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Critical Analysis of Israel-Palestine Conflict Using the Propaganda Model in the Age of Artificial Intelligence

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Abstract

The Israel-Palestine conflict has become the centre of global political discourse in recent couple of months. The media-led perceptions and narratives of the war have significantly shaped public opinion. This present study critically analyses the media framing of the conflict using the Propaganda model developed by Edward S. Herman and Noam Chomsky. The study explores the role of five filters —ownership, advertising, sourcing, flak, and anti-ideologies in influencing the minds of the general public, in shaping narratives in conventional media and conflict discourse. Using qualitative content analysis of media reports, government statements and social media platforms, from diverse geopolitical contexts over the defined time frame, the research identifies the role of mainstream media in making one side justified while the other as unjust or illegitimate. The study also examines the use of AI-driven algorithms in regulating user perception of the conflict on social media platforms. The findings illustrate the significant influence of media in shaping global discourse around the conflict and explain the complex relationship between media, power, and geopolitics. The research contributes by opening new ways of applying the Propaganda Model along with AI technologies to such highly complex issues, while advocating the need for increased media literacy to foster a balanced and impartial approach in the resolution of such high-potency global issues.

Keywords: Propaganda Model, AI-driven algorithms, Israel-Palestine conflict, media framing, narratives, perceptions, public opinion, media literacy

Introduction

Israel Palestine issue has remained the most enduring conflict in modern history; its re-emergence in contemporary times has once again triggered the whole world. Media outlets and social media platforms are flooded with polarised perspectives, mixed sentiments, and diverse political and religious debates. The role of media in shaping public opinion, influencing conflict discourse and constructing popular narratives is undeniable; therefore, it is often considered the fourth pillar of democracy. Nonetheless, such crucial events are mostly framed under the influence of various political and economic stakeholders. This influence is better understood by studying the propaganda model by Edward S. Herman and Noam Chomsky. The model explains the complex network of power and wealth in regulating mainstream media through five filters, namely ownership, advertising, sourcing, flak and anti-ideologies. "It traces the routes by which Money and power can filter out the news fit to print, marginalise dissent, and allow the government and dominant private interests to get their messages across to the public." ([Durham and Kellner, 2006](#))

However, in the fast-moving world of technology, where everything is driven by AI, media framing is no exception. AI-based algorithms have dramatically altered the role of traditional media by regulating and manipulating public opinions, enhancing or restricting certain narratives and personalising user experiences. Therefore, the scope of the propaganda model is expanded to incorporate the role of AI in the media framing of global issues like Israel and Palestine.

Objectives

This study seeks to investigate the role of traditional media in framing the Israeli-Palestinian conflict by applying five filters of the propaganda model to the news content of print and electronic media on social media platforms. Also, the role of AI-driven algorithms in shaping the mindset of the general populace and in regulating the mainstream media narratives.

1.2 Scope and Limitations

The study does not claim exhaustive coverage of all media output or direct access to platform algorithms. Instead, it offers a critical qualitative

interpretation of representative media texts and documented AI practices. These limitations are acknowledged while emphasising the value of applying the Propaganda Model to contemporary, AI-mediated contexts.

Literature Review

The propaganda filter model is highly relevant in analysing the Israel-Palestine conflict, where the interplay of all five filters—ownership, advertising, sourcing, flak, and ideology—shapes media narratives that often lead to biased portrayals of Palestinian perspectives. The escalation of violence in Palestine by Israel since October 2023 has significantly altered the media landscape, particularly regarding the representation of Palestinian voices. The pivotal moment when Hamas launched a planned attack on Israel on October 7, 2023, led to more Palestinian political figures and official representatives, such as Ambassador Husam Zumlot, frequently facing Western media pressure to condemn the actions of Hamas and apologise for the violence, which many argue serves to decontextualise the broader historical and political circumstances surrounding the conflict ([Tamimi & Vargas, 2024](#)).

Major media outlets are frequently owned by corporations with pro-Israel affiliations, which skews coverage in favour of Israeli narratives while depicting Palestinians as aggressors rather than victims. This ownership dynamic has profound implications for public perception and understanding of the conflict, particularly given its intricate historical, geographical, religious, and ethnic dimensions ([Al Jazeera, 2023](#)). The language used in media coverage plays a crucial role in shaping public perception. By labelling Palestinians in terms that emphasise violence or terrorism while downplaying their suffering, mainstream media contributes to their dehumanisation. This linguistic framing often positions Palestinians as threats to societal values and norms, further entrenching stereotypes that paint them as villains rather than victims ([Tahhan, 2021](#)).

The propaganda model has been weaponised to condition public opinion to accept mass atrocities, including genocide. Despite the evident bias in Western media, there remains a

strong global solidarity for Palestine, manifested through grassroots movements, protests, and boycotts advocating for accountability and justice. Language and narrative serve as powerful propaganda tools during wartime, crucially defining who is labelled as "enemies" and who is seen as "victims" of violence (Tamimi & Vargas, 2024).

While Palestinians have often employed non-violent resistance strategies and faced continuous radicalisation in Israeli governance, they are denied the right to self-defence (AFSC, 2005). Instead, mainstream media vilifies and demonises them when they resort to armed struggle—a right recognised under international law. The sourcing filter plays a significant role in this coverage; media organisations predominantly rely on official statements from Israeli government sources. This reliance can create a narrow narrative that marginalises Palestinian voices and experiences. Reports indicate that statements from Palestinian officials are often delayed or ignored, while Israeli narratives receive prompt attention and favourable representation (Amnesty International, 2022). The Israeli government actively works to position Palestinian victims at the bottom of the victim hierarchy. Western mainstream media has shown complicity with this strategy by framing discussions around recent events to start from October 7 without sufficient context. This approach facilitates the demonisation of Palestinians as aggressors and enables Israel to assert its right to "self-defence." (Tamimi & Vargas, 2024).

Flak serves as another mechanism for controlling media narratives related to conflict. Journalists who express critical views on Israeli policies may face backlash from pro-Israel groups or internal pressures within their organisations. For example, CNN employees have reported that editorial policies emphasise Israeli narratives over Palestinian perspectives. An internal memo instructed journalists to frame the conflict primarily through Hamas' actions, downplaying historical context and alternative narratives. This has contributed to a perception that Palestinian casualties are less significant or credible. *The Guardian* raises concerns about CNN's new editor-in-chief and CEO, Mark Thompson, who is viewed as having a history of succumbing to

external pressures, particularly from Israeli officials during his time at the BBC (McGreal, 2024).

The Israel-Palestine conflict has persisted for over 75 years and encompasses numerous historical, geographical, religious, and ethnic factors. Despite multiple attempts at resolution, violence continues unabated, resulting in human suffering and regional instability. Western media like CNN, BBC, and Sky News play a pivotal role in shaping narratives that systematically demonise Palestinians by portraying them as dangerous and subhuman through language and imagery. This dehumanisation justifies Israeli policies involving military actions and settlement expansions. This approach tends to overlook decades of Israeli occupation, settlement expansion, and ongoing violence against Palestinians. Experts argue that this selective framing not only misrepresents the situation but also reinforces a narrative that positions Palestinians as aggressors rather than as individuals responding to longstanding grievances (Aksunger, 2024).

The ideological filter significantly influences how both Israelis and Palestinians are depicted in media narratives. Often, Western media frames conflicts by focusing solely on recent escalations, such as those beginning on October 7, 2023, while neglecting the broader historical context of occupation and longstanding grievances held by Palestinians. This framing perpetuates unverified claims that shape international public opinion in ways that often justify Israeli actions while downplaying Palestinian rights. *The Guardian* discussed that in October 2023, the BBC faced over 1,500 complaints, with accusations of bias split evenly between those claiming the coverage is biased against Israel and those asserting it favours Israel. This reflects a broader public sentiment and highlights the challenges media organisations face in maintaining impartiality amid a highly polarised debate (Davies & Topping, 2023).

Controversially, The New York Times has employed animal metaphors to describe geopolitical actors in the Middle East, exemplifying the ideological filter of

propaganda and reinforcing negative stereotypes. In one instance, the U.S. was characterised as an "old lion." At the same time, Iran was likened to a "parasitoid wasp," with proxies like Hezbollah, Houthis, and Hamas compared to larvae-consuming host countries from the inside, like Yemen, Iraq, Lebanon, and Syria. Such language contributes to a dehumanising narrative that simplifies complex geopolitical realities (Friedman, 2024).

Methodology

This study adopts a qualitative research design aimed at critically examining media representations of the Israel–Palestine conflict within the digital and AI-mediated age. The research applies Herman and Chomsky's Propaganda Model as an analytical framework to systematically interrogate patterns of media representation, narrative construction, and ideological filtering.

The study utilises a purposive sampling strategy, selecting media content that is influential in shaping public discourse on the Israel–Palestine conflict. The sample consists of news reports, editorials, and selected digital media content published during periods of intensified conflict.

Data Sampling and Time Framework

The media texts examined in this study were selected purposively from widely circulated news and commentary published before and after the events of 7 October 2023. This period marks a significant escalation in the Israel–Palestine conflict and therefore provides a critical moment for observing shifts in media framing and narrative emphasis. The sample includes coverage from mainstream Western outlets, such as BBC, CNN, New York Times, Associated Press, and The Guardian, alongside alternative and critical platforms, including Al Jazeera, The Intercept, Dawn MENA, Anadolu Agency, and E-International Relations. In addition, reports by human rights organisations such as Amnesty International and selected multimedia investigative content were consulted to contextualise emerging narratives around artificial intelligence and warfare.

The timeframe of analysis primarily focuses on media coverage following 7 October 2023, while also incorporating earlier reports to provide

historical and political context. These sources are treated as representative examples rather than an exhaustive dataset, allowing for a focused qualitative examination of recurring frames, sourcing patterns, and ideological tendencies in conflict reporting.

3.2 Analytical Framework: Application of the Propaganda Model

The Propaganda Model is applied as an analytical model, guiding the examination of media content through its five structural filters: ownership, advertising, sourcing, flak, and anti-ideology. Each media text was analysed in relation to how these filters shape visibility, framing, and legitimacy within news narratives. AI Rather than treating the model as a predictive theory, it is employed as a diagnostic framework to identify recurring patterns of institutional bias and ideological alignment in media coverage.

3.3 AI as an Intensifying Mechanism

The study further examines how artificial intelligence is treated as a structural mediator that accelerates, scales, and obscures traditional processes of agenda-setting and ideological reinforcement. Analysis of AI-related dynamics draws on secondary sources, including investigative journalism, policy reports, and scholarly literature on algorithmic governance and AI ethics. This approach reflects the limited transparency of proprietary algorithms and military AI systems.

3.4 Ethical Considerations

All materials analysed are publicly accessible. Ethical care was taken to address issues of civilian harm, automated warfare, and digital manipulation with scholarly responsibility and sensitivity.

Discussion

If you are not careful, the newspapers will have you hating the people who are being oppressed, and loving the people who are doing the oppressing- Malcolm X

4.1 Ownership

There is no need to state the decades of Israeli occupation, apartheid, mass destruction, the bloodshed of the Palestinians, and the unrest in the region. The first filter of the propaganda model deals with the size of the audience, concentrated ownership, and revenue drivers - dominant media groups. Mass media companies

are large corporate sectors, often integrated into bigger multinationals, which have their own interests. The key goal of these groups is to make a profit. However, their interest drives their decision-making processes, which often means that the pursuit of unbiased, investigative journalism takes a backseat to content that serves the profitability and political interests of the conglomerates. Most media companies present news in a manner that bears the viewpoints of their advertisers or influential stakeholders, instead of providing a balanced and critical analysis of the occurrence. This capitalistic approach can impact the ethical strength of journalism, which is more concerned with earnings rather than comprehensive information to the public.

As mentioned, the first filter demonstrates how concentrated media ownership is financially motivated, which can lead to propaganda distribution on the Israel-Palestine conflict. Major media outlets in the US, the UK, and Australia are owned by big companies, often multinational corporations. In the US, companies like the National Broadcasting Company (NBC), CBS (formerly the Columbia Broadcasting System), and the American Broadcasting Company (ABC), Fox Corporation, News Corp, and Warner Bros. Discovery control significant portions of the media landscape. In the UK, media giants such as News Corp (owners of The Times), The Guardian, and the BBC hold considerable influence. In the UK, a significant portion is owned by three companies: Reach plc (formerly Trinity Mirror), News UK, and DMG Media. Similarly, the Australian media is dominated by a few large players, including News Corp Australia and Nine Entertainment. This concentration of ownership means that media narratives can be shaped by the interests and biases of a few powerful entities.

These media conglomerates often have business or geopolitical interests that align more closely with pro-Israel narratives. These giant media companies have financial links or political contacts that induce them to present news in a way that favours the Israeli government and neglects the Palestinian side. For instance, the BBC's report in November 2023 showed how Hamas allied with other groups to confront Israel and

instigate strife in the region, with a clear contrast in not framing Israeli Barrage for many years: "Five armed Palestinian groups joined Hamas in the deadly 7 October attack on Israel after training together in military-style exercises from 2020 onwards, BBC News analysis shows" ([Abdelali Ragad, 2023](#)). This language emphasises the actions of Hamas and the resulting impact on Israel, while the Palestinian casualties are presented more ambiguously.

The ownership of media means that these communication houses are capable of controlling the frame and influencing the masses in a fashion that aligns with promoting their owners' interests and maintain power structure. The getting down to Israeli casualties over Palestinian deaths supports the narrative of powerful media houses that can downplay the severity of the Palestinian dilemma. This partisan journalism can lead audiences to perceive the Israel-Palestinian conflict in ways that support the selective bias towards Israel, hence discouraging analytical judgment of more serious problems such as occupation, apartheid, or barbarism.

4.2 Advertising

Mass media count on advertisers for financing their activities, as media outlets need advertising agencies to produce and distribute the content, while advertisers require media houses to make their products striking to potential audiences. This mutual interest on account of financial dependency can result in potential bias, where content can be valuable for advertisers, especially those connected to powerful political and economic interests. This filter assists in understanding the portrayal of the Israel-Palestine conflict, perpetually championing the Israeli side and marginalising Palestinian voices, getting involved in the distorted reality of the Israel-Palestine struggle.

Media outlets generate most of their revenue through advertising agencies, to keep sponsors satisfied and safeguard continual investment. In this backdrop, the US has a long record of supporting Israel, viewing it as a key strategic, political, and economic partner. The Middle East is widely known for its abundant energy resources, and its immense significance to the US, and the partnership with Israel provides

greater support for US interests. This alliance was developed and brought added value during the Cold War era with military and diplomatic backing. Provided that the US is home to one of the world's most profitable advertising industries, American media emphasise Israel's protection needs, often toning down Palestinian voices or humanitarian catastrophe. It is reported that the recent attack on Israel triggered the widespread propaganda against Arab American voices. The extensive forces used to combat pro-Palestinian protests in the US have caused the cancellation of key gatherings and job losses that express support for Palestinians. The Palestinian American activists have also communicated about the censored media coverage and deliberately cancelled interviews by media houses, owing to external pressures from the sponsors (McGreal, 2023).

The Guardian has exposed CNN over pro-Israel bias. It has been reported that all copies on the Israel-Palestine conflict must be approved by the CNN Jerusalem bureau before broadcast or publication. The choice of language used in CNN headings, "Israel-Hamas war" and "news on the Israel-Hezbollah war", reflects Israeli propaganda. Some people claim that the US is under pressure from the Israeli government because it is afraid of losing advertising (McGreal, 2024).

Advertising agencies play a prominent role in narrative representation, resonating with specific groups. They have a profound impact on demographics and target audiences, enabling them to create effective campaigns reflecting their interests. Many European nations endorse human rights and highlight the crises in Palestine. However, Western media frequently framed Israel's hostile operation in the course of self-defence against militant groups in Palestine. This framing occurs due to their economic and political ties with Israel, which build a narrative that justifies military responses while failing to address Palestinian suffering and resistance. Conversely, media agencies in Muslim-majority countries are inclined to the humanitarian crises driven by Israeli occupation. This portrayal goes straight to their audiences' hearts as it shows a faith-based association and geopolitical connection with Palestine. Additionally, these

days, social media has become a powerful tool for both advertising and propaganda. Advertising agencies use social media platforms for effective campaigns to shape public perception of the Israel-Palestinian conflict, according to their respective interests.

4.3 Reliance on Government and Expert Sources

The third filter of the propaganda model highlights the media's dependence on government officials, politicians, and establishment experts as primary sources of information. This reliance can lead to biased reporting, limited diversity of perspectives, and marginalisation of alternative views. By quoting government officials and establishment experts, media outlets often present a perspective that aligns with official policy.

The dominance of official sources and establishment experts in media coverage has significant implications. It reinforces government narratives, limits critical analysis, and excludes dissenting voices. For instance, in the context of the Israel-Palestine conflict, media coverage often emphasises Israeli security concerns, framing Palestinian actions as "terrorism." Think tanks and experts affiliated with influential institutions provide commentary, while Palestinian perspectives, human rights organisations, or anti-occupation activists are often excluded.

This filter is particularly evident in the US media's coverage of the Middle East. Quotes from Israeli government officials, US politicians, and experts from think tanks like the Brookings Institution or the American Enterprise Institute dominate the narrative. In contrast, alternative sources like Palestinian news agencies, human rights organisations, or critical scholars are rarely cited.

To mitigate this filter, it's essential to seek out diverse sources and critically evaluate information. Supporting independent media outlets and alternative sources can provide a more comprehensive understanding of issues. Additionally, being aware of potential biases and actively seeking out dissenting voices can help counter the dominance of official sources and establishment experts.

The implications of this filter extend beyond

the Israel-Palestine conflict. By recognising the reliance on government and expert sources, we can better understand how media coverage shapes public perception on various issues. This awareness enables us to seek out diverse perspectives, challenge dominant narratives, and promote more inclusive and critical reporting.

4.4 Flak and the Enforcers of Discipline

The fourth filter of the propaganda model examines how flak and enforcers of discipline influence media coverage. Flak refers to negative responses or backlash against media outlets that deviate from the dominant narrative. This can take various forms, including letters, phone calls, emails, or social media campaigns.

Pro-Israel groups, politicians, and other organisations seeking to influence media coverage often orchestrate flak. These groups may criticise media outlets for perceived bias against Israel or for reporting critically on Israeli actions. The goal of flak is to pressure media outlets into adopting pro-Israel language and narratives. Enforcers of discipline are organisations or individuals that actively police media content. These enforcers ensure conformity to the dominant narrative and can include pro-Israel organisations, media watchdog groups, and government officials. Examples of enforcers of discipline include AIPAC, ADL, CAMERA, and Honest Reporting.

The impact of flak and enforcers of discipline on media coverage is significant. To avoid criticism and maintain credibility, media outlets may self-censor and avoid controversial topics. They may also shift their tone or language to align with dominant narratives or rely on "safe" sources. The Israel-Palestine conflict provides a striking example of flak and enforcers of discipline. Pro-Israel groups have pressured media outlets to adopt pro-Israel language and narratives. Media watchdog groups scrutinise media coverage, criticising any perceived bias against Israel.

For instance, The New York Times' coverage of the 2023 Gaza conflict faced intense criticism from pro-Israel groups, leading to changes in language and tone. Journalists reporting on Palestinian human rights issues have faced smear campaigns and accusations of anti-Semitism.

The consequences of flak and discipline are

far-reaching. They reduce diversity of perspectives, limit critical analysis and investigative reporting, and reinforce dominant pro-Israel narratives. This has a chilling effect on free speech.

To mitigate the impact of flak and enforcers of discipline, it's essential to support independent media outlets and alternative sources. Encouraging critical evaluation and diverse perspectives can also help. Recognising and challenging flak and discipline tactics is crucial. By understanding the fourth filter, we can better analyse how media coverage is shaped and influenced. Recognising the role of flak and enforcers of discipline helps identify biases and limitations in media coverage.

4.5 Anti-Ideology and the Fear of Being Labelled

The final filter involves the fear of being labelled "anti-Semitic" or "anti-Israel" for reporting critically on Israeli actions¹. This fear can lead media outlets to avoid covering certain topics or perspectives, lest they face accusations of bias. For example, journalists who report on Palestinian human rights issues or criticise Israeli policies may face accusations of anti-Semitism. This can have a chilling effect on free speech and diversity of perspectives, ultimately reinforcing the dominant pro-Israel narrative.

The fifth filter of the propaganda model examines how the fear of being labelled "anti-Semitic" or "anti-Israel" influences media coverage. This fear leads to self-censorship among media outlets and journalists, suppressing critical reporting on Israeli actions. The labels "anti-Semitic" and "anti-Israel" evoke strong emotions and connotations, effectively silencing critics of Israeli policies. Media outlets and journalists fear these labels due to potential consequences, including loss of credibility, damage to reputation, boycotts, and smear campaigns.

Being labelled anti-Semitic or anti-Israel has severe consequences. Media outlets may face advertising withdrawals, social exclusion, and loss of access to influential sources. Journalists may face intimidation, harassment, or even job loss. To avoid criticism, media outlets self-censor, avoiding critical reporting on Israeli

actions. They may use language favouring Israeli narratives, omit or downplay Palestinian perspectives, or rely on Israeli government sources. This self-censorship reinforces dominant pro-Israel narratives.

The fear of labelling significantly impacts media coverage, reducing diversity of perspectives, limiting critical analysis, and reinforcing pro-Israel narratives. This has a chilling effect on free speech, suppressing dissenting voices. The Israel-Palestine conflict illustrates the power of labelling. Media outlets and journalists reporting critically on Israeli actions face accusations of anti-Semitism. Pro-Israel groups orchestrate campaigns to silence critics. Journalists reporting on Palestinian human rights issues face accusations of anti-Semitism. Media outlets criticising Israeli settlement expansion are labelled anti-Israel. Academics advocating for Palestinian rights face smear campaigns.

Labelling consequences extend beyond media coverage, suppressing dissenting voices, limiting free speech, reinforcing dominant narratives, and polarising public opinion.

To mitigate the impact by the following:

- Support critical reporting and investigative journalism.
- Encourage diverse perspectives and alternative sources.
- Recognise and challenge labelling tactics.
- Promote media literacy and critical thinking.

By understanding the fifth filter, we can analyse how media coverage is shaped and influenced. Recognising anti-ideology and the fear of labelling helps identify biases and limitations in media coverage.

In view of these five filters, we can better analyse how media coverage of the Israel-Palestine conflict is shaped and influenced. Recognising these dynamics is crucial for promoting more balanced and nuanced reporting.

Role of Artificial intelligence (AI) in propaganda: The case of Israel-Palestine Issue

Technology has changed the way we think about social and political facts; not only that, but these days the overwhelming influence of AI has completely altered the meaning of reality. Fake videos, photos and text have distorted the face of reality to the extent that it blurred the distinction

between truth and lie. Political mobilisation of the masses is also very common and easy these days, using social media platforms like Facebook, WhatsApp, Instagram, etc.

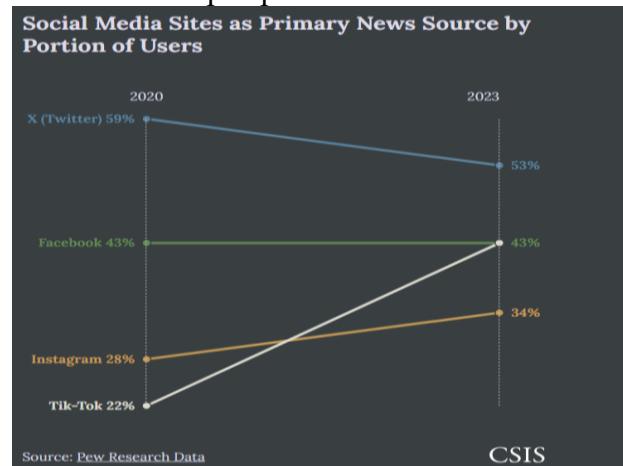
Likewise, Xinhua News Agency think tank report, titled "Responsibility and Mission of News Media in AI Era", highlights the risks and challenges for media in the age of AI (Huaxia, 2024). The report says, "The inherent biases in data and algorithms, coupled with the 'filter bubble' phenomenon, present challenges to independent, rational, and healthy cognitive development and value formation." Consequently, "the risks of public opinion manipulation and information warfare enabled by AI" are looming on media industry (Huaxia, 2024).

Artificial intelligence (AI) has played a significant role in the propaganda war in Israel, particularly in the context of the Israeli-Palestinian conflict. AI-powered tools, such as social media bots and deepfakes, have been used to spread propaganda and disinformation on social media platforms (Keller & Klinger, 2020). These tools have enabled the rapid dissemination of persuasive messages, often without transparency or accountability.

Israel's Hasbara (public diplomacy) efforts have utilised AI-powered tools to promote a positive image of Israel and counter anti-Israeli propaganda (Lappin, 2019). AI-powered influence operations have also been used to shape public opinion and influence decision-makers (Benkler et al., 2018). For example, during the 2012 Gaza conflict, Israel launched a social media campaign using AI-powered bots to promote the effectiveness of its Iron Dome missile defence system (Shapiro, 2013).

Media representation of war in Gaza was truly decided by the media itself; they chose to depict the catastrophe in their own word choice in headlines, hashtags and their own stories to cover. This badly impacted the public opinion about the conflict, because they believe what they see. On the other side, social media uses algorithms to deliver only one perspective, and this very feature is "causing this tunnel vision where many people, whatever their perspective, are getting fed the same things over and over again. That makes it difficult for them to

understand the perspective of others."



<https://features.csis.org/gaza-through-whose-lens/index.html>

Similarly, media channels like FOX, CNN and MSNBC, and newspapers like The New York Times, Los Angeles Times and Washington Post kept on delivering skewed reports and biased coverage of the Gaza War. (Adam Johnson, 2024) Showing no empathy towards the suffering of Palestinians, these media outlets have been consistently taking the Israeli side. William Youmans, in his article "Accounting for the Biases in U.S. Media Coverage of Gaza, says, "News outlets have consistently prioritised Israeli lives over Palestinian ones, adopting Israeli framing and narratives even when they fail to stand up to scrutiny" (Youmans, 2024).

Apart from using AI in media reporting, its use in the massive killings in Gaza has also been one of the gravest concerns for many scholars. A BBC Urdu documentary on YouTube titled "Sairbeen: Is Artificial Intelligence Deciding Who Lives and Dies in Gaza? (BBC Urdu, 2025) Details the use of AI war especially in Gaza. The report says that recently, Google and Microsoft employees protested against the use of their companies' AI tools in identifying targets in Gaza and further bombardment. Furthermore, the report mentions that in contemporary times, AI is mostly used for autonomous weapon systems, intelligence gathering, battlefield support, target identification, risk assessment and data processing.

Israel has been allegedly using digital tools in the war in Gaza, including AI, and it is also said that Israel has become the first country to deploy AI in real-time war on such a huge scale. Among

many AI tools, *Lavender* is one of the automated target selection systems which is used by Israeli forces to mark Palestinians soldiers.



Source: <https://www.972mag.com/lavender-ai-israeli-army-gaza/>

The commercial AI models which are being used in the Gaza war are purchased through OpenAI and Microsoft Azure by Israel. Heidy Khlaaf, chief AI scientist at the AI Now Institute and former senior safety engineer at OpenAI, reveals, "This is the first confirmation we have gotten that commercial AI models are directly being used in warfare; the implications are enormous for the role of tech in enabling this type of unethical and unlawful warfare going forward."

Despite knowing that these AI models were not equipped with decision-making ability, the Israeli military has been constantly using these models even without human surveillance and "called AI a 'game changer' in yielding targets more swiftly" (Micheal Biesecker, 2025).

However, the Israeli military claims that the use of AI systems in identifying targets is also independently examined by the team of high-ranking officers "to meet international law, weighing the military advantage against the collateral damage." Nevertheless, the AI targets identifying capability is not infallible; for instance, the incident involving Hijazi's family was reported and verified by Israeli soldiers as well, and Israeli intelligence officers admitted that it was a mistake by AI (Micheal Biesecker, 2025).

A YouTube video by Zeeshan Usmani titled "How Many Palestinians Killed by A.I" reveals some very important facts about using AI in warfare, specifically in Palestine. Usmani asserts, "before any strike happens, the algorithm knows how many civilians are going

to die. Hence, there is no unintentional damage. All are calculated offences" (Usmani, 2023).

Usmani details that the Israel Innovation Authority in 2021 brought in an investment of \$27 billion, and began its work on AI Warfare. Israel is planning to sell out these modes of warfare to the world. The US also launched a similar technology called the LIMA force, which explored how Generative AI/ Deep Fake can be used in warfare. Deep Fake can alter public opinion, for it forges a fake reality out of nothing, including the burning of kids, the murder of women (all linked to events of Oct 7th). So when the camera is shifted to the plight of Palestinians, the media is scrutinised and alleged to be a result of Deep Fake technology.

Therefore, they can prove their lies to be truth, and for their opponent, Palestinians, truth to be lies. All of this is possible due to Generative AI. Usmani further informs that Israel has developed a system called the WOLFPACK, which is made through the means of data collected through smart TVs and all other devices. In addition, Israel Intelligence has a department called '8200', there is an administrative unit within it, called 'TAD (Target Administrative Division)' and this division is behind the WOLFPACK system. It's the largest database in the entire world. Mostly, the data of Palestinians is found within it, including names, house addresses, how many members of a family, what cellphones are used by them, what TV they are watching, who is connected to whom, etc. Furthermore, there are two teams of WOLFPACK from which data is being brought in.

1) REDWOLF - All army check posts of Israel within Palestine's border; so, whether anyone is coming from Egypt or Jordan, they all get to have their pictures taken at this check post, which then forwards all the data to the database.

2) BLUEWOLF - These refer to the applications present in mobile phones. These apps are connected across all devices.

All the data received from WOLFPACK is stored in GOSPEL. This system is used as a 'traffic light'; that is, if it shows 'RED', then the target must not be hit; 'YELLOW' signals/allows to send ground forces into the designated area; and 'GREEN' is a go-sign for a drone or missile

to be launched towards the target.

Now, the rules have been made simple for the IDF. So, instead of an IDF officer deciding whether a strike should take place, this authority is given to GOSPEL.

So now, the definition of Hamas is reduced to whoever is connected to Hamas in any possible way. If there's water being managed by Hamas, and a civilian goes to check the meter of the water, then that civilian is also labelled as Hamas. Any person giving supplies in medicine is also labelled under the same banner. A person sweeping for Hamas would also be treated the same way.

Hamas has lost around 600 to 1000 of its men as of Oct 2023, that too, low-level targets. Total casualties are 18,000. This means that for every person remotely related to Hamas, around 18 innocent civilians are being murdered — all in the name of collateral damage.

The worst part of it lies in the fact that none of these strikes are authorized by a human, but an algorithm, an AI and now the system has really become advanced, earlier it used to be quite slow, the capability was to target 50 people in a course of 01 year but now, the statistics show how 100 people can be targeted within a day — meaning, 36,500 are roughly targeted in a year, which is 730x its original capacity. Per day, more than 300 bombs are dropped over Gaza, 1/3rd of the city is fully damaged. All refugees are being pushed to the South, which again, is not safe either. The IDF is targeting them as well, for the sole purpose of reducing the Palestinian population to such a thin margin that survival becomes impossible for them. AI has wiped out 18,000 Palestinians from the face of Gaza, and the world is doing nothing but watching as the genocide continues.

India, Russia, and China are all interested in using this technology to their own advantage. There will soon come a time when this technology cannot be able to be contained by humans; it would be AI vs us. Einstein's IQ was 160, and the current version of ChatGPT-4 is said to have an IQ of 155. Within the next four years, it is expected to be increased to 10x its original capacity, i.e. an IQ of AI from 155 to 1550. It will become so advanced that we humans will not be able to understand what it

would say. This is like a hypothetical situation where Kindergarten students are being given a lecture on Einstein or Hawking's theories — no one would understand anything.

We would not be able to understand why AI took a decision, for whom the decision was taken, who is affected by it, who is being benefited by it, why someone is being killed, nor does the murderer know why they are being murdered — we would be in complete darkness.

It's high time we start understanding and studying AI so that we can be aware and make smart decisions for our own and others' safety.

Conclusion

Media has been widely used as a potential source for communicating messages, propagating news and inculcating ideas into the minds of individuals, which in turn ultimately leads to influence set of values, cultural norms, traditional practices and beliefs. This is assumed to be the most important function of the media, which requires a systematic propaganda campaign to meet its ends (Durham and Kellner, 2006).

The propaganda model (PM) by Chomsky unveils this systematic approach, providing the journey of news and media messages through a series of five filters. PM mainly deals with how wealth and power influence news-making, prioritising dominant interests and manipulating political and religious content. The media coverage of Israel Palestine conflict has exclusively been treated through the propaganda model. The same conflict was viewed and interpreted with shocking diversification through different news channels. This biased treatment of the Western media was evident through CNN, BBC and others.

In addition, the increasing use of AI has reshaped the entire dynamics. Media framing and narratives were being built and regulated through AI. The Israel-Palestine issue has been monitored and controlled with the help of AI algorithms, which were made sensitive towards a few "words" so that no piece of news should pass unfiltered. Social media platforms have been widely and deeply monitored through AI during this crisis, and authorities tried to control and curb public opinion by blocking or suspending social media accounts of several individuals.

Nevertheless, the invention of AI has proved

to be a game-changer in the Media communication industry, anticipating the addition of a sixth filter in the Propaganda Model. The use of AI-powered propaganda tools raises concerns about the spread of disinformation and manipulation of public opinion. As AI technology continues to evolve, it is essential to develop strategies to mitigate the negative consequences of AI-powered propaganda (Klinger & Benkler, 2019). Within media and digital communication environments, AI operates as a sixth filter, intensifying existing structural constraints through automation, scale, speed, and opacity. Algorithmic curation, automated moderation, and data-driven amplification systematically shape visibility, prioritise dominant narratives, and marginalise dissenting perspectives, thereby reinforcing ownership interests, sourcing biases, and ideological conformity. At the same time, the use of AI in military targeting and surveillance represents the materialisation of these propaganda dynamics beyond discourse, where data-driven classification and automation translate ideological assumptions into kinetic outcomes. Rather than constituting a parallel system of control, AI can therefore be seen as deepening and accelerating the mechanisms identified by the Propaganda Model, extending the process of manufacturing consent from media representation into both digital governance and contemporary forms of warfare.

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