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The Role of X "Twitter" in the Palestinian-Israeli Conflict a Focus on MFA's Official Accounts

This research delves into the role of Twitter in the Israel-Palestine conflict, particularly focusing on the use of tweets by the Palestinian Ministry of Foreign Affairs (MFA) and the Israel Ministry of Foreign Affairs and Expatriates (MFA). The Israel-Palestine conflict, with its deep historical roots and multifaceted dimensions involving land, identity, and sovereignty, presents a unique case study for examining the influence of social media on conflict dynamics. This study aims to explore how Twitter, a platform crucial to modern political discourse and public opinion formation, is utilized by these official entities to propagate narratives, shape perceptions, and potentially influence diplomacy efforts. By analysing the content of tweets from these official accounts, the study seeks to understand how digital diplomacy through Twitter can act as a facilitator. It considers the broader sociopolitical context, including the influence of mainstream media and international actors, to provide a comprehensive view of X's role in the conflict. The research is guided primary question: How do the Twitter accounts of the Israeli and Palestinian Ministries of Foreign Affairs communicate to Twitter/ X's users during the October 7 War?

Keywords: Social Media, Conflict, Palestine, Israel, Communication, Foreign Ministry.

Filistin-İsrail Çatışmasında Dışişleri Bakanlıklarının Resmi Hesaplarına Odaklanarak X'in "Twitter" Rolü

Bu araştırma, İsrail-Filistin çatışmasındaki Twitter'ın karmaşık rolünü detaylı bir şekilde incelemekte, özellikle İsrail Dışişleri Bakanlığı ve Filistin Dışişleri Bakanlığı ve Gurbetçiler tarafından kullanılan tweet kullanımına odaklanmaktadır. İsrail-Filistin çatışması, tarihsel kökenleri derin ve toprak, kimlik, egemenlik gibi çok boyutlu yönleri içeren bir durum olarak, sosyal medyanın çatışma dinamiklerine etkisini incelemek için eşsiz bir vaka çalışması sunmaktadır. Bu çalışma, modern politik söylem ve kamuoyu oluşumu için önemli bir platform olan Twitter'ın, söz konusu resmî kurumlar tarafından nasıl kullanıldığını, anlatıların nasıl yayıldığını, algıların nasıl şekillendirildiğini ve potansiyel olarak diplomasiyi nasıl etki edebildiğini araştırmayı hedeflemektedir. Bu resmi hesaplardan gelen tweetlerin içerik yapılarının analizi yoluyla, çalışma, Twitter aracılığıyla yürütülen dijital diplomasi faaliyetlerinin nasıl etki edebileceğini anlamayı amaçlamaktadır. Araştırma, geniş sosyopolitik bağlamı, ana akım medyanın ve uluslararası aktörlerin etkisini de göz önünde bulundurarak, çatışmadaki X''in rolüne dair kapsamlı bir değerlendirme sunmaktadır. Araştırma, sosyal medya analizinin ortak zemin bulma potansiyeli ve İsrail ve Filistin Dışişleri Twitter hesaplarının anlatılarının şekillendirmedeki katkılarını sorgulayan soru ile yönlendirilmektedir.

Anahtar Kelimeler: Sosyal Medya, Çatışma, Filistin, İsrail, İletişim, Dışişleri Bakanlığı.

The Role of X "Twitter" in the Palestinian-Israeli Conflict a Focus on MFA's Official Accounts[*]

1. Introduction

The Israel-Palestine conflict or Israeli occupation[1] remains one of the most complex and long-lasting geopolitical disputes in modern history, with roots dating back to the early 20th century (Bickerton & Klausner, 2015). The struggle over land, resources, national identity, and political sovereignty has spanned generations and shaped the political landscape of West Asia. Over time, this conflict has taken on religious, ethnic, and nationalist dimensions, with both Israelis and Palestinians asserting their right to self-determination and control over contested territories (Gelvin, 2014). Efforts to negotiate a peaceful resolution to the conflict have faced numerous obstacles and setbacks, as well as an evolving landscape of political alliances and international pressures (Caplan, 2011). As social media increasingly becomes an integral part of our daily lives, it has consequently emerged as a powerful tool for shaping public opinion, mobilizing support, and fostering dialogues on global issues.

This study investigates the intricate role of Twitter in shaping narratives within the Israel-Palestine conflict context, primarily focusing on the Twitter accounts of the Israeli Ministry of Foreign Affairs and the Palestinian Ministry of Foreign Affairs and Expatriates one month period after "October 7 War"/ Tufan Al-Aqsa. By analyzing the content and frequency of tweets featuring these tweets and hashtags, hoping to shed light on the ways in which digital diplomacy is used. The overarching goal is to gain a comprehensive understanding of how Twitter functions as a platform for constructing and disseminating narratives in a highly contested geopolitical setting.

The primary aim of this research is to examine the impact of social media, specifically Twitter, on the Israel-Palestine conflict. It focuses on how the tweets and hashtags used by both official accounts may utilize narratives and public opinion to identify potential opportunities for using social media as a tool for digital diplomacy. By analyzing the content, sentiment, and the structure of social networks associated with these tweets, the study intends to uncover avenues through which Twitter serves as a platform for communicating both sides' narrative.

To achieve these objectives, the research will be guided by the following question:

- How do the Twitter accounts of the Israeli and Palestinian Ministries of Foreign Affairs communicate to Twitter/ X's users during the October 7 War?

2. Method

In this study, we adopt a constructivist paradigm. Given the complex, multifaceted, and subjective nature of the narratives surrounding the Israel-Palestine conflict, a constructivist approach allows us to delve deeper into the intricacies of meaning-making and representation. From a constructivist perspective, reality isn't fixed or singular. Instead, it's socially constructed, meaning different individuals or groups may have varying interpretations of the same event or phenomenon based on their experiences, backgrounds, and contexts (Kratochwil, 1989). Unlike positivist research, where the researcher remains detached, the constructivist researcher is deeply involved in the process. They interpret the data in conjunction with their understanding, acknowledging their biases and perspectives. Knowledge isn't discovered but constructed (Finnemore, 2003). In the context of this study, the narratives presented by the Israeli and Palestinian MFA's on Twitter are not mere reflections of an objective reality they are crafted, strategic representations shaped by various factors, including political objectives, historical contexts, and anticipated audience reactions. Adopting a constructivist paradigm means qualitative data will play a significant role. Instead of merely counting tweets or measuring

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[1] Israeli occupation or Israel-Palestine conflict are going to be used interchangeable in this research.

engagements, we will prioritize understanding the nuances, subtexts, and implied meanings in the narratives. Our analysis will be interpretive. We'll seek to comprehend the motivations behind specific tweets, the choice of language and the intended messages. Comparisons between the Israeli and the Palestinian MFA's will be made in light of their respective sociopolitical contexts. Given the subjective nature of our data, it's essential to ensure our interpretations are credible, transferable, and resonate with the broader realities of the Israel-Palestine conflict. While the constructivist paradigm embraces subjectivity, it's crucial to remain conscious of our biases and preconceptions. Reflexivity, or continuous self-reflection during the research process, will be vital. The choice of a constructivist paradigm underscores the study's commitment to understanding the depth, nuances, and complexities of the narratives propagated by the Israeli and Palestinian MFAs on Twitter. By acknowledging the constructed nature of these narratives and emphasizing interpretation and meaning-making, this research aims to provide a holistic, insightful, and culturally sensitive analysis of the Twitter-based diplomacy surrounding the Israel-Palestine conflict.

3. Background of the Conflict

The origins of the conflict can be traced back to the late 19th and early 20th centuries, with the rise of nationalist movements among Jewish and Arab populations in the region (Smith, 2016). The establishment of the Zionist movement, which aimed to create a Jewish homeland in Palestine, played a significant role in shaping the course of the conflict (Herzl, 1896). As made-up Jewish immigration, known as Aliyah, to Palestine increased during the early 20th century, tensions between Jews and Muslims escalated, leading to a series of violent confrontations (Morris, 2001). During WWI announcement of Balfour Declaration (1917) and the British Mandate for Palestine (1922-1948), established following the collapse of the Ottoman Empire, further exacerbated the conflict by attempting to balance the aspirations of both Jewish and Arab communities while maintaining British control over the territory (Segev, 2000). Since 1948, the Israel-Palestine conflict has been characterized by a series of wars, uprisings (known as intifadas), and ongoing disputes over borders, territories, and the rights of Palestinian refugees (Gelvin, 2014). Numerous peace initiatives, "zero sum game negotiations" have been proposed and attempted over the years, such as the Oslo Accords in 1993 and 1995, second one also known as Taba Agreement, and the Camp David Summit in 2000, but a comprehensive and lasting resolution to the conflict has remained elusive (Ross, 2004). Several key issues continue to fuel the conflict, including the status of Jerusalem as a contested holy city for Jews, Christians, and Muslims the borders of Israel and the establishment of a Palestinian state the rights and status of Palestinian refugees and security concerns related to terrorism, violence, and regional instability. Furthermore, the role of external actors, such as the United States, European Union, Iran and Arab states and Türkiye has had a significant impact on the dynamics of the conflict and the prospects for peace.

4. The Role of Social Media Shaping Narratives and Public Opinion

The advent of the internet and digitalization has brought about significant transformations across various sectors of society. Among these transformations, the rise of social media has dramatically changed the landscape of communication, public discourse, and information dissemination. Platforms such as Meta, Twitter, YouTube, and more recently, TikTok have fostered a new environment where individuals can share ideas, opinions, and experiences on a global scale. It's crucial to understand that these social media platforms are not just neutral mediums for communication they have an active role in shaping how we perceive and grasp the world. The way these platforms are designed, the algorithms they use to decide what content to show users, and the dynamics they foster among users all contribute to their role in shaping narrative's public opinion and discourse (Allcott & Gentzkow, 2017). Social media platforms, such as X, Meta and TikTok, have emerged as powerful tools for disseminating information, shaping public opinion, and influencing political discourse worldwide (Tufekci, 2017). In the context of the Israel-Palestine conflict, social media has played an increasingly significant role in shaping the narratives and perceptions of both sides, often transcending geographic and political boundaries (Samuel-Azran & Yarchi, 2018, p. 10). Social media platforms have levelled the playing field in many ways.

They have given individuals and groups that were previously marginalized or overlooked in traditional media a platform to voice their opinions and perspectives. They have also made it possible for information to be disseminated and shared quickly and widely, often bypassing traditional gatekeepers of information such as news editors or government censors (Tufekci, 2017). The advent of the internet and the digital revolution has been among the most transformative developments of the modern era. This revolution, marked by rapid advancements in information technology and digital infrastructure, has profoundly impacted nearly every aspect of society, from business and education to culture and politics. Among the many changes spurred by the digital revolution, the rise of social media platforms represents a dramatic shift in the landscape of communication and public discourse (Castells, 2008).

5. Public Diplomacy Theory

Public diplomacy theory emphasizes the importance of communication in shaping international relations, focusing on how governments, non-state actors, and the public engage in dialogue and exchange information (Cull, 2008). In the digital age, Twitter has emerged as a significant platform for political discourse and public diplomacy, enabling various actors to communicate their perspectives and influence public opinion, both domestically and internationally. In the context of the Israel-Palestine conflict, public diplomacy theory can be used to examine the strategies and tactics employed by different actors to influence public opinion and promote their respective narratives. Governments, political leaders, activists, and other stakeholders may use Twitter to advance their agendas, shape public perceptions, and garner support for their positions. By analyzing MFA official accounts, this research can shed light on the ways in which Twitter is used as a tool for public diplomacy in the conflict.

Soft power, a concept introduced by Joseph Nye (1990), is a key component of public diplomacy theory. Soft power refers to the ability of a country or actor to achieve desired outcomes through attraction and persuasion, rather than coercion or force. In the context of the Israel-Palestine conflict, soft power can be exercised through the strategic use of Twitter to promote positive images, narratives, and values that appeal to the target audience. This can potentially help shape public opinion and create a more favorable environment for peacebuilding efforts. Digital diplomacy, an extension of public diplomacy, focuses on the use of digital technologies and social media platforms to conduct diplomatic activities. Digital diplomacy encompasses various activities, including public diplomacy, crisis communication, and engagement with diaspora communities. In the context of the Israel-Palestine conflict, digital diplomacy can involve the use of X to engage with international audiences, disseminate information, and counter negative narratives. Understanding the role of digital diplomacy in the conflict can provide insights into the effectiveness of social media platforms in shaping the discourse and influencing public opinion.

In summary, public diplomacy theory provides a valuable framework for understanding the role of communication, particularly through social media platforms like X, in shaping the discourse surrounding the Israel-Palestine conflict. By examining the use of MFAs official accounts through the lens of public diplomacy theory, this research can identify the strategies and tactics employed by different actors to influence public opinion and promote their respective narratives, potentially contributing to peacebuilding efforts.

6. Data Collection

The research, aiming to unravel the strategies and narratives pursued by two pivotal players in the conflict, the Israeli and Palestinian MFA (referred to as IsraelMFA and Pmofa). These institutions have actively embraced Twitter as a platform to communicate their stances, engage with global audiences, and respond to events in real-time. Dataset approach, comprising the "Inception Dataset", which includes only the count of the tweet counts from the inceptions of the respective accounts, "October 7 Dataset" which incorporates all tweet activities in posted languages in the determined timelines serves a multi-faceted purpose and lastly "October 7" which

incorporates tweets, meaning texts, between October 7, 2023, to November 8, 2023. The Inception Dataset, by offering a lens into the evolution of both MFAs' digital strategies since their Twitter inception, paves the way for understanding long-standing trends and shifts. It's akin to a window into the past, reflecting how historical events and diplomatic shifts have been portrayed and perceived in the digital space.

The establishment of both official accounts' dates to the 2009 for the Israel MFA and 2012 for the Palestine MFA. Therefore, within the "Inception" dataset we scraped tweet counts using Twitter academic API which reflects to the same date as the respective accounts' establishments.

Inception dataset has been chosen with specific intentions. In the last couple of years witnessed two boiling points seen in the conflict first one in 2021 May 6 to 21 and second is 5 August to 7 August 2022. Also, the world has seen numerous pivotal events during this period such as Russia-Ukraine war and natural disasters, policy alterations, geopolitical dynamics, and international interventions shaping the Israel-Palestine narrative also the establishment of the respective twitter accounts dating to that time. In contrast, October 7 Dataset encompasses one month, starting from October 7 and November 8, 2023, after one of the biggest stalemate point in the conflict. Analyzing tweets from this period provides an insight into the real-time reactions, strategies, and digital diplomacy nuances of both MFAs. By keeping the dataset volume manageable, we aim for an intricate, detailed exploration, enabling us to capture even the most nuanced of diplomatic gestures and shifts. The technical backbone of our endeavor is the combination of the R programming language and the **academictwitteR, httr**, **jsonlite, dplyr** libraries. These combinations were chosen due to its robustness and efficiency in handling vast amounts of Twitter data.

7. Discussion and Conclusion

In our pursuit to comprehend the intersection of digital diplomacy and social media narratives, this study examines the Twitter activities of the Israeli and Palestinian Ministries of Foreign Affairs. The discussion and conclusion section presents the outcomes derived from our comprehensive data collection and analysis. Twitter, evolving as a vital medium for instant information dissemination, is increasingly utilized by government agencies worldwide, including the Israeli and Palestinian MFAs. These entities leverage Twitter to craft narratives, engage international audiences, and express their positions. Our investigation offers insights into the tweets' frequency, timing, and context, word cloud, most frequent words, the discourse's nature, interaction patterns, and the broader strategies of digital diplomacy adopted by these official accounts.

Following Fig1.and 2. our primary objective is to present a detailed visual depiction of the tweeting patterns across a designated time frame. This encompasses the period from 2009, marking the inception of the IsraelMFA account, to 2023, and similarly from 2012, the year the Pmofa account was established, through to 2023. This analysis aims to provide a comprehensive understanding of the evolution and trends in the Twitter activities of these respective accounts over these specified durations.
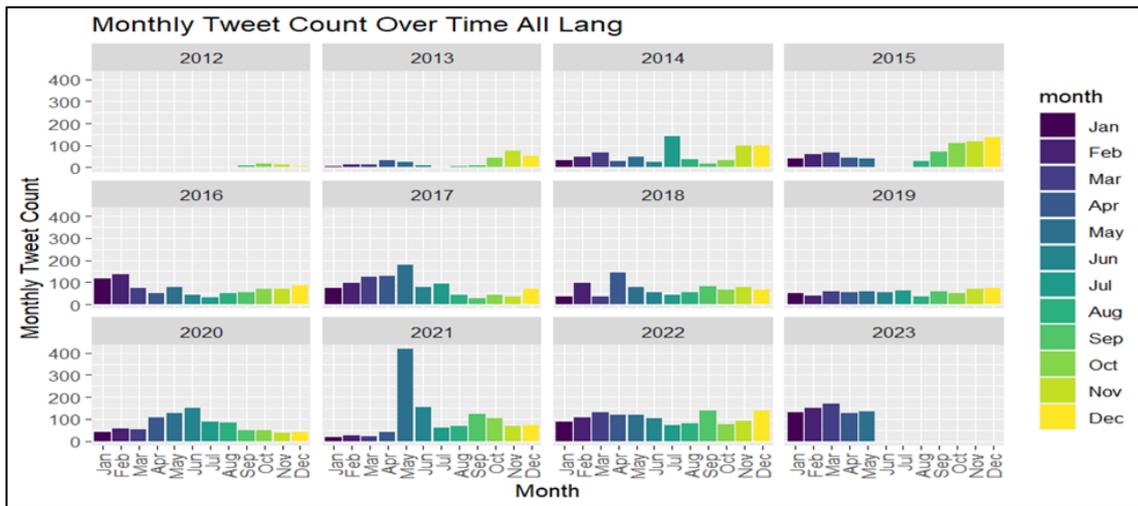
Figure 1. *Pmofa Montly Tweet Count Over Time All Languages*

Tweet counts of the Pmofa and IsraelMFA from 2012 and 2009 respectively till 2023 showcasing monthly tweet counts. Firstly, one can clearly observe that the number of tweets in 2014 Gaza War are higher than previous months therefore it responds on ground reality impacting the number of tweets. Therefore, there is a relationship between the tweet numbers and on ground conflict boiling point realities. Secondly, Pmofa for one month October 7 War or Tufan Al-Aqsa the official account tweeted 730 making it highest month in the account's history tweets including retweet and hashtags while IsraelMFA also sending highest number of tweets from the inception of the account 970 tweets. However, in the year 2010-month October observing absurd spike in the number of tweets in IsraelMFA we suppose that is simply glitch or data handling issue.
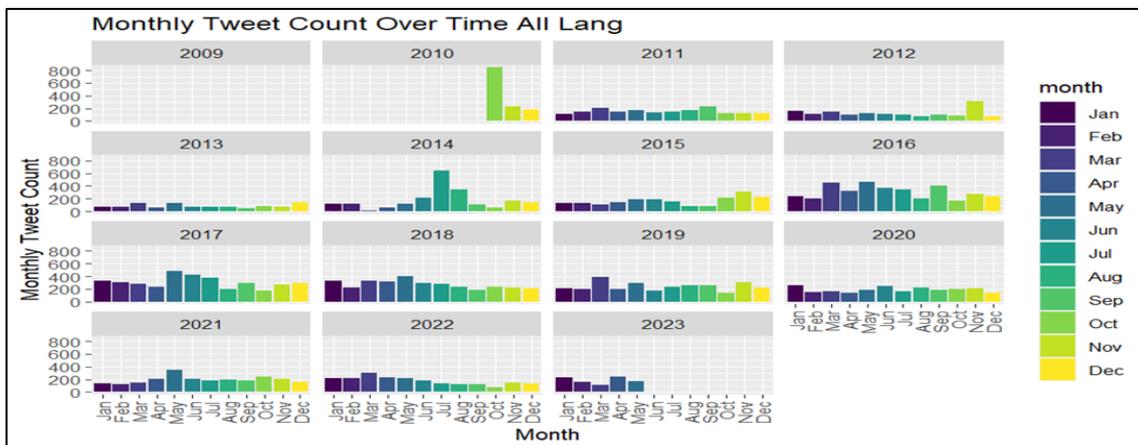
Figure 2. *IsraelMFA Montly Tweet Count Over Time All Languages*

In summary, these charts illustrate the daily tweeting patterns across different spans, revealing key periods of high activity and giving insights into the evolution of tweet frequency over the years. The reasons for these patterns could vary - ranging from changes in content strategy, platform engagement patterns, to broader societal or global events influencing the tweeting behavior.

	word <chr>	n <int>
Description: df [30 × 2]		
1	gaza	346
2	palestine	339
3	gaza_under_attack	338
4	israeli	275
5	غزة	218
6	israeliwarcrimes	182
7	occupation	180
8	الاحتلال	179
9	warplanes	89
10	foreign	88
11	martyrs	85
12	affairs	82
13	civilians	80
14	expatriates	78
15	family	78
16	ministry	78
17	people	71
18	children	68
19	قصف	65
20	aggression	63
21	palestinian	63
22	house	60
23	bombing	59
24	الخارجية	59
25	hospital	54
26	طائرات	53
27	martyred	49
28	israel	48
29	minister	48
30	martyrdom	47
30 rows		

Figure 3. Most Frequent Words of Pmofa between October 7th, 2023, and November 8th, 2023

Within the most frequent word chart representing the October 7 to November 8, 2023, period, the Pmofa's Twitter discourse is dominated by references to 'Palestine' and 'Palestinian,' underlining a focused narrative on national identity and self-representation. The frequent invocation of the term 'international' indicates an active engagement with the global community, seeking to underscore the international implications of the Palestinian situation. The repetition of terms such as 'people,' 'crimes,' 'rights,' 'occupation,' and 'law' suggests a strategic communication aimed at highlighting the legal and humanitarian concerns underpinning the Palestinian cause. This period's data points to a concerted effort to frame the Palestinian experience within the context of international law and human rights, possibly in reaction October 7 to ongoing genocide. Pmofa's Twitter activity illustrates a multifaceted narrative approach that employs digital diplomacy not only as a tool for communication but as an instrument for legal argumentation, international advocacy, and the pursuit of justice and human rights. This strategic narrative aims to influence international discourse, shape perceptions, and mobilize global support for the Palestinian cause. Through their digital presence, the Pmofa seeks to craft a compelling narrative that articulates the Palestinian experience, conveys the urgency of their claims, and demands recognition and action from the international community.

word	n
<chr>	<int>
hamas	399
israel	388
gaza	158
terrorists	143
israeli	126
terrorist	90
people	78
children	72
attacks	65
held	62
hostage	58
home	54
support	50
murdered	49
solidarity	49
civilians	47
davidsaranga	47
october	47
attack	46
terror	46
war	45
cotlerwunsh	44
condemn	41
stand	41
bring	40
kidnapped	40
women	40
innocent	39
israelis	37
rocket	36

Figure 4. Most Frequent Words of IsraelMFA between October 7th, 2023, and November 8th, 2023

Within "October 7 Dataset" Figure 4. the most frequent word chart of IsraelMFA reflects a word frequency analysis from a much shorter and more recent timeframe, roughly one month. The dominant terms such as 'Hamas', 'Israel', 'terrorist', and 'Gaza' indicate a period where the MFA's Twitter account was heavily focused on a specific conflict or series of events. The prominence of these terms suggests October 7 intensification of conflict-communication, possibly due to an escalation in hostilities or a significant security event. The language used seems to reflect a narrative that is more reactive and centered on the immediacy of conflict-related issues. The October 7 dataset from the Twitter activity of the Israeli Ministry of Foreign Affairs reveals a concentrated focus on specific thematic concerns. Terms with the highest frequency such as 'Hamas', 'Israel', and 'terrorist' suggest a discourse predominantly occupied with matters of national security and the state's geopolitical challenges. This focus is indicative of the Ministry's prioritization of security issues after the October 7 incidents within its digital communications strategy. The repetition of 'Gaza' alongside 'attacks' and 'rocket' points to a specific narrative related to the October 7 incidents in the conflict, likely reflecting the Ministry's response to incidents and escalations in the region. These terms, when analyzed together, underscore the Ministry's communication of resilience and defensive posture in the face of perceived threats. In contrast, the presence of words like 'solidarity', 'support', and 'civilians' implies an attempt to galvanize international sympathy and diplomatic backing, while also humanizing the conflict by highlighting its impact on non-combatants. The term 'children' further emphasizes this human element, potentially serving as a rhetorical device to invoke empathy and justify the state's security policies. The dataset also includes terms such as 'condemn' and 'innocent', which may function as part of a moral discourse that seeks to delineate clearly the perceived justness of Israel's stance in contrast to the actions of its adversaries. Additionally, the appearance of specific dates, such as 'October', denotes the periodic intensification of messaging in response to events, suggesting the Ministry's use of Twitter as a reactive tool for shaping real-time narratives.

Word clouds constitute a visualization of discourse frequency, offering a macroscopic lens into the thematic preoccupations within a set body of text related to the conflict. Word clouds are a form of text analysis visualization where lexical frequency is represented by variations in font size. This methodological tool provides an at-a-glance synthesis of large text corpora, enabling to distill prevalent themes or terminologies. The chromatic differentiation and spatial arrangement

in these clouds might signify thematic clusters or simply serve an aesthetic function. Notably, interconnecting lines suggest associative relationships or co-occurrences, hinting at narrative or thematic intertwinements within the discourse.

Figure 5. Word cloud of Pmofa from 7th October 2023 to 8th November 2023

The largest nodes are 'Gaza under attack', 'Palestine', 'Israeli', and 'occupation', suggesting these are the most frequently mentioned terms within the dataset and central to the discourse. Terms such as 'attack', 'aggression', 'bomb', 'destruction', and 'warplane' are prominently featured, which likely indicates discussions around military actions and the consequences of conflict in the region. Words like 'death', 'martyr', 'health', 'hospital', and 'damage' suggest a focus on the human cost of the conflict, including discussions about casualties, medical issues, and the overall humanitarian situation. 'Family', 'shelter', 'home', 'neighborhood', and 'resident' indicate a narrative on the impact of the conflict on the domestic and social life of individuals and communities. The repeated appearance of 'Gaza', 'camp', and 'city', alongside 'occupation force' and 'settler', points to discussions around territorial control and the conditions in specific areas. 'Student', 'mother', 'individual', and 'girl' are terms that suggest a perspective on the broader societal effects of the conflict, possibly discussing the impact on various demographics. The use of 'Israeli government', 'occupation', and 'force' implies political discourse concerning governance, control, and the use of power in the region. The presence of Arabic alongside English terms may reflect the dataset's bilingual nature, potentially incorporating messages or reports from both Israeli and Palestinian sources.

Figure 6. *Word cloud of IsraelMFA from 7th October 2023 to 8th November 2023*

Conversely, the second cloud "October 7 Dataset" is saturated with terms like "terrorist" and "civilians," alongside "Hamas" and "Israel," indicative of a narrative axis pivoting on the human dimension of conflict and the politicized characterization of belligerents. This distribution posits a discursive emphasis on the moral and ethical implications of the conflict, utilizing terms such as "innocent," "children," and "family" to evoke a visceral or sympathetic response, thereby shaping the moral contours of the conflict narrative.

The term 'Hamas' is central and significantly larger than others, indicating it is one of the most frequently mentioned or central themes in the dataset. It's connected to various terms that suggest a focus on security issues, such as 'terrorist', 'Gaza', 'rocket', 'attack', and 'terrorist organization'. There are clusters of terms associated with violence such as 'kidnapped', 'burned alive', 'behead', 'genocidal', and 'murdered'. These terms suggest discussions or reports of violent acts and human rights abuses. Words like 'innocent', 'victim', 'children', 'family', 'women', and 'civilian' are prevalent. This indicates a narrative focusing on the victimization of these groups, likely in the context of conflict. Names and titles such as 'prime minister', 'foreign minister', and 'POTUS' (President of the United States) appear, indicating discussions involving or referencing significant international and national figures and entities. Geographical references such as 'Israel', 'Gaza Strip', and 'Gaza border' suggest a focus on specific regions of conflict or geopolitical importance. The presence of terms like 'hospital' and 'Shifa hospital' may relate to discussions about medical facilities or humanitarian aspects of the conflict. Terms like 'antisemitism' and 'Shabbat' suggest discussions that involve cultural or religious dimensions. Apart from 'Hamas', other groups like 'ISIS' and 'Hezbollah' are mentioned, indicating conversations about various organizations regarded as extremist or terrorist. Words like 'condemn', 'warn', and 'fuel' imply actions or responses to events or situations described in the dataset.

In conclusion, this analysis elucidates the multifaceted nature of the Israeli MFA's and Palestinian MFA's Twitter activity. The platform is leveraged not merely as an informational tool but as a strategic medium for digital diplomacy, narrative construction, and gauging both domestic and international sentiments. Overall, the analysis of this word frequency dataset and word cloud indicates that the Israeli Ministry of Foreign Affairs' Twitter discourse during the specified period is heavily characterized by themes of conflict, defense, and the moral justification of the state's

actions. The Ministries appears to employ Twitter not just as a means of communication, but as a strategic instrument of digital diplomacy, aimed at influencing both domestic and international audiences. Given the time frames for most frequent word used, we can infer how the communication narrative of the MFA may have shifted in response to the October 7 War context. The Palestinian official Twitter account presented an intricate landscape. Despite the complexities of internal uncertainty and external diplomatic pressures, their digital activity was commendably robust. In terms of volume, their tweets close those of the Israeli account. However, the linguistic distribution presented an interesting pattern. English tweets were fewer in number compared to other languages. Given the diverse linguistic demographic of the global Muslim community, the decision to have a broader linguistic footprint, especially Arabic, made strategic sense. One of the pivotal findings was the linguistic, especially when comparing English tweets to those in other languages. The Israeli account's tweets in English seemed strategically aligned to cater to a global audience, ensuring the dissemination of their narrative on a more extensive scale. On the other hand, the Palestinian account's strategy seemed more regionally anchored, with a significant emphasis on non-English tweets i.e., Arabic. Across both accounts, the Twitter activity seemed to oscillate in tandem with significant geopolitical events, suggesting that digital diplomacy is not isolated but is intrinsically linked with on-ground realities. However, the nuanced differences in their strategies, ranging from frequency to linguistic choices, highlighted the distinct digital diplomacy blueprints employed by each MFA's Twitter account. Embracing the tenets of the constructivist paradigm, our analysis was conducted with a commitment to rigor, trustworthiness, and cultural sensitivity.

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Appendix

Description: df [30 × 2]

	word	n
1	secblinken	93
2	israel	91
3	potus	60
4	hamas	48
5	u.s	45
6	united	43
7	gaza	32
8	palestinian	27
9	statedeptspox	26
10	humanitarian	25
11	minister	25
12	people	25
13	security	25
14	civilians	23
15	conflict	23
16	met	22
17	terrorist	22
18	attacks	21
19	live	20
20	stand	20
21	citizens	18
22	peace	18
23	president	18
24	prime	17
25	world	16
26	department	15
27	israeli	15
28	press	15
29	support	15
30	region	14

30 rows

Foreign Secretary of the United State of America

Description: df [30 × 2]

	word	n
1	israel	51
2	gaza	46
3	jamescleverly	44
4	british	43
5	nationals	35
6	rishisunak	29
7	travel	28
8	foreign	25
9	aid	24
10	humanitarian	23
11	hamas	19
12	support	19
13	10downingstreet	17
14	minister	17
15	secretary	17
16	civilians	16
17	aisafetysummit	15
18	egypt	15
19	people	14
20	crossing	13
21	ensure	13
22	israeli	13
23	prime	13
24	spoke	13
25	advise	12
26	global	12
27	safe	12
28	continue	11
29	leave	11
30	partners	11

30 rows

Foreign Secretary of Britain

Description: df [30 × 2]

	word	n
1	france	90
2	humanitarian	54
3	gaza	53
4	mincolonna	52
5	support	34
6	international	32
7	israel	32
8	president	32
9	emmanuelmacron	30
10	french	28
11	minister	27
12	yesterday	25
13	franceonu	24
14	statement	22
15	civilians	19
16	meeting	19
17	peace	19
18	cooperation	18
19	visit	18
20	franceonurome	17
21	october	17
22	world	17
23	security	16
24	situation	16
25	council	15
26	paris	15
27	people	15
28	terrorist	15
29	law	14
30	commitment	13

30 rows

Foreign Secretary of France

Description: df [30 × 2]

	word	n
1	october	109
2	russian	108
3	russia	106
4	sergey	97
5	foreign	96
6	lavrov	81
7	president	80
8	zakharova	76
9	minister	69
10	putin	60
11	international	52
12	meeting	46
13	relations	45
14	vladimir	40
15	russia's	37
16	maria	36
17	ukraine	34
18	ambassador	33
19	conflict	32
20	november	32
21	palestinian	32
22	israeli	31
23	cooperation	30
24	moscow	29
25	held	28
26	security	28
27	policy	27
28	russiaun	26
29	world	26
30	countries	25

30 rows

Foreign Secretary of Russia

Foreign Secretary of Türkiye

	word	n
1	minister	141
2	foreign	119
3	affairs	114
4	president	75
5	türkiye	55
6	trpresidency	52
7	hakanfidan	49
8	ambassador	48
9	erdogan	45
10	press	44
11	release	42
12	deputy	40
13	met	38
14	meeting	30
15	phone	27
16	spoke	27
17	republic	26
18	visit	25
19	h.e	23
20	addressed	22
21	ankara	21
22	received	19
23	consultations	18
24	secretary	18
25	organization	16
26	call	15
27	discussed	15
28	cooperation	13
29	council	13
30	burak	12

30 rows

Foreign Secretary of Qatar

	word	n
1	minister	350
2	mofaqatar	270
3	foreign	254
4	affairs	190
5	prime	115
6	mba_althani_	94
7	meets	83
8	qatar	75
9	receives	60
10	ambassador	53
11	call	52
12	qatar's	50
13	phone	48
14	republic	38
15	secretary	37
16	conference	34
17	press	33
18	joint	32
19	gaza	29
20	learn	27
21	bin	25
22	international	25
23	ministry	25
24	representative	20
25	credentials	19
26	sheikh	18
27	thani	17
28	council	16
29	permanent	16
30	cooperation	15

30 rows

Foreign Secretary of China

	word	n
1	china	98
2	chinese	25
3	security	23
4	china's	21
5	countries	21
6	international	19
7	palestinian	19
8	peace	19
9	的	18
10	cooperation	16
11	和	16
12	council	14
13	situation	14
14	people	13
15	conflict	12
16	foreign	12
17	humanitarian	12
18	israeli	12
19	development	11
20	world	11
21	debt	10
22	global	10
23	parties	10
24	中	10
25	中国	10
26	刚	10
27	国	10
28	在	10
29	联合	10
30	ambxiefeng	9

30 rows

Foreign Secretary of Iran

	word	n
1	foreign	149
2	iranian	133
3	minister	128
4	amirabdollahian	99
5	hossein	91
6	gaza	68
7	iran	59
8	palestine	57
9	counterpart	49
10	affairs	39
11	fms	36
12	meeting	36
13	phone	36
14	iran's	34
15	zionist	34
16	developments	31
17	conversation	30
18	islamic	29
19	regime	29
20	discuss	27
21	talks	26
22	met	25
23	palestinian	24
24	discussed	20
25	held	20
26	republic	20
27	ministry	19
28	war	17
29	cooperation	16
30	jeddah	16

30 rows

Foreign Secretary of Egypt

	word	n
1	وزير	103
2	الخارجية	90
3	غزة	66
4	في	64
5	shoukry	61
6	خارجية	61
7	من	58
8	في	50
9	شكري	49
10	gaza	47
11	التصعيد	44
12	الإنسانية	40
13	على	38
14	بن	35
15	مع	35
16	aid	34
17	حول	32
18	سامح	31
19	إتصالاً	28
20	قطاع	28
21	مصر	28
22	المساعدات	27
23	escalation	24
24	humanitarian	23
25	ضرورة	22
26	شكري	21
27	foreign	19
28	الجهود	19
29	efforts	18
30	اقل	18

30 rows

Foreign Secretary of Jordan

	word	n
1	الخارجية	452
2	في	343
3	aymanhsafadi	394
4	عننا	333
5	الوزراء	288
6	رئيس	283
7	الفلسطيني	273
8	بأنه	273
9	والتطورات	271
10	على	208
11	اليوم	195
12	غزة	193
13	العرب	115
14	من	113
15	مع	99
16	الأردن	95
17	القضية	88
18	الجهود	81
19	القائم	81
20	حفظ	77
21	توقف	76
22	ضرورة	71
23	minister	70
24	التي	68
25	وزير	68
26	ل	65
27	أعرب	59
28	الإنسانية	59
29	الوطني	59
30	إلى	58

30 rows

Foreign Secretary of Saudi Arabia

	word	n
1	minister	356
2	foreign	266
3	prince	225
4	faisalbinfarhan	130
5	affairs	109
6	meeting	103
7	ambassador	96
8	crown	92
9	h.e	90
10	hrh	90
11	riyadh	87
12	kingdom	81
13	call	73
14	receives	73
15	discussed	71
16	phone	69
17	international	66
18	republic	66
19	deputy	62
20	president	60
21	bin	54
22	relations	48
23	bilateral	47
24	common	47
25	held	47
26	council	46
27	countries	45
28	gaza	44
29	mohammed	43
30	prime	42

30 rows

Foreign Secretary of Indonesia

	word	n
1	dan	54
2	indonesia	32
3	sama	31
4	kerja	29
5	trade	21
6	bertemu	20
7	cooperation	20
8	h.e	20
9	vmmansury	20
10	wamenlupahala	20
11	asean	19
12	inidiplomasi	18
13	①	17
14	②	17
15	meeting	16
16	yang	16
17	bahas	15
18	global	15
19	lebih	15
20	support	15
21	bali	14
22	jokowi	14
23	lanjut	14
24	collaboration	13
25	dgn	13
26	indonesiameay	13
27	untuk	13
28	forum	12
29	met	12
30	beijing	11

30 rows

	word	n
1	jmalbares	27
2	spain	22
3	eu2023es	20
4	acting	19
5	minister	17
6	foreign	16
7	european	15
8	spain's	15
9	spanish	15
10	meeting	10
11	policy	10
12	presidency	10
13	world	10
14	council	9
15	foreignpolicy	9
16	information	9
17	situation	9
18	affairs	8
19	gaza	8
20	government	8
21	informal	8
22	international	8
23	water	7
24	november	7
25	12octubre	6
26	day	6
27	development	6
28	europarl_en	6
29	feminist	6
30	fiestanacional	6

30 rows

	word	n
1	south	105
2	minister	81
3	africa	63
4	president	61
5	springboks	55
6	pandor	48
7	strongertogether	42
8	peace	39
9	dirco	38
10	cyrilramaphosa	37
11	security	37
12	naledi	35
13	presidencyza	35
14	international	33
15	african	30
16	october	28
17	world	28
18	watch	27
19	forum	26
20	deputy	24
21	relations	22
22	ambassador	21
23	meeting	21
24	nec2023	21
25	women	21
26	ramaphosa	20
27	palestine	19
28	rugby	19
29	cooperation	18
30	governmentza	18

30 rows

Foreign Secretary of Spain

Foreign Secretary of South Africa

Description: df [30 × 2]

	word	n
	<chr>	<int>
1	minister	84
2	vieira	56
3	mauro	42
4	security	37
5	foreign	34
6	meeting	34
7	gaza	28
8	council	27
9	humanitarian	23
10	brazilian	20
11	israel	19
12	crisis	18
13	discussed	17
14	mission	17
15	cooperation	16
16	held	16
17	peace	16
18	situation	15
19	brazil	13
20	secretary	13
21	trade	13
22	energy	12
23	ministers	12
24	presidency	12
25	strip	12
26	addressed	11
27	ambassador	11
28	international	11
29	president	11
30	role	11

30 rows

Description: df [30 × 2]

	word	n
	<chr>	<int>
1	anwaribrahim	54
2	malaysia	47
3	saya	34
4	zambryofficial	30
5	hari	27
6	putra	25
7	wisma	25
8	dan	23
9	yang	22
10	dato	19
11	ini	19
12	press	18
13	minister	17
14	release	17
15	dengan	16
16	palestin	15
17	wismaputra	15
18	day	14
19	october	14
20	congratulations	13
21	lawatan	13
22	menteri	13
23	rakyat	13
24	kunjungan	12
25	seri	12
26	untuk	12
27	affairs	11
28	bilateralaffairs	11
29	extends	11
30	heartiest	11

30 rows

Foreign Secretary of Brasil

Foreign Secretary of Malesia