



The infographic breaks down the targets and dimensions of Iran's Operation True Promise 2 in Hebrew for the Jewish audience. It was posted on social media accounts of the Farsi-language newspaper Javan, which is close to the IRGC, in three different languages: Farsi, English, and Hebrew.

INSTAGRAM

Learning from this, during the Persian Gulf War, the US utilized the media more intelligently by controlling the narrative and emphasizing coalition efforts to minimize civilian casualties, thereby maintaining strong public support for the war against Iraq. These examples highlight the need for a balanced approach in military-media relations. Traditional, outdated approaches to military communication must give way to modern strategies. The armed forces, especially the IRGC, must focus on fostering deep ties with media professionals, providing timely and accurate information, and addressing legitimate concerns about operational security. This requires training military personnel in media engagement, developing clear communication protocols, and nurturing a culture of transparency within the armed forces. Beyond simply informing the public, the media can play a crucial role in shaping perceptions of a nation's military power and boosting its defensive deterrence. By showcasing the capabilities, professionalism, and heroic sacrifices of elite military personnel, the media can project an image of might and resolve that deters potential adversaries from threatening national and regional interests. This is particularly important in the context of fourth-generation warfare, where non-state actors and rogue states engage in information warfare aimed at undermining public trust and reducing support for military actions. A strong and effective media presence that highlights the positive contributions of the military to national security can counter these adversarial efforts and enhance the nation's defensive capabilities. For instance, following successful military operations, media productions that emphasize the heroism and skill of the armed forces can significantly boost public morale and instill a sense of national pride. Through compelling storytelling,

highlighting acts of bravery by officers and commanders, showcasing technological advancements, and emphasizing the positive impact of military operations on safeguarding national interests, the media can reinforce public support for military actions while sending a clear message to potential enemies that Iran is fully prepared to defend its interests. Nevertheless, excessive use of media or careless portrayal of the military's capabilities can also pose challenges, such as fostering a false sense of invincibility or neglecting the importance of security precautions. Therefore, the goal of military public relations should be to present a balanced and realistic image of military operations, while simultaneously highlighting the professionalism and dedication of the armed forces. This requires a nuanced approach to media engagement that builds trust and credibility rather than simply promoting a specific narrative. In conclusion, the growing influence of social media platforms and citizen journalism has added a layer of complexity to the relationship between the military and the media. While these platforms offer unparalleled opportunities for direct engagement with the public and rapid dissemination of information, they also present significant challenges in controlling narratives and combating misinformation. The spread of fake news, propaganda, and manipulated images, such as deep-fakes, can easily distort public perceptions of military operations and erode trust in official sources. To successfully navigate the evolving media landscape, the armed forces must adopt smart, strategic media engagement practices that acknowledge both the challenges and opportunities of the digital age. As military success in the 21st century is no longer achieved solely on the battlefield but also in the eyes of the public, mastering the media is essential to securing victory in modern conflicts.

Netanyahu appeals to rabbis to garner support

Will it backfire?



By Syed Ali Hassan
Iran Daily's correspondent in Pakistan

OPINION

Israeli Prime Minister Benjamin Netanyahu has become so weak that he now has to rely on religion to continue the war. The Israeli society is gripped by the fear of war and has become increasingly divided. The majority of Jews who have migrated from America and Western Europe are ideologically secular. Within Israeli society and political platforms, these people are generally seen as passionate supporters of cease-fire and the return of captives. This group wants an immediate end to the war and poses a significant challenge to Netanyahu's politics.

Netanyahu is aware of this reality, which is why he is prolonging the war. His aggressive actions have not only diminished global support for Israel but have also economically weakened Tel Aviv, making it the most vulnerable entity in the Middle East. Hezbollah's intense attacks have further shattered the perception of Israel's invincibility. Some intellectuals within the Arab world now openly state that if a few Resistance groups can bring the Israeli cabinet to its knees, then Arab states, with their full military strength, could make the existence of Tel Aviv very difficult. To undermine the internal demand to end the war and maintain a war-like atmosphere, Netanyahu aims to use religious elements. Recently, Israeli Defense Minister Yoav Gallant visited a Jewish religious school to participate in a prayer ceremony for success in the war. Additionally, Netanyahu has met with Jewish religious leaders during the on-



Israeli Prime Minister Benjamin Netanyahu (sitting 2nd L) meets with a delegation of prominent Chabad rabbis at the Prime Minister's Office in Al-Quds (Jerusalem) on October 15, 2024.

KOBY GIDEON/GPO



Israeli police officers in Al-Quds (Jerusalem) clash with ultra-orthodox men during a protest against a possible new law which could end their exemptions from military service.

OHAD ZWIGENBERG/AP

going war to seek religious backing for the conflict. This meeting was broadcast live on Israeli media, where discussions focused on providing spiritual and religious guidance to cope with the crisis caused by the war. Netanyahu read passages from Jewish religious texts aloud, attempting to intimidate anti-war factions with religious rhetoric. While he succeeded in obtaining religious edicts against opponents of the war, certain realities transcend religious sentiments. Economic devastation may be tolerated, but spilling Israeli citizens' blood for a purposeless war is unacceptable to Jewish society. Jewish religious leaders emphasized the need for unity to face the current expanded war, learning from past tragedies like the Holocaust. The Israeli society is still grappling with the aftermath of the events since October 7, 2023. Rabbi Tamar Elad-Appelbaum is among those leaders advocating for the expulsion of non-Jews from the holy land, offering spiritual and psychological support to wounded Israeli soldiers, families of captives, and those affected by fatalities. Similarly, Yehuda Kurtzer, president of the Shalom Hartman Institute in North America, is working to encourage Jew-

ing this abominable war leads down a path of destruction and impacts a vast region. An unfortunate, yet significant consequence of using religious beliefs for war is the potential increase in hateful acts against Jews, leading to sectarian violence globally. The US, Israel's biggest supporter in this conflict, should urge Netanyahu not to use religion to pursue this dangerous game. Yet, Washington continues to provide substantial military and financial aid to Tel Aviv. The Biden administration initially approved \$6.8 billion in military aid, including missile defense systems and artillery equipment. It has also supplied around \$4.4 billion in weapons from its stockpiles for Israel's military actions in Gaza and Lebanon. By December 2023, total aid to Israel had reached \$17.9 billion, covering military operations such as the deployment of US forces and missile defense systems. Additionally, Pres-



Rabbi Meir Zvi Bergman (sitting), a revered religious leader, reads Torah. Bergman says the way to help Israel is to study Scripture.

AMIT ELKAYAM/NYT

ish communities to support the war by framing current events in religious terms. His efforts aim to strengthen Netanyahu's position by discussing the importance of war through fundamental Jewish beliefs and values. Netanyahu's utilization of Jewish beliefs for his political ends in continu-

ident Biden requested \$14 billion in extra aid for Israel as part of a larger \$105 billion aid package. Unaware of the larger harm they are causing, Netanyahu and Biden seem poised to see this war to the end. Time will tell how their actions will come back to haunt them.