



# The Battle for the Narrative in Low intensity Conflicts

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# Low Intensity conflict: The Media Battle



- High Intensity Conflict vs. Low Intensity Conflict: The Media Battle
- The Media in the Low Intensity Conflict
- The IDF at the beginning of the conflict
- Media & Communications: The Lesson Learnt
- An example in action...

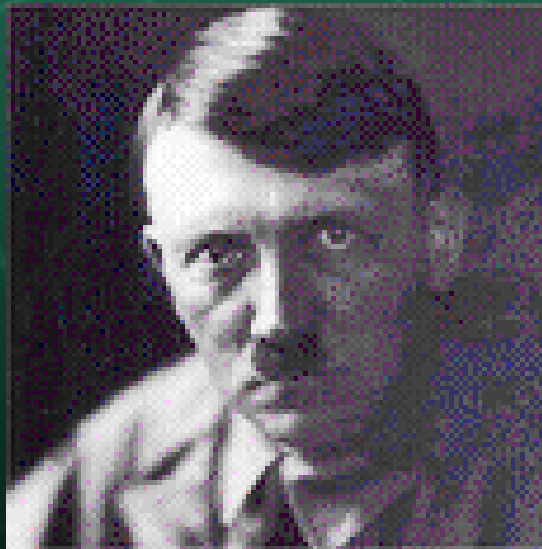




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# High Intensity Conflict

*Nation State vs. Nation State instead of Nation State vs. Terrorists*





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# Low Intensity Conflict

*Who is the foe?*



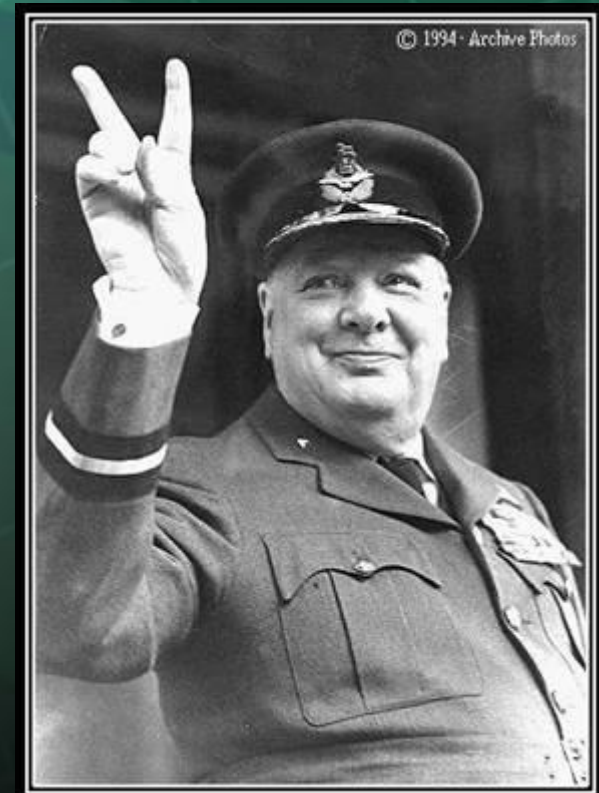


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# High Intensity Conflict

*A sense of emergency and a call to national duty*

*"We shall fight on the beaches. We shall fight on the landing grounds. We shall fight in the fields, and in the streets, we shall fight in the hills. We shall never surrender!" (House of Commons, June 4, 1940)*



# High Intensity Conflict vs. Low Intensity Conflict



*Is this a time of war or a time of peace?*





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# High Intensity Conflict

*Heroic and dramatic military campaigns  
against a faceless enemy*





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# Low Intensity Conflict

*Who is the enemy?*





# High Intensity Conflict

*Emotionally charged moments when soldiers depart for the battlefield*





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# Low Intensity Conflict

*Where is the front line and where is the home front?*





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# High Intensity Conflict

*A clear victory, a clear surrender*





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# Low Intensity Conflict

*Where is the beginning? The middle? The end?*





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# The Role of the Media In Low Intensity Conflict

*The media today: competitive, independent  
and active participants*





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# *Globalization means less loyalty, More criticism*





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# The media is ever-present





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For lack of a clear  
battleground, the media  
creates its own...







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# *Advanced technology brings the battle into our living rooms*



# The Battle for the Narrative





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# At the Beginning of the Conflict

*Soldiers were still unaware  
of the new player in the field*





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# Low Intensity Conflict

*The underdog captures media attention*



الوالد محمد يستغيث وقف إطلاق النار





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# At the Beginning of the Conflict



Again, the story of the  
“Occupier” and  
the “Occupied”





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# Low Intensity Conflict

*A breeding ground for  
Palestinian myths*



## The Jenin "Massacre"





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# The Result

A dramatic decrease in our ability to fully  
implement our military capabilities





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# The Lessons

- *Train commanders about integral role of media in Low Intensity Conflict*
- *Meet media deadlines*
- *One picture is worth a thousand words*
- *Consider our target audiences*
- *Put out a clear and concise message*





# Training and Education





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# Operational Partnership

- *Full partnership in operational planning*
- *Representation at all command levels*
- *Strengthening cooperation with intelligence agencies*





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# Combat Camera

*As often as possible, operations are documented and images are promptly distributed to the media*



# Reaching our Target Audiences



- *Establishing audience-oriented desks*
- *Networking with media outlets and the public*
- *Working directly with international organizations*



# The Strategic Model for Legitimacy

- Strengthen and broaden the legitimacy of military operations.
- Support strategic and tactical combat goals
- Minimize our opponents' achievements both on the field and in the media

Strategic  
Media  
Goals

Simplify daily events, reshape them and put them into a solid framework which represents a solid narrative of aggressor and defender

The  
Narrative

The International Community

Israeli Society

Target  
Audience

Legitimacy  
variables

Rationale of  
action

Mode of  
action

Credibility

Trust

Empathy  
Identification

# Husam Abdu 15 years old



# A Human Bomb for \$22



# A Live T.V. Drama



March 24, 2004

Hawara Checkpoint, the main  
exit point  
from Nablus







# Why this story gained worldwide coverage



# and became a symbol for the ruthlessness of Palestinian terrorism

*Because we had a field commander trained to understand media opportunities...*





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*Because our professional team  
was there to assist the  
commander in real time as the  
story  
unfolded...*



*Because our professional team  
is well trained to deal with the  
media in this Low Intensity  
Conflict*





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*Because this  
horrific sight instigated the  
publicity of more cases of the  
terrorists' exploitation of their  
own civilian population*





# The New York Times

"All the News That's Fit to Print"

NEW YORK, THURSDAY, MARCH 23, 2006

## ATHEIST PRESENTS CASE FOR TAKING GOD FROM PLEDGE

### SUPREME COURT HEARING

#### Justices Appear to Search for a Way to Reject His Passionate Remarks

By LEVIN GREENBERG

WASHINGTON, March 23 — In a 5-4 decision, the Supreme Court on Wednesday, ordered an oral argument in the case of an atheist who asks the Court to strike the words "In God We Trust" from the national motto.

With passionate and sometimes forceful arguments, the justices appeared to search for a way to reject his passionate remarks. The Court is expected to issue its decision on the case in June.

The atheist, Thomas P. Moore, is a member of the American Atheists, a group that advocates the removal of religious references from public life. He filed a lawsuit in federal court in Virginia last year, asking the court to order the removal of the motto from the national seal and the Great Seal of the United States.

## Less Jaw, Big Brains: Evolution Milestone Laid to Gene Flow

By JAMES WELSH

As a general rule in human evolution, smaller brains and larger jaws are found in more primitive species. But a new study suggests that a genetic change in the jawbone allowed early hominids to have smaller jaws and larger brains.

The discovery may mean the human brain evolved in a different way than previously thought. It could also mean that the genetic change that allowed for larger brains also allowed for smaller jaws.



## The Innocent Dismay A Boy With a Bomb

When a 12-year-old boy in a school in the Philippines was found with a bomb, the incident caused a stir. The boy was innocent, and the bomb was a hoax.



## Paring Away At Microsoft

### Regulators in Europe Take On Business Plan

By STEVE GORMAN

The European Commission issued a decision on Wednesday that it would investigate Microsoft's plan to bundle its Internet Explorer browser with its Windows operating system.

## Missed Chances In a Long Hunt For bin Laden

By STEVE GORMAN

WASHINGTON, March 23 — In a report issued on Wednesday, the House Intelligence Committee said that the United States had missed several opportunities to capture Osama bin Laden.



## EX-BUSH AIDE SAYS THREAT OF QAEDA WAS NOT PRIORITY

### 9/11 PANEL SHARPLY SPLIT

Terrorism Expert Extends Apology to Families of Victims of Attack

By STEVE GORMAN

WASHINGTON, March 23 — In a report issued on Wednesday, the 9/11 Commission said that the threat of terrorism was not a top priority for the Bush administration in the months leading up to the Sept. 11 attacks.

## Deserted by Doctors, India's Poor Turn to Quacks

By STEVE GORMAN

WASHINGTON, March 23 — The report said that the Bush administration had missed several opportunities to capture Osama bin Laden.



Table with 2 columns: Name and Price. Includes items like The New York Times, The New York Times Magazine, etc.



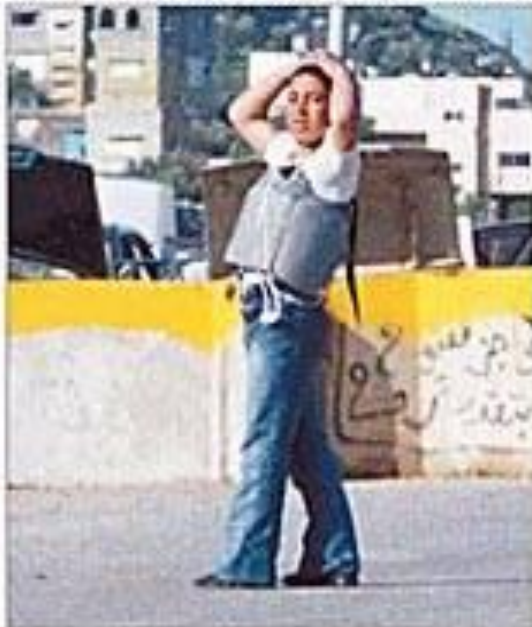


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# The Guardian

**Bomber who did not want to die** Boy, 14, wearing explosives vest surrenders to Israelis



A 14-year-old Palestinian boy, left, wearing an explosives vest, surrenders at an Israeli checkpoint; yesterday Hassan Muhammad Nishi Alabi was questioned by soldiers, centre, before being paraded to the media. Report, page 14. Photos by Graham Thomas and AP

## UK firms line up big Libya deals





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# END

