



"HASBARA OR HAGANA?"

THE ISRAELI HASBARA APPARATUS AS A SITE OF EMERGENCY PREPAREDNESS

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BACKGROUND

The Israeli Hasbara Apparatus has known a distinct shift (2007) in the way it was handled once declared as a crisis and thereafter perceived as a vital part of national (emergency) preparedness.

In this research I examine **polycymaking in crisis framed areas**.

Case Study: The establishment of the National Hasbara Headquarters as the coordinating body between all official hasbara units of the State of Israel.

RESEARCH QUESTIONS

1. How is polycymaking affected in crisis framed areas?
2. What practices does it enhance/legitimize?

METHODS

Qualitative research based on:

1. **Texts analysis** – 3 State Comptroller Reports on The Israeli Hasbara Apparatus
2. **Interviews** – 10 in depth interviews with senior hasbara officials of all formal hasbara units

The National Hasbara Apparatus*:
Units and Areas of Responsibility

Hasbara Apparatus:
Department in the Prime Minister's Office.
Responsible for Israel's national hasbara activities.



National Hasbara Headquarters

Coordinates, a unified hasbara policy, between all official hasbara units of the State of Israel



Ministry of Foreign Affairs
Spokesperson's Bureau



IDF
Spokesperson's Division

National Hasbara {emergency} Forum

Determines the Israeli hasbara policy on security and foreign issues

* Government Resolution no. 1936

PRELIMINARY RESULTS

Emerging Themes and Other Findings

- *Preparedness* in the form of coordination and collaboration of the formal hasbara units
- *National civic discourse* in the management of the national hasbara policy
- *Continuing* states of emergency in security and foreign hasbara crises