

Conceptualizing Public Diplomacy Core Vision Theory & Core Power from Grounded Theory Application of Palestine-Israel Conflict

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ABSTRACT

Israel is perceived as using Public Diplomacy approaches towards the US on Palestine-Israel conflict. Israel uses Public Diplomacy to win US support on the conflict. This research focuses on studying the underlying application of Israel Public Diplomacy towards the US on the Palestine-Israel conflict using the Grounded Theory approach, to develop a theoretical understanding and to construct a substantive theory in conceptualizing Israel's Public Diplomacy strategy towards US on the Palestine-Israel conflict. The research inductively explores how Israel's Public Diplomacy conducts towards the US on the Palestine-Israel conflict. The findings have identified religious approaches applied through core conceptualized context and strategic cooperation engagement applied through formal strategic cooperation to explain Israel's Public Diplomacy applications towards the US on the Palestine-Israel conflict. The research has constructed substantive theory formulated from Grounded Theory protocols on Israel Public Diplomacy. Public Diplomacy Core Vision Theory explains Public Diplomacy application for international front and specifically details Israel Public Diplomacy towards the US on the Palestine-Israel conflict. The relationship conception of Core Power is also derived from the study. The finding on Israel Public Diplomacy towards the US on the Palestine-Israel conflict has formed a theoretical understanding of Public Diplomacy application conduct in the conflict.

Keywords: Core Power, Core Vision, Grounded Theory, Palestine, Public Diplomacy,

PUBLIC DIPLOMACY OF PALESTINE ISRAEL CONFLICT

Public Diplomacy feeds information to foreign audiences using short term measure as in international broadcasting and long term approach of activities such as educational exchanges, international conferences, exhibitions and establishment of libraries in foreign cities. Pamment et al. (2025) states Public Diplomacy as important key of national security. These activities create mutual benefits for the source and recipients to generate intended message in moulding the recipients. Public Diplomacy was largely directed to movers and shakers of foreign societies to assure the directed information will influence the encoder. Public Diplomacy is about the promotion of national interest through influence (Goldstein & Pevehouse, 2022)—achieved by effective influence campaign. Public Diplomacy is an influence activity directed by a nation state to foreign ground to influence the government and the foreign citizen decision of the encoder's policy. Public Diplomacy is typically defined as engaging direct communications with foreign people with targeted objective to influence their thinking and ultimately their government (Ruth, 2022). The term of Public Diplomacy was coined by Edmund Gullion in 1965, dean of The Fletcher School. Edward R. Murrow Center was created in 1965 for the memorial of Edward R. Murrow excellence contribution as the Director of United States Information Agency and one of the Center's early documents describe Public Diplomacy deals with influence of public attitudes on formation and execution of foreign policies. It encompasses dimension of international relations beyond traditional diplomacy, the cultivation by the governments of public opinion in other countries, the interaction of private groups and interest in one country and another, the reporting of foreign affairs and its impact on foreign policy, communications between those whose job is communications, as diplomats and correspondents, and the process of intercultural. Hence, the study uses Public Diplomacy through Grounded Theory applications, studying inductively the conduct of Israel Public Diplomacy to US and to conceptualize Public Diplomacy substantive theory on Palestine Israel conflict. The derived substantive theory signifies Public Diplomacy application in international conflict to foreign populace and explains Israel ability to launch Public Diplomacy approaches to US on the conflict. The theory will assist projection of Public Diplomacy conducts on international conflict particularly on Palestine-Israel conflict through studying Israel Public Diplomacy engagement to US.

Public Diplomacy ranges from anything to everything. Public Diplomacy is an important warfare element in information era, giving essential benefit to nation state that has mastered the skills. Strategizing Public Diplomacy structurally, allows better application for influence process—psychological operations and information warfare. Israel has applied Public Diplomacy as part of their strategy to defend their nation state interest. Israel alliance with Western powers is useful to deal with Arab such as the Abraham Accords (Zeidan, 2025). Public Diplomacy allows Israel to exercise its mighty vision despite the tiny size of the state. The representations in various application modes of operational approaching discourse depict Israel positively and Palestine negatively. The discourse is aiming to simplify the complex conflict into more simplify manner according to their popular views. Israeli Public Diplomacy dominance is clearly visible to support Israel actions and promotes intended influence of Israel stand in the conflicts.

This research elaborates the strategy of Israel, in their supremacy on Palestine-Israel conflict through Public Diplomacy applications to US, the superpower nation. The findings of this research provides insight of Israel Public Diplomacy exercises to US. This research

analyses and explains the Israel influence activity through Public Diplomacy and the strategy uses in Israel influence activity to US. These understandings help to provide overall view of Israel utilizations and mechanisms on the execution of Israel strategic influence activity to US through Public Diplomacy and therefore enhance better understandings of Israeli Public Diplomacy to US on Palestine-Israel conflicts. Thus, conclusively, the research narrates on Israel Public Diplomacy strategy used in confronting Palestine-Israel conflict, to look on Israel Public Diplomacy approach on the conflicts. The founding data helps the research aims to derive the Public Diplomacy substantive theory in explaining Israeli Public Diplomacy executions, which shall benefit other nation states to reflect their foreign policy stand towards the conflict. The forming substantive theory is essential in providing guiding manual for Public Diplomacy scholars, nation state to participate in the Palestine-Israel conflict, enhanced Public Diplomacy exercises and reflecting the nation state respective stand of the international conflict in broader scope. Public Diplomacy derived theory will assist the chances of resolving the prolong conflict by more structured participation from other nation states. The theory underlined helps to form structured methods to conduct Public Diplomacy.

The research aims to find the Israeli infiltrating influence activity to the US on the Palestine-Israel conflict and the elements that help to facilitate Israel influence activity to US through *Hasbara* (Rezagui,2025). After adopting the Grounded Theory approaches, the research has managed to conclude several important findings on Israeli Public Diplomacy activity to the US ground. Huntington raises thesis regarding culture as the main contributing factor to spark post-Cold War conflict (Haglund, D.G,2023), as he bordered his culture defining explanation and include religious discussion in his thesis. Huntington claims cultures will form post-Cold War conflict, clashes will occur between the fault lines and parts of culture are from conflicting partition of thoughts. Edging the others is becoming the instrumental warfare component in Public Diplomacy—as it transacts towards any region community or civilizations, moreover it is also among the cause expediting change in state's policy that has recognized its prerogative functions—rather than 'superstitious feudalism'. As how Gilboa E. (2016) states, Israel has formulated Public Diplomacy policy options to execute essential soft power advantage consisting Israeli culture, science, technology and related Israel achievement to be utilized through soft power. The formulation is consisted the promotion of Israeli positive image for intended support utilizing soft power. The *Hasbara*, an act of Israel Public Diplomacy is engaged and develop transition as influence mechanism including during wartime scenarios (Fridman et al.,2023). This representation provides fundamental perception and edge of Israel dominancy in the Palestine – Israel conflict.

THE GROUNDED THEORY METHODOLOGY

Qualitative research functions when a researcher searches for meaning and understanding of a phenomenon or social process, using all primary and secondary data that he can discover and turning it to elaborated descriptive findings. Qualitative research has its own complementary strengths, it yields data and provide detailed understandings of the studied event and reality of experiences. Qualitative research deals directly with subject expertise, experience and knowledge. Qualitative research dissecting complex phenomena (Lim,2025). These processes are essential to gain useful data for the research. Qualitative acknowledges that social settings are unique, dynamic and complex with context sensitive approach of social setting complexity

(deMarrais et al., 2024). Using qualitative research, it allows researchers to penetrate deeper to reach participant's experiences, determine the form of meanings and discover required findings.

Grounded Theory was divided to two scholarly thoughts between Glaser and Strauss after the publication of Straus and Corbin's interpretation of Grounded Theory in 1990 titled *Basic Qualitative Research: Grounded Theory Procedures and Techniques*. Both scholars remained firm towards their Grounded Theory interpretations, splitting Grounded Theory representations to two separating processes. Strauss (1990), offers another Grounded Theory procedurals, marking diverse data analyzing process from Glaser preferable approach. The apparent of Strauss—expectedly, only to be countered by Glaser. Other grounded theory procedures are from Strauss and Corbin (2015). In developing Grounded Theory, the processes have to start with the generalization of idea and concept, without the preconceived theories. Hence, Grounded Theory provides the research practical applications to examine the Israeli Public Diplomacy activities to US on the Palestine-Israel conflict. The application of Grounded Theory allows researcher to explore in detailed the acquired data from the chosen participant. Glaser approach of grounded theory (Glaser, 1992 & Conor, 2024) is applicable as it does not force the data structurally, pre conceivably and more compliance for organic emerging data understanding on Israel application of Public Diplomacy.

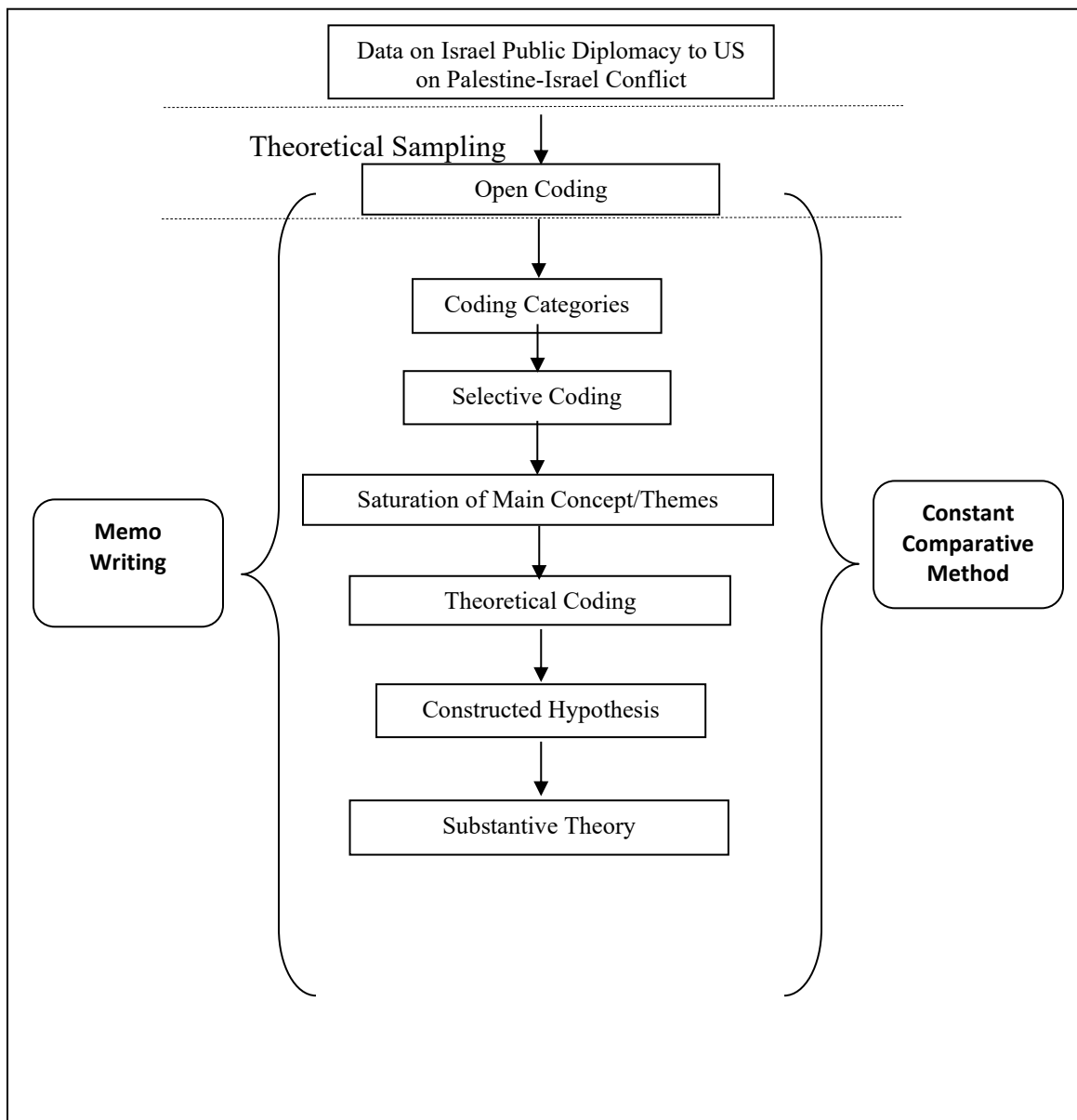


Figure 1: Formation of Substantive Theory from Grounded Theory Approach

Grounded Theory does not bind the researcher for detailing the surfacing data doubts as the Grounded Theory objectives is to entails natural concepts from the studied data. Grounded theory conceptualized the phenomenon and social process inductively from the data. The abstract conceptualizations are constructed and it is not descriptively detail. The Grounded Theory coding guideline indicates the guidelines used in developing open coding, extracted from the data (McLeod, 2024). The data is analyzed in term of its theme, properties, dimensions and incidents to develop open coding to visualize Israel Public Diplomacy activities to US on Palestine Israel conflict. The data is decided through these applications as part of Grounded Theory protocols

FINDINGS OF ISRAEL PUBLIC DIPLOMACY

The findings are narrated in relation to the research questions to details of Israeli Public Diplomacy conducts on Palestine-Israel conflict. It will detail the findings significance and implications to the body of knowledge related to the research. The finding has constructed to explain Israeli Public Diplomacy. Israeli Public Diplomacy success depends on religious approach and economic interest through state and non-state actors as important variables together with the moderating influence of legally bonded strategic cooperation elements. These was derived based on the underlined important findings, Israeli Public Diplomacy success depends on religious approach, historical values, economic interest, education activities and technology collaboration as important independent variables, applies through non-state actor's participation, while strategic cooperation are the complying element that has assisted Israeli Public Diplomacy to the US dissidents. Gradually, the study concluded that religious approaches are the running core conceptualized context which plays extensive role for shaping Israeli Public Diplomacy applications. Religious element must be seen through more foresting view as religion does not rigid its definition to common religious interpretation. Religious representations include broader variables, including culture and self-belief.

The finding suggests religious approaches are the vital component of Israeli Public Diplomacy to the US. Public Diplomacy applications such as engaging religious strategy have managed to retain Israeli supporters to the message. These are important to pursue Israeli Public Diplomacy, enhancing US audiences aligned thoughts and policies through religious constructs. As this research progress and concludes its findings, much more details arising from Israeli Public Diplomacy have been studied and analyzed, making this research an academic compilation of the fewer studies on Israeli Public Diplomacy to the US ground, providing conceptual explanation of Israeli Public Diplomacy engagements to the US.

Therefore, Public Diplomacy Core Vision Theory is constructed based on two core variables, core conceptualized context and formal strategic cooperation between nation states in Public Diplomacy approaches. Core conceptualized context explain the usage of core variable to conceptualize Public Diplomacy activities. Conceptualize context is the core variable that conceptualize the strategy of Public Diplomacy component as whole. In this study religious element and approaches is used to penetrate all diversified component strategy of Public Diplomacy. Religious are the core conceptualized context that is used in Israel Public

Diplomacy such as through non state actors, politics, security, entertainment and academic components. As illustrated in the theory, any strategies or engagement must have the element of religious value, conceptualized to nab the emotional hub of Public Diplomacy recipients. This study has elaborated, discharged itself apart from rigid religious representations—and has found the potential of religious conceptualize dimensions, after looking at Israeli Public Diplomacy to the US populace on Palestine-Israel conflict. The research has conceptually obtained Israeli Public Diplomacy religious applications which have centered its representations in creating common religious contention among Christianity and between Judaism values. Religious is conceptualized, leaping from rigid interpretations of thoughts, escalating religious connotation values to upheaval representations to broaden the intensified function of religion to another conceptual interpretation.

The other core variable component of Public Diplomacy Core Vision theory is the formal strategic cooperation between the two countries, the launcher or decoder of Public Diplomacy and the encoder or recipients of Public Diplomacy. Formal strategic cooperation is detrimental in assuring Public Diplomacy activities is well accepted in dissidents ground. Engaging strategic cooperation component through selective mission enhances collaboration, understanding all easier penetration of Public Diplomacy and assures minimal counter offensive oppositions of the Public Diplomacy relations. It expedites and helps to reach the common objective of Public Diplomacy. In Israel Public Diplomacy, besides the Public Diplomacy campaign conducted towards US grounds, formal strategic cooperation was signed and develop between the countries. This is part of Public Diplomacy important mechanism as highlighted by the research. Understandings of these two core variable elements in Public Diplomacy Core Vision theory as shown in the study will benefit the policy makers and operators of Public Diplomacy in international practices or conflicts. The core conceptualize context variable must be able to conceptualize the components strategic approach such as the religious value, patriotism, nationalism, colonialism, unity, and related domain potentially to be se used as core conceptualize contexts.

Public Diplomacy Core Vision Theory deliberately will work in three structures, through conceptual, structural and operational. Core conceptualized context provide conceptual foundation to conduct warfare application of Public Diplomacy through agreeable concepts. Although Israel utilized religious approaches as conceptual design approach for its Pubic Diplomacy activities, but any conceptual approachable context can be selected launch Public Diplomacy. Understanding these elementary provide better absorption of the theory function and applicability. Religious value, patriotism, nationalism, colonialism, unity, and any other appropriate conceptual are potentially to be used as core conceptualize contexts, engaged according to selected constructs or structures for operational conducts. Structures are determined according to targeted cluster to maximize the operational activities. Israel Public Diplomacy to US using religious approaches utilized the construct of political or state actors, academic, historical values, non-state actors and entertainment. Using these construct several structures are identified to assure operational conduct for this construct reaches its targeted audiences. Structure is needed to assure the operational process run smoothly. The component of identified construct is segregated to numerous clusters to reach to variables of identified

construct in needed cluster orientations through selected structure. Application of Public Diplomacy through conceptual, structural and operational conducts is the strategizing element in Public Diplomacy Core Vision Theory.

The finding concluded through the constructed Public Diplomacy Core Vision Theory to conceptualize Israel Public Diplomacy to US on Palestine – Israel conflict. Two fundamental core variables to form this theory as the foundation of Public Diplomacy practice is the core conceptualized context to provide conceptualized approach to Public Diplomacy applications. It also concluded that formal strategic cooperation is equally vital core variable to Public Diplomacy success. These identified variables have developed similar vision to visualize Israel similarity vision hence developing intended vision to US populace.

The war of the now is the war of information thus Public Diplomacy success leads as added strategies for international relation participation. A nation state that has mastered the skills is more superior to other nation that neglects this future weapon. This research constructed the information on Israel Public Diplomacy activities to US on Palestine – Israel conflict and has derived constructed finding through the Grounded Theory protocols. Public Diplomacy needs structured framework to accelerate visible executions. This is essential as Public Diplomacy is a designed influence activity strategically conducted for a lengthy duration of time to assure its effectiveness. Israeli Public Diplomacy has used selected type of approach and strategy to accomplish its mission as the mission is not an ordinary foreign affairs activity.

The *Hasbara* focus is based on the effort to provide answer for the questioning of Israel's very right to be established as a sovereign state and whether Palestine shall be part of the two states solutions. *Hasbara* is engaging in the emerged new form of influence activities in the technology edged period, departing itself from dictatorial regimes approaches but coming in from liberal democratic countries rising concern of maintaining influences over its strategic ally—the US. Israeli Public Diplomacy adapts to changes in environments, circumstances, perceptions, methods and technologies to be more relevant to any situational accounts. Israel needs to justify its policy and penetrates foreign populace equivalently or better than radical states or group which oppose Israeli policy. Israel adjust its strategy according to specific audience state.

The finding states Public Diplomacy Core Vision Theory—engaging approaches conducted through religious component as part of the foundations in constructing the substantive theory. Specifically, there are several important components of Israeli Public Diplomacy as mentioned in the stated findings, and these finding underline the important essence of Israeli Public Diplomacy applications. Embedding the components are religious approach affiliations. These components reflect the engaging propositions of Public Diplomacy other variables under religious core variable—academic segmentations, historical connections and technology merger advantages, which are found to be among the Israeli Public Diplomacy constructs on Palestine-Israel conflict to US. In foreign country communication extensions, Israeli Public Diplomacy operational campaign has utilized sympathy theme to pledge the intended reception that enable Israel to identify pledging themes that could reach Public Diplomacy objectives. Among the identified objectives themes are such as “Creation of Sympathy”, “Sympathy Maintenance”, “Restoration of Sympathy” and “Coping with

Hostility". The decided themes are derived by emphasizing religious empathy and sympathy values.

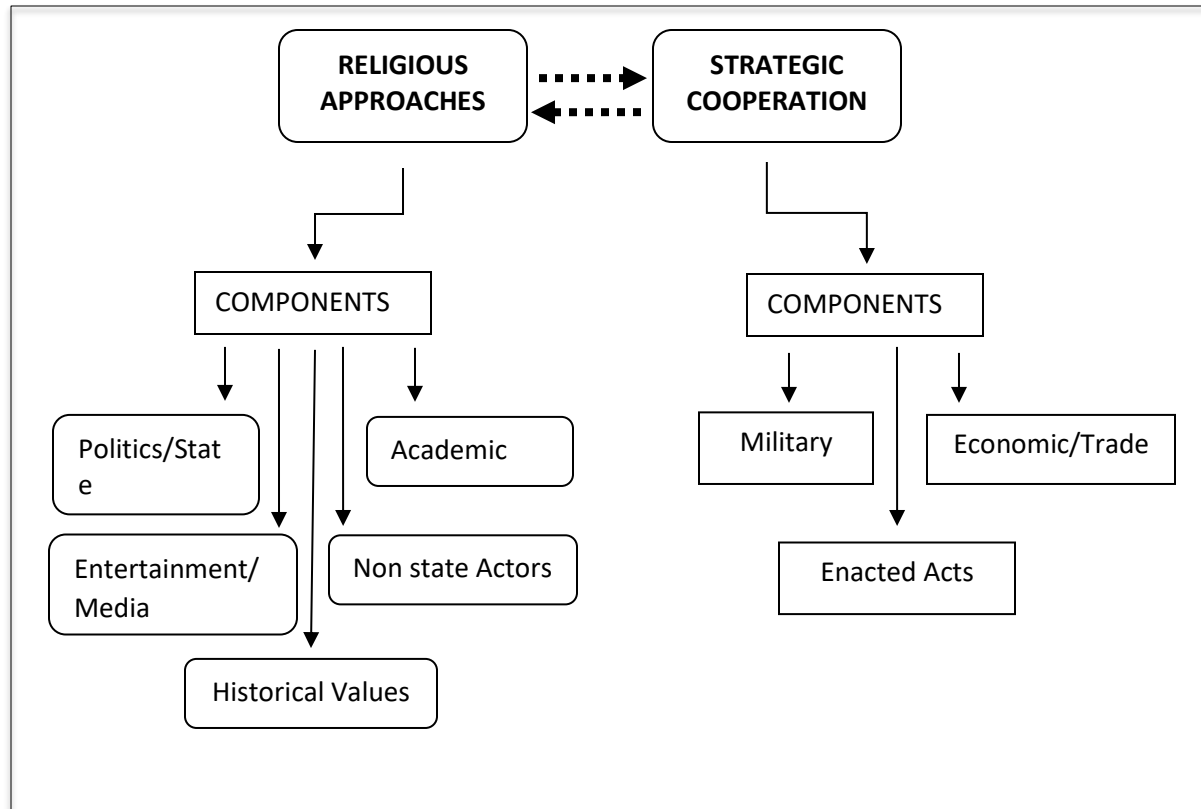


Figure 2: Public Diplomacy Core Vision Theory

Religious contention has unlimited potential as warfare tools. Israel Public Diplomacy is capitalizing on this as religious contention brought forward sense of minds security to populace. Minds security develop the sense of understanding and putting perpetual thought to people the incoming threats through environmental identification, center of influence and ideological representation. Israel has utilizing this code of conduct, identifies Israel as holy savior for the Jews and Christianity, and highlighting radical Islamist as common enemy of pervasive threats. Public Diplomacy Core Vision Theory describe how Israel Public Diplomacy is engaged through visioning the religious interpretation in broader perspectives ranging to different kind of application pattern centered through religious context conceptualization. Application of the theory such as symbol representation in Public Diplomacy Core Vision Theory enable emotional placement in applying religious approaches to the identified constructs such as through politics, state actors, academic, entertainment and historical values,

the underlined component of Israel Public Diplomacy religious approaches of Public Diplomacy Core Vision Theory.

The strategic cooperation shall cover any strategic cooperation that will bring mutual benefit to share the same vision that benefited both countries such as military agreement, international trade, economic collaborations, technological ventures and enacted Acts or other related visionary opportunity that ties the two nations on common interests. Strategic cooperation of Israel Public Diplomacy is the direct and subtle control forms to assure the relevance of association within both countries is preserved. Apart from religion approaches, the derived theory, Public Diplomacy Core Vision Theory have discovered and conceptualized the usage of strategic cooperation to indulge better Public Diplomacy. Israel success to defend its statehood and aggressive Public Diplomacy is assisted on Israel strategic cooperation of its geographical factor and resources with superpower state—US. Israeli Public Diplomacy is used to capitalize on the amount of attention given to the state although Israel is considered as a small state.

Israel receives high attention due to the crisis it has dwelled with neighbouring countries, particularly Palestine. Israel transmitted numerous messages to assure it does not flop internationally although such a small state like Israel normally will only be given attention during specific crisis period. Israel is perceived to engage hard power on Palestine-Israel conflict therefore it needs to reconcile the approach—creating more soft power orientation particularly to the US dissidents to justify their claimed legal rights. Israel modifies its representation constantly to deflect the received negative image. Israeli visibility on international platform has screened every action the state has made thus Israeli Public Diplomacy scales like other powerful nations and has constantly elevated Public Diplomacy imaging tasks as fundamental acts on international platform. Israel displays the state as democratic country, weak and surrounded by enemies hence it needs to be morally superior to its adversaries, and attached with strong strategic cooperation with US.

The strong effect of strategic cooperation existed in form of legality, through bonding Acts such as QME (Qualitative Military Edge) and other bonded law, combining with Israel and US strategic economic cooperation explains the needs to understand the rising important combination between core variable and strategic cooperation to execute Public Diplomacy. Strategic cooperation and religious conceptualization core variables of Israel Public Diplomacy are interrelated to launch influence activity in modern warfare. This theory can be further engaged to explore the intra versa effect of Public Diplomacy—using these foundations as important element and characteristics of Public Diplomacy. Using the theory, any intention to encode Public Diplomacy can ride on intra versa effect to exercise Public Diplomacy exhilaration, using core representations that conceptualized the Public Diplomacy agenda with strategic cooperation bond.

On the Palestine-Israel conflict, the end of World War II has marked the ending of British power status in the region. After the war ended British faces difficulties in maintaining the control of Palestine and Israel relating issues. British released the commitment due to the country difficulties to sustain its power internationally. The reigned of British supremacy marks the beginning of the US exposure in region conflict and the acceleration of the US superpower

journey. The US intervene in the conflict is to maintain the West interests and to curb Soviet's continuation of influence in the region. It is a strategic move, thus the research needs to identify the possibility of the US and Israel ties are for protecting the West interest and bring advantage to Israel and US strategic cooperation. Security is the essential factor of strategic cooperation to be considered before materializing any connection to project mutual benefit between the bonded cooperative countries. Security is a narrow aspect focusing on the physical and basic equality with essential needs to protect a nation state and its abiding citizens. In the context of Israel and US scenario, securities have to be seen in a more stratosphere framework. Security transacts various sustainable cooperation means between Israel and US. Hence, security does not only focus on the ability of mighty military, but every subject of cooperation between countries, whether is a direct or indirect cooperation must be reconciled and has to be executed through visioning security. It includes organizing more comprehensive security validations—clusters of military, economic, education, culture, sports, social and entertainment, as these elements will construct a fundamental security aspect, which is valid for the ultimate purpose to justify, protect and maintain the strategic cooperation thus protecting the Israel—US hegemony order.

The component of the strategic cooperation existence between Israel and US has to be underlined. Justification of what are securities' validations, promote detailed ramifications to disband all incoming threats, to assure no uprising counter strategy will progress to disrupt Israel-US strategic cooperation ties. Israel—US strategic cooperation is a moderating variable to assure Israel maintains its influence over the US, particularly to enhance Israeli Public Diplomacy efforts—the independent variables of the study. Therefore, Israeli Public Diplomacy is essential as important components to form a national security as Israelis deemed contributes significantly in the Middle East region that has benefited the interest of superpower nation. The total support of Israel existence and state right is given by the superpower verdicts, the US supports.

Substantive theory derived after utilizing Grounded Theory structural procedure shall be redeemed for operational conducts to be formalized as an appealing and credible approach—necessary traits to becoming formal theory. This theory, constructed using Grounded Theory structural procedures, refines contemplating approach to resolve international conflict. Public Diplomacy Core Vision Theory provides conceptualization strategy in addressing world conflict, especially using religious and binding strategic cooperation to battle over contentions. Researched has reached the all underline research objectives for the research upon constructions of substantive theory to conceptualize Israel Public Diplomacy to US on Palestine – Israel conflict. Several approaches of Israel Public Diplomacy are highlighted but the central core approaches are guided through religious conceptual approaches and aided with strategic cooperation mutual benefit approaches. The theoretical understanding of Israel Public Diplomacy is conceptualized through the construction of Public Diplomacy Core Vision Theory in the research, explaining on the interrelated variable, categories and fundamental concepts in understanding Israel Public Diplomacy to US on Palestine- Israel conflict,

Religious Context in Public Diplomacy

Soft power categorization includes the highlights on Israeli tradition, history and religion, with religion becoming the core conceptualize context are blanketing the entire component with the religious conceptual approach that signifies Israel pledges for unifying support. It also looks on Israel's basic value such as justice and legitimacy with the added factor through support from civil institutional action from third sector and humanitarian effort. Religion formed basic guidelines to prosecute Israeli Public Diplomacy, such as for emphasizing *Life in Israel*, coordinated by Israeli Ministry of Foreign Affairs and its related agencies thus assuring the intended state narrative identity as Hirschberger and Ein-Dor (2020) mention to explain Israel social and political life.

Religious discussion surrounds the intensity to find solutions for combating aggressor conducts which has utilized religion for forming extremist groups—dubbed terrorist—to be more specific Islamic terrorists as being claimed and renown post 9/11 aftermath. In addition to that, enormous discussion has been conducted to upheaval religious ties among two major global religious variances, Islam and the West -Christianity and Judaism. The Thirty Years of War in the 17th Century was among the early religious clashes between Christian denominations, Protestant and Roman Catholic that had become history. Hence, it seems religious disparity continues, and even have departed ethnicity, religion, states and societies apart due to religious essence disparities. Apparently, world's dominant states seemingly are aware on religious contagious emotional effects, trying hard to find centered solutions to combat terrorism, although terrorism is the religious minor effect over portrayed for political discourse. Islam and terrorism are bounded by repeating justifications claiming terrorist is part of the religious beliefs without doctrinal support (Esposito, 2015). Therefore, discourse between religious is needed to find remedies for combating terrorism. But, religion is not merely for that. Religious aspiration is becoming irrelevant, ignored when solutions are narrowly designed to formalize in combating terrorism, or finding its central gravity on why and how terrorism occurred. Curbing Islamic radicalism has reconciled Israel global strategy on to counter terrorism—allegedly lodged by Islamic radicalism. Combating Islamic radicalism has indulged many supporters to join the effort. The September 11 chapter reshapes the world favoritism towards Palestinian appeals as it has degraded Muslim activist humanitarian approaches particularly on Palestine-Israel conflict. Communism is perceived as a threat to Middle East region and has potential to influence the Middle East countries and after Cold War has ended, Islamic radicalism group is seen as the next identified threat by Israel and US that signifies religious contention in Israel Public Diplomacy approach—an effective warfare component. Discussing religion potential as effective warfare component should focus for finding unifying variables for global harmony, and the best remedy is unifying the religion internally to form common allies—internal unifying variables within the common religion.

CONCEPTION OF CORE POWER

Israeli Public Diplomacy emphasizes soft power approaches to instill awareness on Israel's positive contribution rather than its condemned acts. Iriqat and Owda (2025) further states that Israel's Public Diplomacy goals are to shape its international reputation to be disseminated to certain targeted group. The process begins by creating sympathy to the younger and older generations to give more information about Israel. The next step is to preserve sympathy to those who know about Israel especially the non-Jewish opinionated populations and restore sympathy to the population who has sympathized to Israel. The next Public Diplomacy course of actions is to cope with hostility from the group that has boycotted Israel, the Arab community, Palestinians and any provocative sites. Kumar (2025) has highlighted the main component of conflict management adopted by Israel are the containment of Palestinian terrorism, a country also must have defensive measurement system, strategic coordination with US, aggressive Public Diplomacy and careful attention to home front.

Israeli Public Diplomacy approach is categorized to important core variable, the religious approach as stated in the findings. Israeli Public Diplomacy description includes central elementariness components that formed Public Diplomacy structural of command and dispersion. Israel has relied on selected approaches for engaging Public Diplomacy activities to the US ground. Israel engages religious composition in many approachable manners, engaged through non state actors, religious themes and traditions, media and plots, academic outreach and other outlets. These approaches are engaged to more soft approaches, linking the process without hard penetrating approaches. These approaches are similar as what Nye have coined, the soft power exercises. Nye (2004) defined soft power as the utilization based of intangible or indirect influences such as culture, values and ideology. However Soft Power only realized the importance of soft approaches without focusing the core instrumental elements that has the potential to stimulate belief and values to form conceptualized addictive. Sources of Soft Power according to Nye (2004) are from cultural, foreign policies and political values which implied Soft Power from valued and practices. It becomes easier to implant culture when it is a universal practice, imposed government and foreign policies are part of soft power if it addresses the issues and public needs such as the human rights policy based derivatives in local or international conducts.

Core Power works in different sector of nucleus clusters and executed through the nucleus of targeted audience strongholds through the creation of illusion upon illusions using the nucleus of people needs such as the religious values. Core Power penetrates deeper of these rationalizations as it grabs the emotion of the people through their core belief and values, holding their emotion and aspiration through concepts thinking and interpretations as in this study the religious values and beliefs on Israel religious elements as proven in this study of the religious constructs of American populace and Israelis operators. Core Power grab the intention of audiences through their own representations to old them strongly with their own means. Israel's utilizations power strategy is gridded by several important themes (Inbar,2017). Therefore, to assure the Public Diplomacy processes are abiding proper strategic approaches Core Power is engaged to stimulate Core Vision to the Public Diplomacy process. Core Power

extended the structure of soft power. Core Power exchange the belief and values of people through identifying their nucleus and using phenomenology approach to change them through indicating illusion upon illusion. It creates changes and persuades people through their stronghold center of gravity. Nye (2004) explains Soft Power is the ability to attract that lead to acquiescence. Core Power works inductively, attraction using the nucleus of identified and chosen variables in individual, community or national nucleus of belief and values variables. In Israel Public Diplomacy, the stronghold bond that lead to false sense of certainty, developed support through religious bonding values. However, this is not mainly due to the extension of soft power in a penetrable environment. Nye (2004) further contends that any country will not be able generating Soft Power from the top down by direct spending because of closed society that lacks an appeal. Environment supports Public Diplomacy functions. Israel Public Diplomacy works in top down approach but through inductive motions, utilizing Core Power, central hub of people insights, the religious belief and values.

Core Power starts with nucleus identification practices, which proceed to engage targeted audience in recognizable pattern, either constructive pattern on agreeable mass consensus trends. It is need to find the common pattern to form or ride on existing social convention through concept seeking mind security interpretation. It must highlight the mind seeking interpretations from mind security capabilities. Element of mind security includes central of gravity, environment identification, masses movement, extremist volunteer and critical analysis. Element of mind security is used to collect the relevant data through modes of intelligence manners before relating it to believe of self, community or national nucleus to intercept and be part of the working schemas, and to launch the Core Power. The result is getting the accepting of the absolute true or it could merely portray acceptable false sense of certainty after reaching the intended populace. The ultimate power is reached through Core Power which bypass the schemas of audience representations through the embedded self-representations belief and values.

The core variables in this study are centered towards Core Power to stimulate Core Vision conceptualization to conduct Public Diplomacy in the US. Engaging the components drive to the Core Power and Core Vision foundations, the process involves tabulated implementation of diplomacy skills and activities that signifies the usage of these important elements. It signifies two important traits in Public Diplomacy Core Vision Theory, Core Power and Core Vision which underlined the needed element for and Formal Strategic Cooperation applications. Core Conceptualize Context targeted nucleus of emotion, idea belief and values ton created strong bond of cognitive and emotion linking support of the influenced audience. While Formal Strategic Cooperation embedded unilateral and bilateral benefits between two nation states or group to achieve their mutual objective. Thus in this research, Core Power is the element of Public Diplomacy Core Vision Theory as the foundations of Core Conceptualized Context and Formal Strategic Cooperation. These two elements, Core Power and Core Vision assure the application of Public Diplomacy Core Vision Theory through Core Conceptualized Context and Formal Strategic Cooperation is achieved.

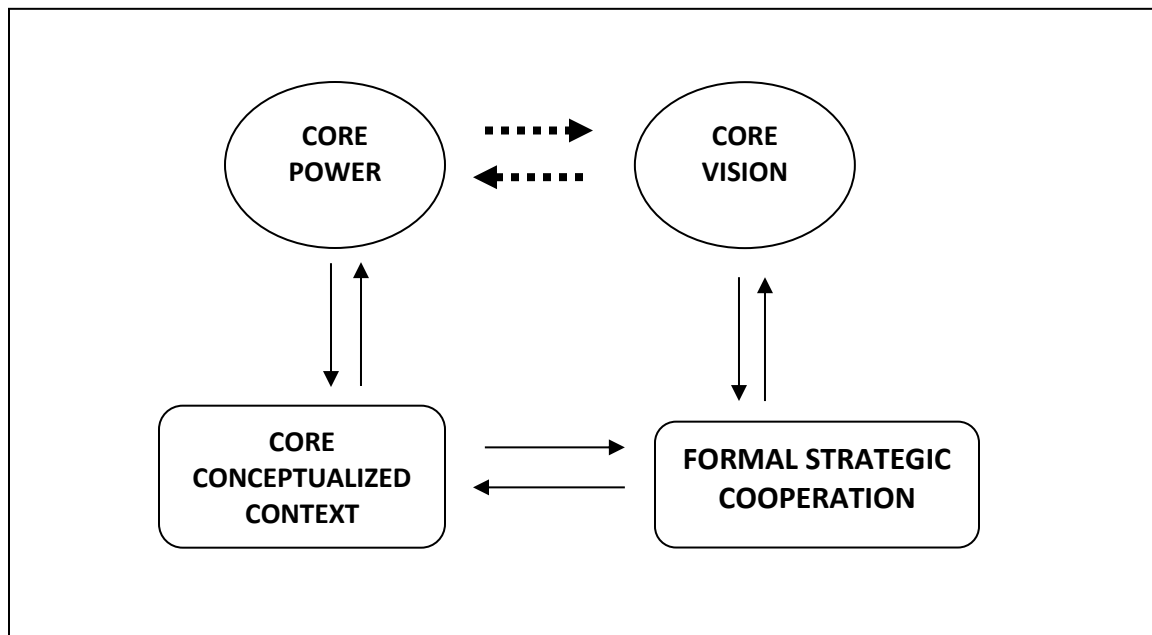


Figure 3: Core Power and Core Vision in Public Diplomacy

Core Power which is generated from this research as main component of Public Diplomacy Core Vision Theory, constructed from Grounded Theory protocols. It explains how core conceptualized context is derived from Core Power which are central dominant to induce core vision by decoder to the encoder. The similarity of adopting and visioning the core vision will trigger core power for Public Diplomacy processes. The chosen core conceptualized context has to adapt this mechanism to assure successful Public Diplomacy approaches as shown in Israel Public Diplomacy to US on Palestine Israel conflict. Core Power is powered through nucleus identification, gliding in current pattern or trend and it is bounded to success when it becomes the social convention of the society or populace beliefs and values. Core Power is engaged with correct pattern and trend to form social convention through identified nucleus of populace.

Core Power to Induce Core Vision

Core Power function inductively, beginning through the identification of the nucleus of individual, group, community or national who are importantly potential to be utilized in creating intended belief and values to the identified and targeted clusters. Israel supremacy was not an overnight outcome, as it was outcomes of supreme strategized formulation. It has gone extensive facet of formulations to erect solid formidable social convention operational activities—important trait in Public Diplomacy strategies. Implementing the right strategy within the rights components have to adhered consistent process. Understanding social convention effects to Public Diplomacy as how Public Diplomacy social convention is

exercised in form of merging the related trend, making it the hybrid recognizable pattern to capture the crowd attention, drawing from mind security interpretation. Social convention embedded pattern of thoughts belief values and lifestyles—a winning ingredient to induce Core Vision to domestic and international populace. A pattern or lifestyle reaching with communities agrees belief and values are hard to vanish from the community stronghold routine, leading to represent an agreeable vision based from the social convention articulations. Social convention becomes a public represented culture when it becomes a habitual habits and norms in society. Core Power runs merging with the hub of dissident nucleus, such as religious values commonality. It creates senses of similar vision of necessity using the pattern of people culture and trend with environment compositions such US religious value, that are not similar with terrorist violent orientation. As it becomes the norms of communities through accepted social convention, Core Power controls the construct effectively.

CONCLUSION

Much of the key factors underlined in this study must be utilized to form numerous diversifying applications for Public Diplomacy, a modern form of warfare conducts through to gain international supports and emulating the most approachable Public Diplomacy winning conducts. The new form of warfare emerged and reemerges. National security and sovereignty is discussed in multiple scenarios in broad interpretive contexts. In bringing the discussion to the fore, center of gravity that determines the total structure orientation of government policies depend on its ability to conceptualize assertive form and functions in global reality.

Ayoub (2023) explains Palestinian Public Diplomacy need to utilize the potential of Public Diplomacy impacts, contributing to Palestinian strategic approaches to promote its value, culture through dimensions of cultural diplomacy, digital diplomacy. Palestine needs to engage Public Diplomacy to exert intended objectives for Palestinian purposes. The application of Palestine Public Diplomacy must be applied through many channels, using non state actors to interact with global populace for exposing Palestine culture tradition and images. The Public Diplomacy does not have direct incumbent to the populace as it travels to defuse or install values and beliefs through the most hermeneutic applications, recalling yet altering the schemas of targeted populations subtlety and religious approaches suit the function of this adaptability approach, proving as matured construct in modern interpretive civilization, as warfare component in its application process.

The current assertions of Palestine Public Diplomacy are learned through global practices which in hegemonic principle are championing Palestine plights as part of winning culture of global representations. However, the Israel – western hegemony bias (AlShebli, 2025) in giving better form of strategic cooperation to conduct the hierarchical edge dominating the power structure from strategic cooperation. The extremism engaged are the religious intolerance, claimed by Israel are practices only to be distanced by two separating acquisitions of better warfare conduct through core conceptualize context through religious approaches—Israel engaged Public Diplomacy practices with the added formal strategic cooperation. Thus the representations of Public Diplomacy determine the better representations of Israel public Diplomacy conduct to US on Palestine-Israel conflict to obtain dissidents

supports. This provide the explanation of Public Diplomacy Core Vision Theory applications through religious approaches and it inter related segment to expand the narrative of these study findings, inducing the potentials of religious approaches in Public Diplomacy powered with binding strategic cooperation is becoming and edge of modern Public Diplomacy.

The research provides better understanding of Palestine-Israel conflicts and explains the Public Diplomacy importance as current tools in encountering conflicts through international relations by looking on Israeli Public Diplomacy activity and strategies on Palestine-Israel conflict. This study focuses on Israeli Public Diplomacy activities in Palestine-Israel conflict and looks on the aspect of Israeli Public Diplomacy engagements in the conflict. Understanding the importance of Public Diplomacy will help to promote better understanding on exercise of Public Diplomacy task and activities. Process of engaging the necessary information in Public Diplomacy and details will also be studied.

Conclusively, this research illustrates and advises ability in deploying Public Diplomacy in international conflict. The finding advises on steps to be taken to enhance Public Diplomacy skills in international relation, to conduct and participate in any arising international conflict, subjectively the Palestine-Israel conflict. Palestine is on the losing end in Palestine Israel conflict due to their inability to hook with superpower supports to preserve the simple global equation of the rights for the state to exist. Lacking of strategic cooperation dismantled Palestine edge in the conflict. Israel continues its dominance over the conflicts through Public Diplomacy appearance to US (Gilboa, 2016 & Congressional Research Service, 2024) to gain intended supports and the finding of this study explains the utilizations of Public Diplomacy through strong foundations of core conceptualize context approaches as shown through Israel Public Diplomacy religious approaches to US on Palestine-Israel conflict and formal strategic cooperation. Religious interpretation according to Israel applications benefited Israel Public Diplomacy conducts through religious approaches as the domain of core conceptualized context to envisage core vision in becoming aligned with US populace interpretations of religious aspiration, belief and values. Emerging warfare application through main element shown in this research enlarges the understanding of Public Diplomacy process. The conceptualization of core religious approaches of Public Diplomacy Core Vision Theory signifies the significant of core conceptualized context in Israel Public Diplomacy applications to US ground. Core Power extended the understanding to explain that the most effective approach is through the representations of similar representations acquired through the understanding of the audience nucleus. The representations of belief and values in similar vision induce emotional attachment to generate support from intended dissidents. Israel Public Diplomacy in several constructs to discharge Public Diplomacy activities as discussed in this sections. Public Diplomacy Core Vision Theory conceptualize the applications and suggested the mode for Public Diplomacy affairs as theoretical guidance using conceptualize context such as religious approaches shown in this study of Israel Public Diplomacy penetrations to US. Israel engaged Public Diplomacy as part of its key pillar to foreign policy together with the establishment of privilege relationship strategic cooperation with US.

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