, to emphasize the legitimacy of resistance and the need to respond to the crimes, calling to stop the normalization with the occupation, cutting the security coordination through displaying the military data of the battalion supported with photos and videos, broadcasting the spiritual songs, and transporting of live reports of what is happening.

The media discourse characterized as more professional and more intelligent in dealing with the aggression. The traditional,

electronic media, and social network accompanied the developments of the aggression. The Palestinian media had a big role in covering the aggression on Gaza unlike the previous wars. The resistor media have an extreme importance because it is the supplement for the warrior, it has the same role of the warrior in the battle because it gives moral payments on the psychological level, and it focuses to impact negatively on the psyche of the occupier, its intelligent agencies, and media.

A resistor media is a powerful weapon for confrontation, it is essential and strategic tributary for the resistance, and it gives the resistance operation and its various activities what is needed of legitimacy in the light of the Zionist media that tries to show the resistance as a terrorist movements whose mission is murdering, killing, and slaughtering. Resistant media are an urgent necessity, its impact is required, and must lead to a destabilization of the hostile class by revealing the lies that the occupational media uses.

It is important here that the military wings used the media along with the light weapons and the camera starts recording and documenting its successes in addressing the occupations war machine, showing the lies marketed to the world and Israeli street and using this as a tool in the psychological warfare to undermine the home front, weaken the cohesion and morale of its army, and address the media war that waged by the Hebrew media. The Typical Fighter Group needs globalization, Cross-border technology, Internet, channel television, and light weapons and bombs. They also need a weapon that is no less important than the military weapons which is the video camera in order to record and photographing the resistance operations which is becoming a necessary part of the resistance. It is as important as weapons and explosives, because registering the military act and showing the enemy's losses is considered a heroic act because it refutes the allegations of the occupation and undermine its confidence while Promotes the public confidence with the resistance in the Palestinian side.

The second topic: media discourse properties, strengths, weaknesses, and work conditions in the West Bank and Gaza Strip.

Media discourse in the first two weeks after war.

National Authority's speech focused on the need to stop the war and that its continuation will eliminate the chances of achieving peace, it also appealed to the world the need to intervene to stop the war and search ways to resume negotiations to reach a comprehensive solution to the Palestinian issue, and it ignored the existence of the resistance and did not refer to their act which is a compression factor for them politically during the negotiations with the occupier. In time you cannot go into the details of the internal Palestinian-Palestinian differences in light of the continued aggression. Palestinian forces run to employ the media in its battle with the occupation, because the media occupies between political, cultural action and reaction mass. All of the forces raced to control the various media, to be subordinated.

The media coverage has seen a significant disparity of the war between the west bank and Gaza strip. Where the central newspapers such as (Al-Haya Al-Jadeda, Al-Ayyam, and Al-Quds) was affected by the position of the Fateh movement, national authority, and the president Mahmoud Abbas, while the rest of the independent media were objective in their coverage, so that they condemned the aggression and focused on their addressing by the resistance. At the beginning of the aggression the media coverage wasn't so different from the two previous wars on Gaza because it has been affected by the situation of the division and the official position of the authority as it was in Al-Quds newspaper at 2008 war Which responded to a range of pressures and influences on top of them the current state of Palestinian division, which has significantly contributed to the adoption of a speech that ranged between condemning the war and the criminalization of the occupation on one hand and not be seen as the all Palestinian war on the other hand. In addition to using a language that is closest to the neutral media toward what happened in Gaza, in addition to their falling to some western media which stands with the occupier in their aggression.

The independent media such as radio stations, news agencies, web sites, and social media has played a vital role in refuting the

Israeli stories and detect their lies and they succeeded in that by the confession of the Israeli media. In addition to the Palestinian citizens' follow-up the objective media and which doesn't tend to the resistance and this has been proved by the opinion polls. According to the public opinion poll, which was conducted by the Watan Center for Studies and Research on the views of the Palestinians directions about the aggression on Gaza in 2014, that Al-Aqsa TV, Al Jazeera, and Almayadeen was the most watched among Palestinian channels.

This demonstrates the bias of the street toward the media discourse which supports the resistance, highlight their role in responding to the aggression, and refraining the media which only condemns the aggression, absent from the objective coverage, and tends to make Hamas responsible of what is going on through statements that taken a diplomat character issued by leaders of Fateh and Palestinian national authority. In the beginning of the aggression there were several media statements, where Fatah spokesmen like Osama Qawasmeh, Ahmad Assaf, Jamal Nazzal, and Major General Adnan Alzemira spokesman of the Palestinian security services and others, in addition to the screens and Arabic, international, and national news agencies spoke about the strong condemnation of Israel, and the necessity of providing protection to the Palestinians. At the same time, there was signals for making Hamas responsible of what is happening, and that no factions can announce war without returning to the legitimacy reference.

For example, the representative of the State of Palestine Ibrahim Khreisheh went to the Human Rights Council to describe the resistance missiles as a crime", and that Israel, unlike Hamas warns residents of Gaza before bombing their homes and thus avoid international criticism of their actions. He advised the claimants to go to international institutions against Israel and their practices not to talk about their emotions, but to see the law and to know the merits of the matters carefully before making such a move.

After two weeks of the aggression, the occupational government started a ground attack as a result of the continuation of targeting the center of Israel with resistance missiles, and the failure of the iron

Dom in intercepting many of them. Despite the great destruction and the massacres caused to innocent people in Gaza strip, the resistance continued their responding to the air and ground attack causing a lot of losses among the Israeli soldiers, destroying a number of their mechanisms, bombing of major cities, confusing the occupational accounts, and creating a state of balance in horror. This led to raise the position of the resistance through media coverage and the military data that threatened the military wings and the leaders of the occupational government for the first time which make the occupation forced to talk about a truce.

The Palestinian street flamed up and it became more resistant. The Fateh movement alarmed with this and started to change its tone of the speech after the steadfastness of the resistance in the face of the ground invasion, its ability to take the initiative, and captured a number of Israeli soldiers. At the same time and at the political level the war has seen disparity in the positions of the leadership of the authority which has two phases: the first was over two weeks which was slowly dealt with and not commensurate with the size of the aggression. While the second phase raised the ceiling in line with the popular demands and the demands of the resistance, without avoiding the gaps in the political performance.

There were different attitudes toward the resistance among the leaders of Fatah movement between those who defended and those who criticized the performance. Those who criticized the resistance describe its missiles as random and that the size of the losses in the Palestinian ranks is great compared with the losses in the occupational ranks which is negligible. While the media discourse that stands with Al-Aqsa, Palestine Al-Yawm, and Al-Quds, local radio stations, web sites, and social media calls for unifying the ranks, the resistance is ready for the battle, confident of its ability to withstand and cause harm to the occupiers, calling the Arabs and the world to stand aside with the Palestinian people in Gaza, exposing the occupation and showing their weaknesses and fear in front of the resistance and the steadfastness of the defenseless people, and calling the international institutions to do their moral, humanitarian and legal duty.

Al-Aqsa channel focused on the data of Izz el-Deen al-Qassam Brigades especially the spokesman "Abu Obeida," which had the greatest impact in providing citizens with moral, spirit of

steadfastness, and challenge, As well as talk shows and hosting experts, specialists, officials to urges to sacrifice and steadfastness and challenge the occupation, emphasizing that the final decision will be for commanders and resistance and leaving the door open for political moves and initiatives, explicitly declaring the acceptance of the cease-fire in exchange with the known conditions of the resistance, preaching the imminent victory in a way that showing the self-confidence and gives moral for citizens, praising the level of challenge and steadfastness and calling for more patience, exposing the war crimes that committed by the occupation by transporting the events despite targeting the journalists and channels, especially Al-Aqsa channel, in addition to the clips broadcasting of the operations carried out by resistance to confirm that they are fighting side by side with the resistance in repelling the aggression and preventing it from achieving its goals, and people in Gaza have achieved the most important surprises in terms of its capacity to absorb the pain, grief, destruction, displacement and employ this to promote and support the resistance.

This contributes in raising the tone of the media discourse to commensurate with the Palestinian human rights such as defending himself, in addition to the professional media that embodied by the Palestinian media aside with the military battlefield, and they work within a planned policy during the aggression. This proved that the resistance work through management, planning, and away from improvisation or emotion. Where it has maintained the stability of its performance and has successfully established a positive contact with the Palestinian and Israeli public opinion.

All of this reflects positively on the performance of the media-resistant and pro-resistance, which came complementary and consistent with the field performance. This achieved a positive result in terms of the penetration of the Israeli public opinion, which loses his confidence in his media, and the media have exceeded the region by its impact and spread to reach different parts of the world. It also attracted the attentions and responses that supported the resistance. The resistance proved that the media and the psychological war are important parts of their plane in the final war, and that they used them

efficiently, intelligently, and with the appropriate shape, size, and quality.

The Palestinian media discourse, especially Al-Aqsa, Al-Quds, and Palestine Al-yawm channels, the Palestinian center for media, shihab agency, maan mix, maan agency for news, radio stations, and news sites characterized by his manner that signed a strong echo on the Palestinian public and the occupational media. Despite targeting of some of them, they worked to reveal the crimes, massacres, and lack of morality of the occupation in targeting the innocent civilian institutions. They based on the event closer to the living testimony and to highlight the scale of destruction that caused by the Zionist military machine like killing children, women, and senate.

There was an important and prominent role for the resistance media in undermining the morale of the internal front of the occupation in a professional and moral manner. This was achieved by using war media strategy through Qassam data by warning the Israeli civilians from crowding or returning to their homes before launching their rockets. This what Abu Obaida clarified the spokesman of the martyr Izz al-Din al-Qassam brigade when the Israeli civilians warned to return to their homes, to stay closer to the shelters, and not to be crowded. It was surprising that the resistance gave the Israeli civilians an adequate time limit in order to warn them.

This was confirmed by (Mohammed Abu Thuraya) the manager of Al-Aqsa channel who said: The channel has prepared plans to work in war conditions, which enabled the continuation of work despite bombing its headquarters several times, and this is what surprised the Israeli enemy.

At the same time, the new media played a vital role in forming a global public opinion that supports Gaza. This appeared in a high demand for (Hashtag Gaza under bombardment), which saw eight million tweets 20% of them was from America and another (hash tag) was for prosecuting war criminals in Israel. Britain's shared 30% of three million tweets, while a girl from Gaza who covered the neighborhood with pictures shares 20 million Shows.

The Palestinian media discourse emphasized the unity of the Palestinian ranks, which was shown in the unified Palestinian

delegation for Cairo talks about the truce and the harmony with the demands of field resistance on the ground.

The rapprochement of the media discourse in the Palestinian media.

On the third day of the ground war, Israel began resenting of the resistance ability to confront the enemy within a short distance, surprised by the high combat capabilities, and confessing their human losses among soldiers which wasn't normal in the previous wars with Arabs. With the resistance ability to withstand, the Secretary of the Executive Committee of the PLO came out in a press conference held in Ramallah in which he said: "we failed in the negotiations ... and the Gaza Strip is currently defending the Palestinian national project". The president Abbas declared to emphasize that there is a fundamental change in the attitude of the national authority when he said: "everyone have to put aside their differences, and to assist themselves in these difficult moments, and stay away from narrow partisan factions".

The Palestinian leadership and its media discourse in the official media that related to Fateh movement continued to be careful about praising the resistance and its coherence and cohesion to avoid promoting Hamas. Which devoted a clear fact that the Radio and Television body waived from being an official body that expresses the Palestinians with their views, belonging, and political ideas to media arm that criticizes the opponents of the Palestinian National Authority and its policies, whether they are leaders, personalities, parties, factions, institutions, or even countries. As happened when the Palestinian national authority confronts the Fatah political leaders who oppose and criticize the performance of the Palestinian authority institutions or military or political leaders of Hamas movement.

The size of the massacres, devastation of Gaza, and its people and the world silence on the occupation crimes lead to the confluence of the interests between the leadership in Ramallah and the resistance in Gaza. The interests of Fatah movement are registering a political and diplomatic victory in stopping the aggression, and the interest of the resistance in Gaza is to emerge victorious without responding to the

Israeli conditions in withdrawing their weapons, and the failure of Israel to achieve its goals from the aggression named "Algurf Al-samed" and thus they left the war victorious in front of the Palestinian people.

After that they agreed on forming a negotiating delegation for all factions and the Palestinian National Authority to discuss a truce with the occupation, and then stopping the aggression. This what happened at six-thirty pm on Tuesday, August 26, and after 51 days of aggression where the President Mahmoud Abbas announced that the truce will come into force at exactly seven o'clock, and during the interview with the President Abu Mazen the resistance threw a number of missiles to confirm that they have the initiative, and that their missile capabilities remained intact.

The speech of Palestine channel, central newspapers in Ramallah, and some agencies related to the Palestinian authority and Fatah movement focused on the basic role of the Palestinian president Mahmoud Abbas and his political ability and experience to gain regional and international support with the relative absence of the role of the resistance, thus confirming that division and conflict still exist between the two movements.

There is an important role for the Palestine and Al-Aqsa channels in highlighting the level of extremism and hostility between the two movements. Where the French scientist Pierre Bourdieu says in this context about the role of TV: "There are a series of mechanisms that prove that TV is practiced a kind of symbolic violence" in particular spoiler and harmful, and every channel goes in the direction that reflects their positions. "As each TV channel has its political, ideological line, target audience, and their views on the various issues raised internally and externally".

Without any doubt, the Palestinian media and its discourse were more distinctive and professional in this war on Gaza, which hadn't taken the rest of aggression, invasion, air attack to hit the institutions, or the assassination of leaders until other aggressive war starts. As if the fate of Gaza is siege, and death but it is hard to say that because in every aggression, Gaza rise from the rubble to say this is our land and we are staying here.

The tone of the media discourse rose with the start of the aggression in most of the Palestinian media, which defended the right of the Palestinian people in the face of the occupier and to respond to his crimes to go back and use the lexicon of struggle (fascist occupation, Nazi practices, aggressive attack, the Zionist extreme right government, the usurper Zionist entity, the ugliness and the horror of the occupier and its crimes, neo-Nazis and other ...). With the exception of some for fear of gaining more public support in favor of the arms of the multiple resistance. Some Palestinian media look like Arabic media which as Dr. Nasr Alden Alayadi the researcher at the media affairs and communication said that it did not get rid of what he called "Al-IrthAlqatel". This what is called tactical media that grew up since the sixties of the last century in newsrooms. Explaining that the new day, lies in the presence of Arab media that uplifting, while the tactical media do the opposite.

The media lives the failure in conducting the negotiation process, despite intensive efforts made by the Secretary of State (John Kerry) because of the continued occupation in the settlement policies, denying the historical rights of the Palestinian people, accusing the Palestinian side for delegitimizing the state of occupation, taking the Palestinian National Authority a unilateral steps (as described) that undermines the chances of achieving peace, and its great efforts to grab the Security Council as a full member in recognizing the United Nations without consulting the Occupying Power.

Forming a unity government came as a result of these challenges and regional and international circumstances which have made the unity option necessary. In Gaza, the Hamas government was facing a challenge after tightening the screws by the Egyptian military regime, which began to constitute an unprecedented hostile direction in Egyptian– Palestinian relations. In the West Bank, the Ramallah authority has come to an impasse after stopping the ongoing negotiating process since the conference stopped (Annapolis) over seven years without any remembered results.

From the field and the objective view, the aggression began on June 12, 2014 after the loss of the three settlers near the Etzion

junction, north of Hebron and then accusing Hamas of being behind it, and the security escalation that accompanied the event. After that they sent approximately 15 thousand of occupation troops in Hebron Mountains under the pretext of searching the soldiers. This accompanied with the suppression of prisoners strike, stealing and looting operations, and spoiling the properties of citizens under the pretext of searching for them. Later, they found the bodies of the settlers after 18 days of their disappearance in a cave "Sekka" area in the town of Halhul, north of Hebron.

This accompanied by a political escalation against the Palestinian Authority and on the ground by killing five Palestinians and burning the child Mohammed Abu Khudair alive by three settlers, after the inflammatory speech that practiced by the Israeli government and their media devices. This was seen in the demands of the "Israeli Journalists, with the exception of (Haaretz) journalists, and a few in Yedioth Ahronoth like of (Nahum Barnea), as well as Israeli garrison warheads, not only with a "Hamas" and its components, but also to burn all the green in the West Bank. Along the lines of what has been written in the (F-Limor) in the newspaper (Israel Hume), which is close to Netanyahu, and merge all of the Israeli Newspapers, in calling for revenge and retaliation requests.

On the other hand, the Palestinian media have worked on exposing these attacks and questioning the stories of occupational security services and responding to them through focusing on revealing the aggressive act which have been practiced by the occupying army and settlers to allocate a large area of its broadcasting and publication to show of humanitarian violations and to highlight the political positions of the Palestinian leadership and the position of the armed resistance factions. Israel was looking to reach a certain goal, first of them is Directing a painful strike to Hamas in the West Bank and Gaza Strip, as well as trying to disrupt the reconciliation agreement, disarmament, and international legitimacy obtained by the Palestinian unity government.

In the Israeli media, and on the lips of many of the most prominent journalists, the talks started about the need to respond to the Hamas movement, which has denied that it stands behind the incident. It also talks about the need to end its presence by launching a new military campaign (aggression) to put an end to the threat posed to the

existence of their state - according to their claim. The journalists of (Israel Hume) especially (Dan Margalit) journalist, which was calculated on the center demand to hit everything that has to do with enthusiasm: facilities, regulations, infrastructure, chasing the relatives of the elements and their families, through a fierce war. He also called for Remembering the Israeli revenge from the perpetrators of the Munich operation, and the insistence of the President of the Israeli Government, (Golda Meir) at that time on the necessity of killing all had to do with the process.

The newspaper headlines came as if they borrowed from fascist Italy Newspapers, in the thirties of the last century. Also, the military analyst (Yoav Limor) calling the newspaper to hunt down Hamas, the military and civilian wings without discrimination, waging a war on the movement". He also said that "Israel is not in the possession of sufficient tools, after the arrest campaigns, and strikes oriented to the movement.

The third topic: the Palestinian media discourse with the announcement of the truce and the stop of the aggression.

By declaring the truce formally and stopping the aggression, lots of media in the West Bank returned to its regular program on the following day of the war, as if nothing had happened. At the same time, we stayed hearing the groans of the bereaved, disabled, wounded, and displaced. Also, allocating some areas on the news for broadcasting the fallout of the aggression. Which indicates the absence of media solidarity, thus fragmenting the media discourse and returning it to bickering and tension as it was, but it came to the moment of writing these words on 06/04/2015 after accusing the two Litigants to each other (politically enemies) about the reconciliation and security file and the relationship with Egypt. Reaching the point that Palestine channel exposed the adviser of the president (Mahmoud Abbas) in religious affairs and the minister of Awqaf previously Mahmoud Al-Habbash when he was calling the Arabs in his Friday speech at the presidential mosque (Al-Tashrefat) and in front of the president before a day of the last Arab summit to strike Hamas

movement in Gaza as Houthis in Yemen. Shortly before, the controversy rages and the media organizations of both parties contributed to it.

Despite the amount of pain, the media bickering continued. The Palestine channel directed a lot of accusations to Hamas represented by their questioning the Fatah movement on the ground. This reveals the deep crisis experienced by the Palestinian leadership, and its inability to achieve national unity in any possible level away from the mentality of fabricating crises to satisfy overseas by sending letters at the expense of the Palestinian situation. MP Mohammed Dahlan is floating on the Gaza Strip arena with what he represents from the regulatory weight in the Gaza Strip to reflect the size of the dispute within Fatah movement, which is reflected in the poor relationship between Dahlan and Palestinian President Mahmoud Abbas.

The Palestinian media discourse was for the most of the Palestinian media complex during the aggression. At the same time, it is successful in a war that left behind thousands of martyrs, wounded, and displaced. It also left an indelible trail because blockade is not lifted, the process of reconstruction facing great difficulties because of the occupation, and Palestinian Rafah crossing is closed because of reservations about the Arab Republic of Egypt. All this and the people still resistant. The media discourse is described by Ismail Haniyeh, the vice president of the political bureau of the Islamic Resistance Movement (Hamas) that it is blending during the Battle of Gaza between the national and the professional side and credibility, and overcome speech injustice.

The opposing between the official Palestinian media discourse (Palestine TV and other media biased Authority) with the resistant Palestinian media discourse cause the confusion of the Palestinian political action, weaken its ability to maneuver, and their attempts to turn the achievements of military resistance to political fruitful harvest. There was a clear exchange of accusation in the early days of the war, but in the second week there was a kind of calm in the bickering of the Palestinian political scene.

The political and media discourse of the Palestinian resistance factions was factional after the war away from the language of all Palestinians in exchange of accusations and the tendency to partisan media review. It was clear that there is a dominance of Hamas in the

media scene. It is true that Hamas is the largest faction which fought the war with their tools and human energy, but nevertheless it was supposed to prevail unity in their speech more than a rhetoric individual Review.

One of Hamas leaders and writer Dr. Ahmed Yousef confirms in an article entitled " strategies after the war on Gaza Strip: Hamas and the need for new political and ideological approaches" that building a political regime based on a political partnership and national consensus and this is the lifeline for all of us. He also confirms that those who look to our national work and thinks about it in a belligerent and uniqueness manner, lives in a dream state that take us with him toward the unknown to be lost and preyed by the occupation.

Perhaps ending the division and completing the true reconciliation is a critical factor that may make media discourse constitute in unifying our direction of struggling with the occupier, and opens new horizons to achieve more media victories aside with the struggles of the Palestinian people to recover their legitimate rights. This can be achieved by resorting to the principle of political partnership that based on resorting to the ballot box.

Results:

1- Media discourse plays an essential role in the resistance of the people of Gaza, and kept their cohesion, despite the tragedy of aggression.

2- The effects of the division have been presented on Palestine, al-Aqsa TV, and others during the aggression.

3- The absence of the unified media discourse during the war has had negative results on the Palestinian political scene and Palestinian public opinion.

4- The reluctance of the Palestinian citizen from the channels that tended to moderation in coverage to the resistant channels.

5- Al- Aqsa, Palestine, and other media organizations that related to the two disputed movements played a big role in promoting the division.

6- Media discourse seemed more mature and professional in dealing with the aggression, unlike previous wars.

7- Al-Aqsa TV succeeded in acquiring the public interest of what is going on in the battlefield by broadcasting comic material of the resistance achievements.

8- For the first time the resistant media became a source of field information to the Israeli media and their public.

Recommendations:

1- The need to neutralize the media away from the political disputes.

2- Develop a common media strategy that gathers all Palestinians and don't deviate from the national constants.

3- Palestinian media discourse characterized with credibility and aligned to the national interest.

4- Hiring a media vocabulary that serve the Palestinian case and unifying the Palestinian people behind the resistance in all its forms.

5- The media discourse has a culture of pluralism and getting away from spreading the culture of exclusion.

6- Working to end the division through spreading the culture of reconciliation, harmony, and civil peace.

7- A spirit of moral standing, stay away from accusations, and refraining from pushing religion in political conflicts between Palestinian forces and parties.

8- Working within a prior plan to overcome the crises and in exceptional circumstances.

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