<u>**Issues in improving Israel's public diplomacy**</u>

Lecturer: Prof. Eli Avraham

The seminar aims: the Middle East conflict is at the center of the global agenda in recent decades. The purpose of the seminar is to engage the question of how this conflict is publicized in the international media, since the establishment of the state of Israel. At the same time, an attempt is made to understand what factors made a difference in the media coverage of the events in the American, European and Arab media. After analyzing Israel media coverage, our efforts are devoted to understand what strategies Israel choses and how do they affect its image in the media and world opinion. The purpose of the seminar is to examine Israel's image and ways to improve it, based on past experience of other countries.

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