

# The Middle East Conflict in Three Dimensions

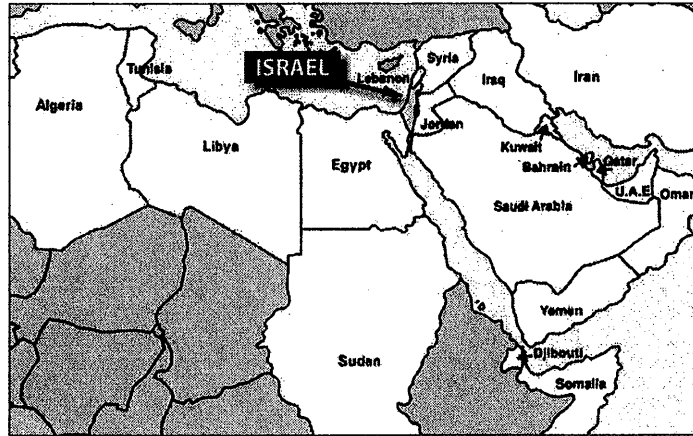
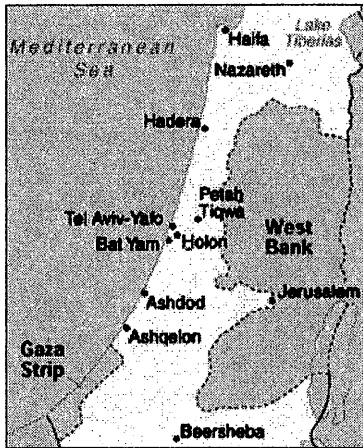
*The Middle East Conflict is about ongoing Arab rejection of Jewish self-determination and freedom. The media and academia have distorted the conflict in three dimensions: physically, historically, and morally.*

## The Physical Dimension: Israel is The David

### - LAND -

**Distorted Framing:** Zoom-in on the map of Israel. The Jewish State depicted as an aggressive, expansionist Goliath.

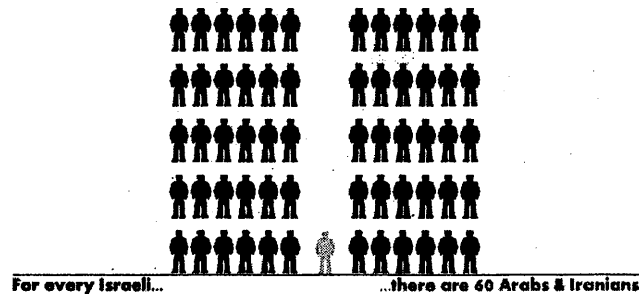
**Correct Reframing:** Zoom-out to the whole region. Most members of Arab League as well as countries like Iran refuse to recognize the only Jewish state and have repeatedly launched attacks against it.



### - PEOPLE -

**Distorted Framing:** Dispute between Jewish majority and Palestinian minority.

**Correct Reframing:** Jews are tiny minority, denied the right to self-determination by overwhelming Muslim majority.

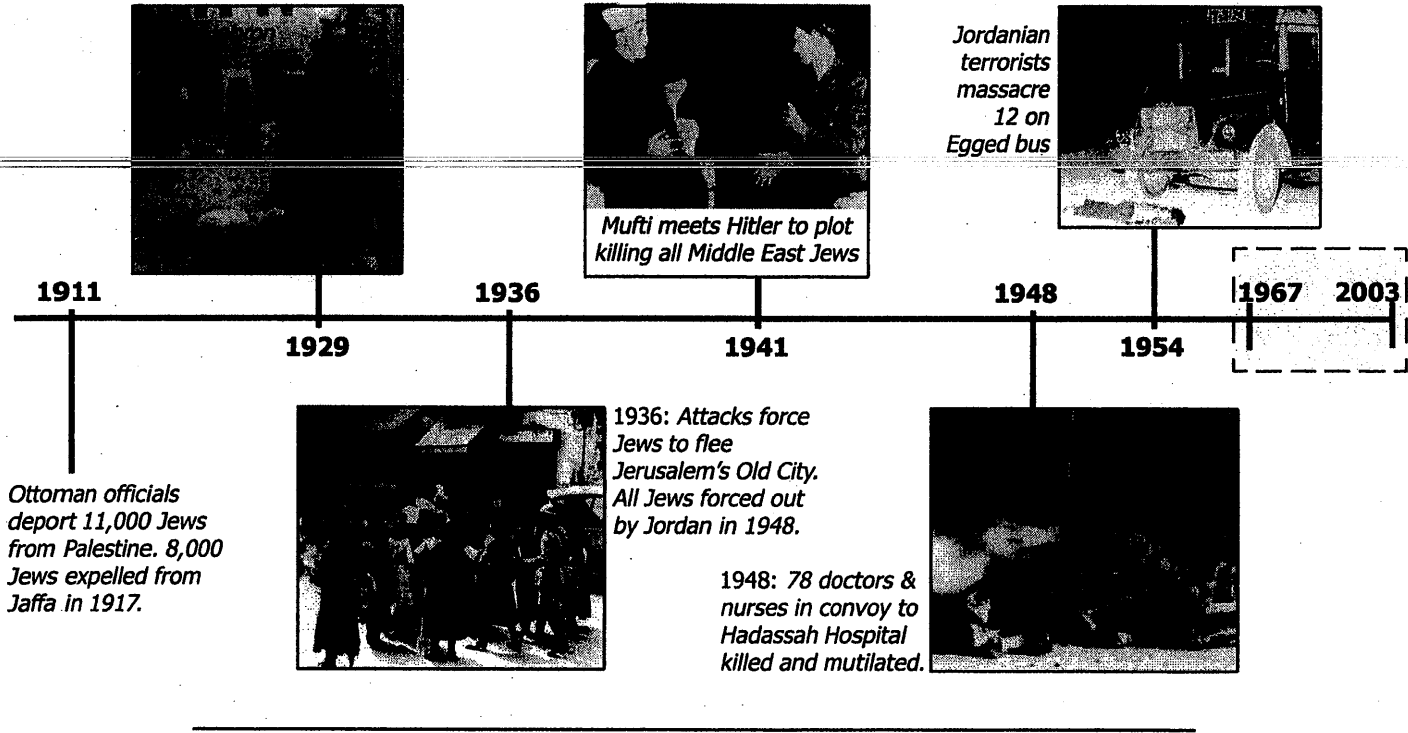


# The Historical Dimension: 100 Years of Arab Aggression and Rejection of Jewish Self-Determination

## - TIMELINE -

**Distorted Framing:** Focus on two historical points: 1948 when 600,000 Palestinian Arabs became refugees, and 1967 when Israel captured territories from Jordan, Egypt, and Syria.

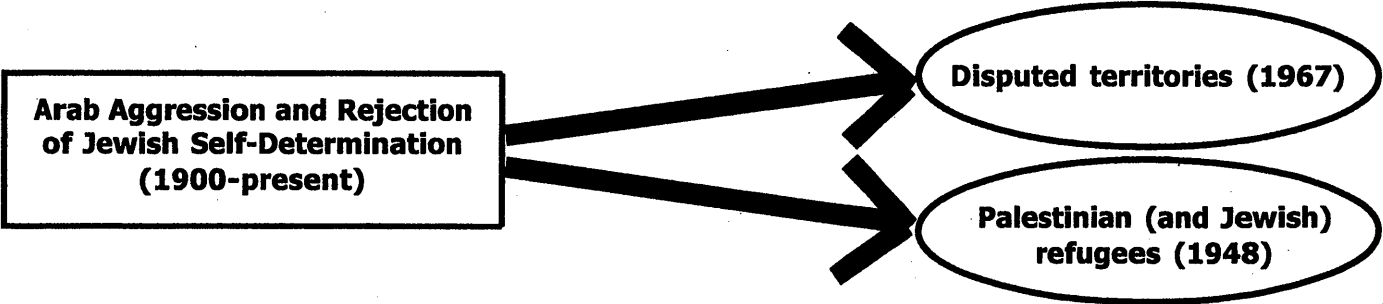
**Correct Reframing:** For the last 100 years Jews seek independence and peaceful coexistence, but Arab rejection and aggression force them to fight in self defense.



## - ROOT CAUSE -

**Distorted Framing:** Blaming Israel, the victim, for the consequences of Arab aggression.

**Correct Reframing:** Hold the aggressor accountable. Arab pogroms followed by wars to destroy Israel in 1948 and 1967 caused the territorial dispute and the refugee problem.



# The Moral Dimension: Israel... Compared to What? To Whom?

## - OUT OF CONTEXT -

**Distorted Framing:** Israel "oppressing" the Palestinians.

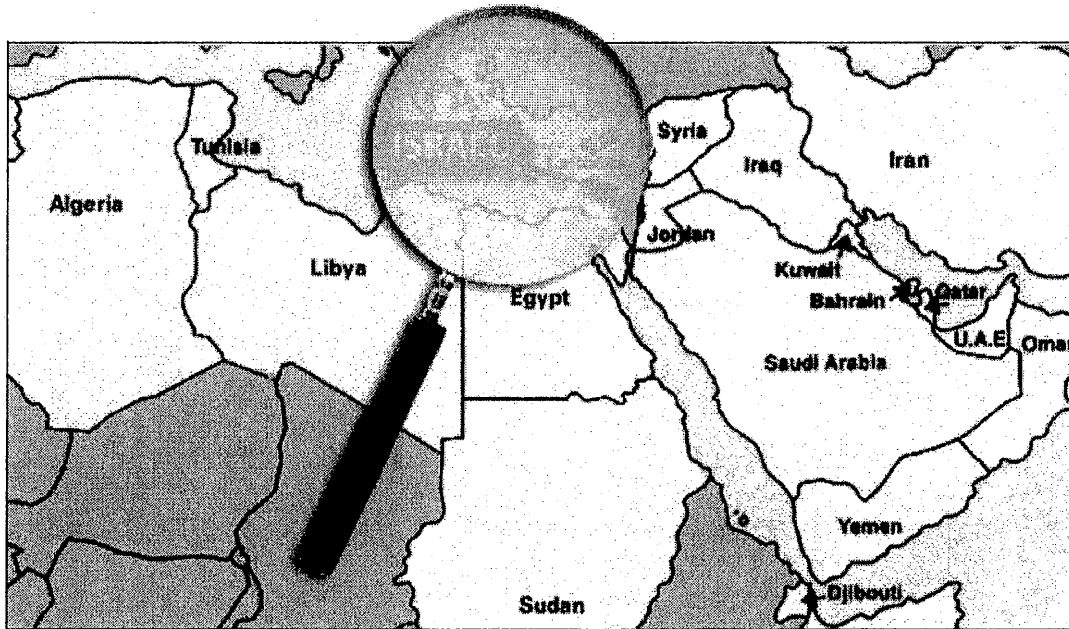
**Correct Reframing:** Israel humanely defending itself from terror. Palestinians suffering because Arab leaders keep them in refugee camps and encourage them to become terrorists.



## - SINGLING OUT -

**Distorted Framing:** Israel's imperfections singled out and magnified.

**Correct Reframing:** Apply one standard of morality to all people. Israel is an oasis of freedom in human rights desert filled with despots — who fuel the Middle East conflict and global terror.



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# The GOAL of ARM: Get Out Your Message

ARM is a way of guiding discussions and getting your message across. Don't get stuck playing defense all the time; be proactive and set the agenda for a fair and honest discussion



Using ARM, you can explain that the conflict is about the rejection of Jewish existence and political self-determination. It is about the repeated attempts to ethnically cleanse Jews from the region. In this conflict, Arab political, intellectual, and religious leaders scapegoat Israel and the Jews for their own failure to modernize Arab nations and improve the lives of Arab people. It is about Arab nations, intolerance of a non-Muslim political entity in the Middle East. These statements do not deny the reality of Palestinian suffering or that Israel has not made significant mistakes or that some of its policies have been very flawed.

An honest discussion about Israel and the Middle East should be focused on the conflict's regional, ethnic and historical dimensions. ~~A conversation about the Middle East that focuses solely on the actions of the region's 5 million Jews, while ignoring discussion of the behavior of the majority, the 300 million Arabs and Muslims living in the Middle East, is non-contextual and grossly unfair.~~ The ARM technique is meant to focus discussion on the "big picture" issues that lay at the root of the conflict. The important context by which the other subsidiary and more narrow issues can be understood. By allowing your opponent to restrict debate to a narrow aspect of the conflict, the opportunity for true understanding is lost. .

## Why ARM?

The traditional method used by Israel advocates involves refuting the opponent's myths, distortions and lies with memorized facts. The ARM technique is easier to use and more effective than the "Myths and Facts" approach for three reasons:

1. ARM addresses the conflict as a whole rather than any one detail; it enables you to frame the discussion rather than always responding to accusations and explaining Israel's behavior.
2. ARM does not demand retention of a large number of historical facts or knowledge of any specific incident. It lets you use what you know.
3. It permits you to respond "real time" to new myths, lies and distortions.

"Myths and Facts" is a defensive technique that keeps the discussion on specific topics defined by others. While you should learn many facts about Israel's history, ARM is a proactive technique that allows you to control the debate and focus attention on the big issues.

The more you practice ARM, the more comfortable you will be using it. It allows you to reframe the conversation on your terms. ARM can be used with any topic, not just the Middle East conflict. Try using it next time you're in a discussion of any kind. Soon you'll find yourself more effective at getting your message across.

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# ARM-ed for Discussion

ARM is a variation on a frequently-used public relations technique of responding to challenging questions. ARM is an acronym for *Address* (short response to the question), *Reframe* (enlarge the discussion to your agenda), and *Message* (convey your message). This technique allows you to manage the conversation beyond the narrow agenda of the original question.

## Address (Respond):

Articulate a short response to the question posed or statement made. The specific response depends, of course, on the circumstances, but you want to move on to your agenda. The short response is best; be polite, but don't argue or contradict unless dealing with lies. If possible, take the energy out of the accusation, deflate it, and move on. However you don't want to seem evasive. It's important to respond to questions and accusations but do so only in the context of the conflict and the real world. Minimize the "airtime" for Address.

### ~~Here are examples of pithy responses:~~

"Israel is not perfect . . ." "Israel was wrong in that instance," "Israel tries very hard to avoid civilian casualties," "That's an interesting point," "Terrible things happen during a war."

## Reframe: (Enlarge the discussion, transition to your agenda your message):

Enlarge the discussion by reframing. Framing the issues and the conflict is the key to managing and controlling the discussion. Changing the paradigm, the framework of understanding, is crucial to winning any argument. Engaging in a discussion about the narrow topic of "Occupation" or the slander that "Israel is an Apartheid State" is a loser. Reframing the topic to the larger issues of Middle East conflict is critical to effective discussion. It will enable you to promote your message.

### Here are examples of transition statements leading to reframing:

"But that's not the issue . . .", "The real point is that . . .", "But you have to understand why these things happen . . .", "But I don't think we can really begin to address this issue before we understand the . . .", "What you are ignoring . . ."

## Message:

This should be the longest part of your response. Talk as long as you can, use as much air time as possible. State the message *you* want to get across in the conversation.

### Here are examples of our messages:

- The Middle East conflict is about Arab regimes rejection of Jewish self-determination in the Middle East.
- Arab aggression is the cause of the refugee problem and Israel's control over the territories.
- Arab elites use Israel and anti-Semitism as an excuse to maintain the oppression of their people.
- Israel is fighting for its existence
- Israel is defending its civilians against terrorism.
- Israel desires peaceful coexistence.
- Israel is committed to the principles of civil society, including democracy, freedom, and human rights.

