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The Role of Technology and Innovation Messaging in the Public Diplomacy of Israel

Itzhak MASHIAH * Eli AVRAHAM**

Abstract. In the modern era, technology and innovation discourse has become a natural part of society. Whether it is in organizations, NGOs, enterprises, financial corporations, educational institutions, businesses, cities or countries, it seems that the values of innovation and technology have become a significant part of the messaging set delivered to stakeholders. Similarly, the political-diplomatic field also reflects these values and plays an important part in empowering the excitement that surrounds innovation. As part of telling their stories and persuasively branding their countries, leaders and public figures often use technology terminology. The main goal of the current paper is to find the actual place of innovation and technology in public diplomacy. To do so, this research uses rhetorical analysis of eight UN speeches by the Israeli Prime Minister, Benjamin Netanyahu. The findings indicate that technological values have a central role in shaping the new narrative of Israel. The research reveals the rhetorical techniques that perpetuate the branding of Israel as an innovation centre and success story.

Keywords. Innovation, Technology, Start-up-Nation, Israel, Public Diplomacy, Benjamin Netanyahu

Introduction

ONE OF THE CORE COMPONENTS OF PD (PUBLIC DIPLOMACY) is the use of direct communication channels to deliver messaging which is usually targeted to shape foreign audience perceptions (Malone 1985). Countries today make serious efforts to spread their positive values and characteristics to their worldwide stakeholders, in order to create public affection, sympathy and solidarity and to promote tourism, commerce and international status (Manheim and Albritton 1984; Marat 2009). Alongside the traditional activities

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led by diplomats, public figures and politicians, a new modern approach has developed: soft power (Gilboa 2006; Nye 2004). Soft power uses a variety of new tactics designed to promote a country. In recent years, for example, we have witnessed the rise of the unofficial participation of ordinary citizens that strive to be part of the promotion efforts and diplomatic field; these citizens sometimes function as unofficial online ambassadors who work in tandem with efforts led by the formal efforts of diplomats. While every nation's formal representatives are still at the heart of diplomacy and lead the messaging, public positive image and branding of a country, the rise of the unofficial-ambassadors phenomenon through social networks, like Facebook or Twitter, gives an even greater opportunity for sharing content to a global audience. In spite of the rapid growth of social media, however, diplomats, prime ministers, and presidents retain their diplomatic power (Kuypers et al 2008). According to this approach, public figures can have a significant impact on their country's perception; these studies of public diplomacy provide a deep understanding about the methodologies of building, saving and repairing the public image of countries, cities and regions (Aharoni and Grinstein 2017; Avraham 2009; Anholt 2008; Gilboa 2006).

This study seeks to understand the relationship between public diplomacy and the new set of values and terminology that are part and parcel of the modern world's innovation-technology paradigm, and the involvement of these values in the promotion process. Our focus is the formal messaging path promoted by Israeli Prime Minister, Benjamin Netanyahu. Specifically, this study examines Israel's use of innovation and technology messaging and its contribution to the country's projected image. The method we use is a rhetorical analysis of Netanyahu's UN speeches during the years 2009-2017. Overall, the results demonstrate that Israel is pushing a new narrative to affect an international perception as a modern nation.

Theoretical Background

Diplomacy and Communication Tactics

One of the significant tasks for any country is to preserve public diplomacy (PD) by maintaining strong bonds with other countries. The term, PD, was first embedded in both academia and practical discourse by American diplomat, Edmund Gullion. In 1965, he said: "Public diplomacy deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; the

reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as diplomats and foreign correspondents; and the process of intercultural communications" (Cull 2006). The newer evolution of PD combines some forms of traditional diplomacy, public perception methods, branding, and communications. Generally, PD is a soft power component, a term coined by American researcher Joseph Nye (2008) to describe the new diplomacy that replaced hard power. Gilboa (2006) also frequently used the expression, soft power, to emphasize how this concept aims to influence other countries. Today, nations can show strength by using media promotion, appropriate messaging and communication management: "national reputation has become a critical asset and soft power has become a major instrument of foreign policy. Communication, education and persuasion are the principal techniques of foreign relations, not military force" (Gilboa 2006: 716).

Foreign affairs and diplomatic efforts have an inherent connection with media and communication fields. Over the past decade, their presence and impact have been widely discussed in academia (Avraham 2009; Yarchi et al 2017; Sheafer and Gabay 2009). Those papers discuss different topics but share similar terminology. A broad view of these studies shows that there is a symbiotic connection between the theoretical meta-term diplomacy to media campaigns, nation branding, public relations (PR), and social media. The resemblance between traditional diplomacy and modern communications activities is not surprising, but the overlap between the two is hastening the development of the field in modern era (Kaneva 2011). The roots of PD as we know it today started in 1626 in France. The first Ministry of Foreign Affairs was founded to promote the French state's external policy between representatives. Since then, the field has changed and is based on an understanding that political activity cannot live solely on the basis of secret talks between formal representatives. Today, foreign policy is highly affected by public opinion (Mann 2010).

Basic communication models rely on three basic elements: sender, addressee and message. The elements of PD efforts are the same; the strength of the state, its strategic policy and positions (messages), will be delivered to different audiences (addressees) by public figures, diplomats, politicians and leaders (senders). Words used in conversations produced in diverse platforms are a significant tactical tool and the distribution of messages is still based on the most traditional method of verbal discourse (lexical). The conceptual development of the PD field was even defined as a "war of words" (Gilboa 2006). Smart terminology, choosing one's words correctly, is necessary for those who deal with public diplomacy, whether one does so with a stakeholder on-line or off-line. Gilboa wasn't the first who emphasized the power of the

written and spoken word. Other researchers also discussed words shaping public perception (Janks 2005; Bazerman 1988; Bitzer 1968).

The great effect of words is even truer regarding to political discourse, speeches, produced by diplomats and leaders. Individuals, organizations and politicians use speeches to deliver their messages to internal and external stakeholders. Sometimes, "leaders and politicians often find their place on the pages of history thanks to one speech, and sometimes it's only one sentence from a speech" (Limor and Leshem 2017: 221). In the past, speeches were delivered by one spokesman to a small group of people gathering in one specific place. With the development of mass media, the distribution of the speech to those not in attendance grew dramatically. The entrance of the Internet further broadened the audience for the speech. Today, some online platforms like Facebook Live enable everyone to distribute high quality live speeches to the world (Matney 2018). The consequences of this ability are very dramatic as messages influence many more people.

Either way, both political and diplomatic sectors use speeches as a soft power strategic tool to manage foreign relations (Gilboa 2006). Most prime ministers and presidents' function as official external representatives who also participate in official meetings and professional forums with other colleagues. One of the strategies forums is the United Nations General Assembly, which allows for a large number of official international representatives to interact. The institutional goal is ostensibly to bring together all the nations of the world to one formal meeting point in which world leaders and their countries can transmit and exchange ideas and messages.

Buzz of Technology, Hi-Tech and Innovation

Inventions and innovation surround people everyday and everywhere. Therefore, the discourse concerning the relationship between people and technologies is very intensive (Fisher 2011). Terminology involving technological expressions has become increasingly common in the mass media in recent years both in the private and public sectors. Among media publicists, this discourse phenomenon is known as the "buzz of innovation". The term describes a global trend that is based on innovations developed to leverage public image (Schwartz-Altshuler 2017; Mashiah 2018). The frequent use of this terminology is not mere happenstance and it appears to be much more indicative of a societal change. It has become part of people's cultures, and very common in organizational frameworks. The business sector, companies and businesses treat innovation as a leading value for financial growth (Berger 2007). Educational systems, NGO's, governmental sectors, medicine and law all acknowledge the importance of technology and innovation (Vidislavsky

2016; Schwartz-Altshuler 2017; McLaughlin and Penckansky 1965; Laurie et al 2012). The same can be said for social and diplomatic circles.

Nation Branding and the Israeli Case

The theoretical research concerning nation branding officially began in the mid-1990s. Not surprisingly, the first who dealt with it were branding experts who came from the business sector and who served as consultants in this area: Simon Anholt and Wally "Wallace" Olins. They were the first to connect countries and cities to commercial methods and research methodologies (Kaneva 2011). Over the years, the field has developed and uses a variety of approaches. The common denominator for everyone is the marketing of nation branding as a meta-brand which contains a variety of perspectives such as tourism, culture, sports, technology, etc. (Papadopoulos 2004). Nations with awareness of marketing and branding can leverage themselves using these lenses to lead their messaging (Anholt 2008). In a much more specific way, the Israeli brand has been analysed both through the perspectives of formal and informal frameworks. The conclusions are pretty clear. In the first years of the young state of Israel, Israel had a positive international reputation. Despite local political difficulties and obstacles, well into the 1970s and beyond, Israel's international positive image was stable. Israel continued to be viewed sympathetically by the international community at least until 2000 when cracks started to appear as a result of the Second Intifada. (Gilboa 2006; Hasman 2008). In discussing Israel and public diplomacy, mention must be made of the important Hebrew term "Hasbara". As a country that suffers from an ongoing conflict, Israel has adopted many strategic tools, image management applications and branding methods in order to counter the effects of the conflict. In the past, the basic assumption of branding and marketing experts was that Israeli strategy had to contain global and international values (Hasman 2008). American public relations experts also recommended that Israel implement a new direction for its nation branding; some advised that Israel reframe itself within technological and innovation contexts instead of traditional ones; Israel could be recognized as an incredible success story in science and technology (Gilboa 2006). This comprehension rings even truer today, when Israel's technological industry activities have flourished even more.

Nowadays, in many social circles, Israel is considered to be a major, technologically advanced and economically productive country. This capitalizes on the fact that high-tech industry is a major growth engine for many countries in the world. In the past two decades, many researchers attributed to technology a major role in increasing productivity and economic growth, competitiveness and the creation of new markets (Bahat 2009; Bommer and

Jalajas 2002; Mohannak and Turpin 2002; Morgan 2009). Israel itself is at the top of countries with a large concentration of innovation and entrepreneurship. Israel is a nation that encourages its start-ups to grow into global markets (Senor and Singer 2009). Alongside practical industry success, the bigger question is whether Israel is able to globally communicate its technological success. Experts in the diplomatic field claim that Israel has been sluggish in marketing this aspect. "Israel is a technological superpower but its cyber-PD (public-diplomacy) is weak" (Gilboa 2006: 740). on the other hand, even without a strategic plan or activity, Israel has succeeded to affect a positive public image. The global "Startup Nation" brand nickname is clearly identified with Israel and some public diplomacy research has defined Israeli innovation within a dominant marketing niche: "Special efforts were directed to establishing Israel as an innovative country" (Aharoni and Grinstein 2017: 304). The establishment of the nickname began in 2009 with the publication of the book entitled 'Start-up Nation: The Story of Israel's Economic Miracle' (Senor and Singer 2009). The book writers summarized the factors that lead to the success of the Israeli initiative field and explained the economic implications and meteoric success behind Israel. The success of the text worldwide planted and deepened the roots of the nation's branding. Israeli Innovation Authority formal reports (for the years 2015, 2016, 2017, 2018-2019) demonstrate very strong performances by Israeli tech. Thousands of start-ups operate in Israel and play an important asset for Israel globally. In this environment, the technology theme could contribute to Israeli international public relations and PD efforts.

Leaders Speech as a Diplomatic Engine

Prime ministers represent their country before global stakeholders. Their words in official forums have great weight in shaping public international perception and media coverage of the country. Indeed, speeches and public statements of prime ministers and presidents, have already been the subject of rhetorical research. Rhetorical analysis of former US President Barack Obama, (Kayam and Sober 2013) for example, found that Obama had a good sense of humour. The study followed his public statements and recognized that his remarks had humorous touches which allowed him to connect better with his audience (Kayam and Sober 2013). On the other hand, field research into the framing of a speech by former President George Walker Bush in 2001 on the UN stage (Kuypers Cooper and Althouse 2008) did not analyse the speech rhetorically but concentrated on the official interpretation and coverage of that speech. These studies and others indicate that in the last decade researchers have begun to understand the importance of speech analytics.

According to the Knesset of Israel's official website, Benjamin Netanyahu has served as Prime Minister longer than any other Israeli politician (1996-1999; 2009-2013; 2013-2015; 2015-2019*). Netanyahu's speeches have been previously examined in academia (Levin and Livnat 2016). However, this was done more at the rhetorical level and without the emphasis of innovative and technological values. Furthermore, these studies did not study the possible relationship between diplomatic activities, nation branding and messaging. The current study will seek to fill this gap and will analyse public diplomacy, nation branding, along with technology and innovation messaging. In particular, we will examine how the local technological industry was used for PD, branding and international relations by Netanyahu at the United Nations.

Methodology

The main task of this research was to uncover the use of the values of technology and innovation in formal diplomatic efforts of leaders and prime ministers. We chose to focus on formal speeches at the United Nations as a case study. We analysed eight textual diplomatic appearances of the Israeli Prime Minister (2009-2017) based on rhetorical tools (Machin and Mayr 2015; Janks 2005) that examine whether technology and innovation values are expressed in Netanyahu's diplomatic efforts and the degree of intensity of his performance. In this respect, the following questions were asked:

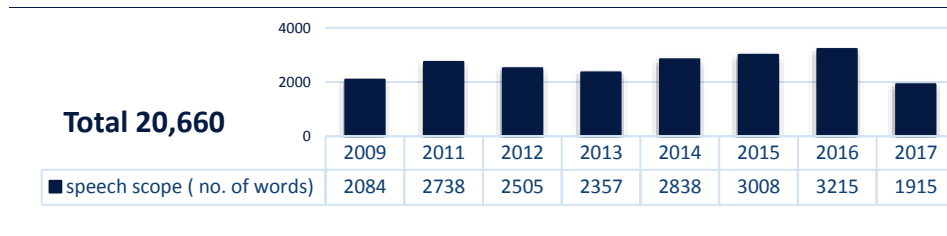
- 1) What innovative-technological ideas and values were conveyed through the diplomatic speeches?
- 2) In what way was Israel's high-tech industry mentioned and presented?
- 3) What kind of motifs and narratives were used?
- 4) What was the dominant terminology used and what were the major factors mentioned?

We used multi-step content analysis that focused on finding the meaning of words and sentences and strove to understand the full context of topics which were presented in the speeches. The analysis examined Netanyahu's speeches (N=8) and mapped the core values promoted by Netanyahu. This analysis found and analysed common vocabulary, salient or missing terms, types of terminology and rhetorical techniques used by Netanyahu as he engaged his audience in marketing, branding and public diplomacy. The texts used examined five rhetorical techniques: invention, disposition, style, memory and delivery (Leach 2000). These techniques were analysed to gain an understanding of Netanyahu's lexical behaviour and glean deeper meanings in addition to messages based on the more traditional

* According to Netanyahu's profile in the Knesset website www.knesset.gov.il.

communication model of source, target audience, message (Goren 1986). The primary goal was to reveal whether Netanyahu used technological buzz. The research corpus consisted of eight speeches in Hebrew downloaded from the official Israeli government website archive (www.gov.il).

Chart 1: Length of speeches (word count)



Speeches at the UN usually focus on states’ formal topics (national policy, security issues, etc.). But our assumption is that there is much deeper layering and messaging. Therefore, multi-step analysis will assist in finding additional diplomatic messages promoted.

Table 1: Multistep analysis

Step	Description
Material Examination	Repeated reading of the texts
Themes Identification	Additional Reading Collecting and cataloguing repetitive motifs Comparing "general" and "tech"
Encoding	Encoding each speech according to five criteria: <u>(1) Terminology</u> Examining vocabulary <u>(2) Contrasts and Comparisons</u> Evaluating whether the text uses textual manipulation <u>(3) Text Organization</u> Evaluating whether the text has an “innovation presence” as well as analysing the arrangement of the text <u>(4) Trustworthiness</u> Analysing the text both as to fact truthfulness as well as the persuasiveness of its arguments. <u>(5) Cultural Memory</u> Examining the speaker's cultural relation
Deeper Analysis	Analysing the speeches through a traditional communication model (Goren 1986).

Findings

Speech Philosophy

Netanyahu is considered to be one of the most successful speakers and diplomats in the contemporary political field in Israel and the world (Leshem 2017). The speeches analysed in this paper sought to make a poignant statement in the UN General Assembly, one of the world's biggest and strategic stages that is attended by dozens of countries and representatives from all over the world. The speeches are broadcast by hundreds of media outlets around the world and covered in Israeli and international media. The assumption is that messages conveyed from this stage may influence and shape public perceptions. In the following sections, we will present the main findings.

Repetitive Themes

The terminology that composes the textual content plays an important role in rhetorical analysis (Leach 2000). The language and the words used by the speaker have a significant role in shaping a certain reality for his or her listeners (Fowler 1991). After thoroughly reading the texts, we found repetitive segments throughout the speeches. The textual analysis found four recurring textual identities and motifs: *organizations & companies*, *personalities & prominent figures*, as well as a consistent discourse about *cities & locations* and *nations* (Table #2). With his convincing words, Netanyahu attracted the audience by continually mentioning versatile identities and different factors, and personalities – an important rhetorical tactic (Cheney 1983; Jones and Volpe 2011). Netanyahu's speeches addressed both worldwide and Israeli issues. While the Israeli voice was one of the leading motifs, the speeches contained two different types of narratives and repeated expressions – "we" and "they". Netanyahu told a story that emphasizes the Israeli brand along with voices of the "other". He used versatile, colourful and dynamic ideas.

Table 2: Recurring textual identities and motifs

Year \ Theme	Organizations & Companies	Personalities & Prominent figures	Cities & Locations	Nations
2009	Hamas, UN, Human Rights Council	Iran's President, Hitler's Deputy, Heinrich Himmler, President Obama, Winston Churchill, Anwar Sadat	Wannsee Conference (Berlin), Auschwitz Birkenau, Buchenwald Tel Aviv, Jerusalem	Iran, Israel, United Kingdom, South Lebanon
2011	Human Rights Council of the United Nations,	President of Iran, Arafat, Prime Minister Olmert,	London, Madrid, Baghdad, Mumbai, Tel Aviv, Jerusalem,	Egypt, Jordan, Turkey, Libya, North Africa,

	the Security Council, Colombia University, Bar Ilan University	President Abbas, Gilad Shalit, Noam and Aviv Shalit,	Gaza, Sinai, Manhattan, Battery Park, Brooklyn	Syria, Germany, South Korea, France
2012	Technion in Haifa, Al-Qaeda, the White House, International Atomic Energy Agency, intelligence units	King David, Joshua, David, Abraham, Isaac, Jacob (Biblical), President Abbas, Prof. Bernard Lewis, Ayatollah Rafsanjani	Jerusalem, Beirut, Gaza, Saudi Arabia	Israel, Haiti, Japan, India, Turkey, Indonesia, Egypt, Jordan, Iran, Iraq, Afghanistan, Thailand, Iran, United Kingdom
2013	The Bet Hamikdash temple, the Supreme National Security Council, United Nations	The Persian King Cyrus the great, President Reagan	Jerusalem, Buenos Aires, Teheran, Beirut, Tel Aviv, Washington	Iran, Saudi Arabia, Syria, Lebanon, Yemen, Iraq, Bahrain, North Korea
2014	Isis, Hamas, Al Qaeda, New York Yankees, the Human Rights Council	Osama bin Laden, General Mohammad Jafari, Iran's President, Derek Jeter Foreign Minister Zarif, Isaiah President peace	Gaza, Ramallah, being sawed off, Cairo, Amman, Abu Dhabi, Riyadh, Tel Aviv, times square	United States, Nigeria, Somalia, Lebanon, Syria, Libya, Iraq, Yemen, the Philippines, India, Iran
2015	Hamas, Hezbollah, UN, Islamic Jihad, Isis, Congress, the temple	Deputy Commander of the Quds force, General salachi, President Obama, President Abbas, Rabin, Peres, Barak, Sharon, Yogi Berra, King David,	Jerusalem, Gaza, Larnaca, Oklahoma City, Vienna, Rome, Babylon	Israel, Iran, Syria, Yemen, Lebanon, Cyprus, Afghanistan, Iraq, Ethiopia, Egypt, Jordan,
2016	Supreme Court, corporations, UNESCO, power plants, banks, Isis, Security Council, the Palestinian Parliament,	Hiro Onda, President Abbas, Abraham, Jibril Rajub, Abu aiiinan, Oron Shaul and Hadar Goldin, Shimon Peres	Manila, Ramallah, Jerusalem, New York, Golan, Hebron, Haifa, Jaffa, Paris, nice, Brussels, Baghdad, Minnesota, Sydney, San Bernardino	Israel, China, India, Russia, Japan, Egypt, Jordan, Iran, USA, Philippines, Syria, United Kingdom
2017	Google, Intel, United Nations, World Health Organization, Amazon	Warren Buffett, Donald Trump, India's Prime Minister, Abraham, Sarah, Rebecca and Leah (Bible), Nikki Haley	The Temple Mount, London, Paris, Thessaloniki, Budapest, Hebron, Tehran	China, Azerbaijan, Kazakhstan, Australia, Argentina, Colombia, Mexico, Iran, Syria, Lebanon, Jordan, Egypt

All eight speeches together include 20,660 total words. The shortest speech took place in 2017 and the longest speech took place in 2016. The year 2016 also included the most prominent and significant reference to the values of innovation; use of this language gave strength to the buzz of innovation and the role of technological discourse in human lives (Fisher 2011). In the same speech of September 22nd, 2016, Netanyahu mentioned the core values fourteen times (see full picture in Table #2). For example: *"More and more Nations in Asia, Africa, Latin America, sees Israel as a partner – a partner in the consistent fight against terrorism, a partner in developing the technology of tomorrow"* (UN speech 2016).

The quantitative aspect played an important role in establishing the presence of the technological theme. But there were additional aspects. The following examples illustrate the respect that Netanyahu held for the innovation industry. Netanyahu used "the" as rhetorical leverage (*"The Israeli technology"*, *"The Israeli Innovation"*). Netanyahu frequently used and linked Israel to Innovation in a way that empowered and framed it as affecting every human being worldwide. He said that Israeli companies contributed a great deal to humanity in many areas. Besides the impact that this rhetoric had on people's minds, the reverberating messaging of technology helped branding Israel, from a marketing perspective, as an innovative country. Conversely, technology issues were not always present in all these speeches. Some of them (2011 and 2014) showed that Netanyahu sometimes underestimated the values of innovation and technology. He talked about a kidnapped soldier, Iran etc. – but in both these cases, apart from a brief mention of technological expressions ("science", "energy") the local technology industry was almost completely missing. Table #2 reflects the presence of innovation and technology over the years and reflects oscillations in the usage of terminology. The data was created using word counts of those expressions. Any word that referenced technological orientation was inserted into the table. The full analysis revealed all the texts that mentioned anything technological at any level of intensity.

General and Technological Discourse

Analysis of the texts found differences between the two types of discourse; general discourse was much more prevalent technological discourse. This was borne out by a count of both reading and terms which showed a naturally, large majority for general expressions when compared to technological terminology. During the reading, all significant manifestations were detected. Also, terms that repeated themselves in one specific speech or in speeches over many years were marked and catalogued according to the relevant rules whether general or technological (Table 3). The next step was

quantity count throughout the text, in order to find out the number of times that phrase was repeated. The following tables reflect the findings.

Table 3: General & Technological terms and vocabulary used in the speeches (Word count)

Type	Term	2009	2011	2012	2013	2014	2015	2016	2017	Total
General	Israel	25	68	26	22	54	76	104	51	426
	Jerusalem	2	6	1	1	4	4	6	1	25
	USA	1	1	3	3	1	3	4	2	18
	America	-	3	2	-	1	3	3	2	14
	Iran	2	9	44	56	22	60	11	26	230
	Britain	2	1	1	-	-	-	2	-	6
	Germany	3	1	1	-	-	-	-	-	5
	Isis	-	-	-	-	15	3	2	-	20
	We	-	3	-	1	-	-	-	-	4
	You	4	6	-	1	3	8	4	18	44
	Jewish	7	24	16	14	9	16	20	7	113
	Muslim	1	1	3	-	5	2	3	1	16
	Christian	1	1	2	-	2	4	2	-	12
	Arabs	3	4	3	2	6	2	8	3	31
	Terror	14	4	6	4	13	11	18	5	75
	Holocaust	6	1	2	-	1	1	-	-	11
	Peace	28	43	11	13	17	22	23	7	164
	War	5	2	4	3	8	4	5	1	32
	Old	-	-	-	-	-	-	-	-	0
New	1	4	2	7	8	9	5	7	43	
Technological	Innovation	-	-	-	-	1	2	3	2	8
	Cyber	-	-	-	-	-	1	5	1	7
	Technology	2	-	2	-	1	2	4	1	12
	Science	1	1	2	-	-	1	-	-	5
	Energy	1	-	2	4	1	-	-	-	8
	Computer	2	-	1	-	-	1	1	-	5
	Internet	1	-	1	-	-	-	-	-	2
	Economy	-	1	2	-	-	1	1	-	5
	Invention	2	-	1	-	-	1	-	-	4

The table reflects the popularity of each term and the number of times it was mentioned during the speeches. The use of technological terms is significantly lower.

Technology Theme as Rhetorical Escapism (Positive PR)

Despite the complexity of the political aspects with which Israel is involved, the official discourse on the UN stage included a soft side that emphasized Israel's contribution to the world. Netanyahu, as an official speaker used "innovation" as a core dimension. The "technology" was expressed in speeches as a sort of rapture and grandiose picture (Fisher 2011).

Using the innovation theme, Netanyahu revealed the positive side of Israel; by mentioning this perspective in the diplomatic channel, it can be considered some kind of avoidance. With an emphasis on the positive, Netanyahu appeared to be engaging in pure public relations that reduced negative judgments concerning Israel. Good PR is made by the prominence of positive perspectives. Indeed, the analysis process affirmed the general notion that a PD sphere that has a very high rhetorical versatility generates and focuses on positive discourse. In this case, we noticed a clear division between macro innovation textual practices and micro terminology. The first refers to the technology phenomenon in the wider sense of the word and the second refers to tech products or solutions for customers (B2B \ B2C).

There was a distinct difference in the topics mentioned in each speech as well as a difference in the way the words were used. In branding, the best strategy is to repeat the same message repeatedly over a long period of time. And yet, after reading the texts and undertaking a simple quantitative comparison between the general and terminological expressions, it was found that the focus of the discourses was neither technology nor innovation.

Despite the centrality of the technological industry in the Israeli economy, a reading of the speeches showed that those values weren't of the essence. True, the texts dealt with technology, but these concepts were not part of the core messaging. However, the volume and rate of technological terms mentioned corresponded with previous findings in the rhetorical field. Researchers discuss a phenomenon known as empty rhetoric, characterized mainly within business spheres, corporations or large companies. Chiapello and Frairclough (2002) argue that the text and messages published by corporations contain grandiose vocabulary even when they are trying to describe something simplistic (words like "strategy", "goal", "vision"). This type of rhetoric has become widespread as companies either build or maintain their public images (Machin and Mayr 2015). When communicating textual messages, these entities try to hide real problems, using formulations and lofty announcements. It seems that the Netanyahu speeches shared a similar philosophy. On the surface they mainly focused on security-political issues, but just beneath the surface lay textual touches linked to the world of innovation.

The analysis found a constant tension between the past, present and future. Alongside the mention of historical characters, organizations and buildings, were references to contemporary characters and organizations (Supreme Court, banks, Google, etc.). The speeches also included references to the future and the benefits that people would gain when adopting technology into their lives. The duality of traditional and modern can be interpreted as an attempt to generate sympathy among the audience (Cheney 1983). In the broader context of the narrative, it focuses on the future development of

humanity. In Israel's case, its technological successes nowadays were associated with its traditional values and Biblical patriarchs (Abraham, Isaac and Jacob).

Our analysis found that all eight speeches emphasized present leaders alongside historical presidents and prime ministers. However, the attempt to find names of modern individuals representing technology such as entrepreneurs and founders of tech companies proved unsuccessful. People from the innovations sphere or those who have founded technology companies were nowhere to be seen. Not only were these people not ever mentioned, repeated reading and breakdown of the speeches show that there wasn't any reference to any specific Israeli-based company, tech organization or entrepreneur. Of the few times Netanyahu mentioned technological enterprise, he referred to international brands that were established outside of Israel, like Google and Intel, and which came to Israel solely for the purpose of opening R&D centres or local branches. This is pretty surprising given the fact that Israeli industry has produced thousands of successful homegrown companies. Besides the exclusion of relevant figures and companies, the speeches were also missing several commonplace terms; hi-tech is but one example. Yet, references to innovation in all the texts did reveal a repetitive presence.

The next and deeper stage was to check the structure of the messages and find their specific placement on the textual path. To do this, we systematically read each speech and marked the first sentence that discussed technology or innovation. We further did a general word count for each text separately and divided each text into three equal parts (beginning, middle and end); we then were able to identify in which part of the speech any technological message was communicated. This was an important part of understanding the role of Innovation messaging. The findings show that Netanyahu usually started with this theme. In 71% of the cases technological discourse is mentioned right at the beginning of his speech.

Chart 2: When did the innovative-technology theme appear

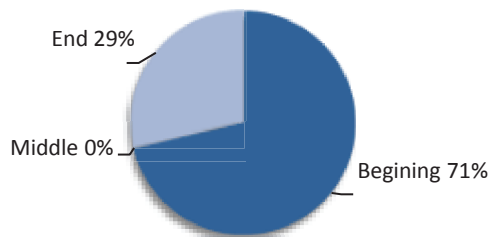


Table #4 reveals the full timeline of technological discourse. The findings reinforced the place of the innovation theme in the diplomatic arena. Netanyahu

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seems to have purposely used technology at the beginning of his speeches. The agility in which this theme was used meant that these values played an important rhetorical anchor. Indeed, smart planning by the speaker has deeply rhetorical significance to convince the audience of a certain perspective or position (Leach 2000; Heath 1992). Consistent and ritualistic storytelling and messaging can contribute also in term of PR and public perception. Netanyahu's rhetoric agenda moved the technological motif forward; to do so, he minimized other topics regarding to Israel. He took a positive topic in which Israel showed real strength and undertook to demonstrate that PR in UN public appearances. Heat (1992) once explained that the rhetoric of public relations can be employed to "put an organization's best food forward" or "make the best of an otherwise negative situation" (Heath 1992: 18).

Table 4: Speeches Timeline

Length	First "Tech" appearance*	Part of the speech**	Specific sentence from the speech
2084	551	1	"Gravity of the freedom, power and technology penetration"
2738	110	1	"Our scientists, doctors and entrepreneurs take advantage of the wisdom in favor of creating a better tomorrow all over the world"
2505	227	1	"We take new paths in science, technology, medicine, agriculture"
2838	2660	3	"Israel the world center of technology and innovation"
3008	2015	3	"Israel is a world leader in science and technology, Cyber, software"
3215	268	1	"Developing the technology of tomorrow"
1915	58	1	"Israel is the nation where innovation creates groundbreaking technology"

* (word number)

** (beginning= 1, middle= 2, end= 3)

One of the criteria examined the reliability and trustworthiness of the tech theme. Our findings showed the use of Innovation terminology based mainly on positive myths and storytelling (pathos) without any empirical facts (logos). For example: *"You see it in the smile of a mother from a far African village - thanks to Israeli innovation, she doesn't need to walk for about eight hours to get some water for her little boy"* (UN speech 2017). The narrative was based on pathos and emotion and using the "African mom" as a rhetorical

illustration. The example highlighted the colossal and global necessity of Israeli innovation. It's a part of a practical routine establishing Israel as a progressive nation. Repetition of this emotional and even inspiring theme was expected to help brand Israel in a positive light.

As demonstrated in the previous sections, the speeches were written from an Israeli perspective. This can be proved from the word count. The term "Israel" was repeated 426 times (Table #3). The Israeli story was represented via historical documentation and Jewish culture with which Netanyahu is very connected. The speeches highlight national and cultural issues. Early 1990s studies show cultural memories are an acquired part of creating a convincing discourse (Lipsitzm 1990). A speaker's rhetorical success relies heavily on his ability to create empathy with the audience (Cheney 1983). Netanyahu's speeches leaned on his cultural-economic knowledge, historical relevance and a link to the technological dimension. For example: *"Israel is walking in the same paths went her ancestors Abraham, Isaac, Jacob. But we also are walking in new paths in science, technology"* (UN speech 2012). The Israeli memory and historical point of view were connected to the economic-technological context. Culture discourse plays an important part of shaping the public image and strengthening of the brand values (Papadopoulos 2004).

Innovation Buzz Strategies

The analysis showed systematic repetition of motifs and texts throughout Netanyahu's speeches. Significant part of the speeches used technological sphere messages. It seems to be a powerful rhetorical tool, even in the PD arena and it is also aligned with the buzz of innovation. This study sought to discover the real use of innovation and technology values in the diplomatic effort. After running the rhetorical analysis, we did a deeper level of analysis using traditional communication theory components: source, target audience, message (Goren 1986).

Knowledgeable source that Leverages Tech Ideology

One of the basic components of traditional communication theory is source (Goren 1986). Effective source assignment is crucial in the communication process for delivering any positive representation of an organization, company, city or country. The current research talks about Israel, a Middle Eastern state which is known for its political challenges and problematic image. Therefore, Israel needs to have a spokesman who is a verbal rhetorician with good communication abilities. According to research, the Israeli current source (Netanyahu) has particularly high rhetorical skills (Marmari 2009; Leshem 2017; Caspit 2018). Indeed, our analysis found that he

demonstrated a strong ability in combining "hard" formal issues (wars, security threats and difficulties) together with "soft" topics (economics, technology, cutting-edge invention). In the PD arena, the source needs to be not only professional, intelligent and reliable, but also someone who knows the benefits of branding through words. This research found that Netanyahu as source has a deep connection to the technological theme; he refers to it as a leading rhetorical ideology.

Coalition of Recipients – Creating a Common Ground

Another component in the communication process is audience (Goren, 1986). All speeches shared the same targeted audiences of both foreign diplomats and the international public. What is noteworthy is that, in general, these type of technology -influenced speeches tend to be broadcast in the mass media and reach the public worldwide. Like Israel, the United Nations global organization encourages innovation (Bloom and Faulkner, 2016). The debate about technology at the UN is omnipresent; lots of countries share common economic interests in the new capitalist world (Fisher, 2011). The analysed texts showed very prominently that its spokesman was trying to create a coalition feeling among recipients. The terminology and vocabulary we found demonstrate that Netanyahu was trying to find common ground among recipients - by creating solidarity, sympathy and closeness towards Israel.

A Set of Versatile and Consistent Messaging

A nation's public identity and narrative (Anholt 2008) leans on their public figures and leaders' actions. These leaders, of course, understand the importance of delivering positive messages about their country, using every means available to them (Avraham 2017). Our analysis shows that Netanyahu endorsed textual tactics consistently. Not only was his message a basic part of any communication process (Goren 1986), it also demonstrated that his strategic use of right messages was dramatically significant. Most of the speeches emphasized technological components. Thus, Netanyahu sought to convey a positive message of Israel as an advanced and innovative nation. However, sometimes these messages were delivered sporadically through a weak rhetorical placement of the message. This is quite surprising because Israel is considered to be a high-tech and innovation country, so it is incomprehensible that it was not its first messaging priority. In the long term, this probably can harm Israel's branding effort as a technologically superior country. However, it is important to note that a relatively large portion of the speeches did glorify Israel's hi-tech industry.

Empowerment and Glorification Messages

PR professionals and communication researchers claim that Israel needs to stick to global international values in order to gain and keep a positive public image (Gilboa 2006; Hasman 2008). Our analysis shows that this conception was adopted by Netanyahu as diplomat. All his speeches maintained positive discourses about global innovation, development and remarkable technology and these topics were put forward as leading ideological ideas. We believe that the dominant textual use of tech reflects the desire of Israel to be associated with positive values.

Discourse Displacement – Neutral Topic

Our analysis found that Netanyahu systematically increased positive messages in his diplomatic speech. Using the tech theme, Netanyahu demonstrated a softer element in his discourse way from the usual political and security topics. This rhetorical technique showed the other, good Israel (Aharoni and Grinstein 2017). Netanyahu told new stories about Israel's contribution to humanity in each speech. Shifting the conversation is a well-known technique in public relations and reputation management field and changing the discourse from hard issues to softer ones helps build positive perception among stakeholders.

Innovation & Technology Integration Model

Theory indicates that many sectors are engaged with tech messaging. Innovation is an especially important element in business, education, public health, and other disciplines (Berger 2007; Vidislavsky 2016; Schwartz-Altshuller 2017; McLaughlin and Penckansky 1965; Laurie et al 2012). However, the present study pointed out that these values exist, and were present in the communication process. More specifically it has shown that technology plays an important role in PD. From here it is possible to conclude that beyond the implementation of practical technological applications, organizations can also embed innovation discourse. In this context, we assume that the tech theme can be systematically integrated into additional fields if only the speaker can find the right method. As described in the theoretical part, marketing challenges becoming much more difficult not only for countries and geographical regions (Manheim and Albritton 1984; Marat 2009), but also for organizations and advertisers. Therefore, adopting strategic and methodological innovations is necessarily reinforced. Preserving positive public image and reputation enhancement requires adoption of consistent strategies (Avraham and Ketter 2008; Papadopoulos 2004; Anholt 2008). Our study seeks to offer a new modular

framework that strategically regulates the implementation of the technology discourse. The model we propose leans on rhetorical analyses and can theoretically help any organization to systematically implement innovation values and expressions. The ITC model (Innovation and Technology Conjunction) consists of a number of complementary parts: a central theme (the message), a promoter of the message (source Identity) and a process (performance). Any company, organization or professional in any occupation or industry can use the ITC tool to combine technology and innovation values in a methodological manner. The model below (Chart 3) shows the three essential parts and the ways in which the identity of the source, the kind of messages communicated and the possible methods to communicate them are explained.

Chart 3: ITC circuit model for integration of technological values

	Innovation Theme What	Source Identity Who	Performance How
	Technological contribution Innovation & success stories Daily relevance Cultural context Bigger picture	Tech knowledge Formal Reliable Familiar	Reverberating messaging Constantly glorifying Blurring with general topics Keeping it personal Using emotional words Maintaining neutrality

Innovation Theme

The implementation of tech-innovation messaging must include a clear explanation of the brand, organization and country contribution (*technological contribution*). This explanation can be had through inspiring innovation storytelling (*innovation & success stories*) and explanation of the public relevance of the brand. This concept arises from the current study along with an explanation of *cultural context* and the relationship between innovation and tradition/history. In other words, the transmission of messages with a technological hue and persuasion are part of a deep process that views the past and history as an inherent part of it. Innovation and modernization cannot be detached from tradition. The empowerment of the message and technology glorification depends, among other things, on a speaker's statement about the change that occurred or will occur as a result of the adoption of one technological element.

Source Identity

The second part of the model focuses on the identity of the source. The basic assumption is that the person who transmits the messages in any form must rely on *official* and *reliable* sources. But it is no less important to have *knowledge* and understanding in the innovation and technology sphere. Specific examples of technological solutions and their contributions to human life is also required. The source needs to maintain a personal connection to the technological field.

Performance

The innovation messaging process needs to strive for precision and the messages must be echoed consistently (*reverberating messaging*). A repetition of these messages can ensure better audience retention. In addition, the process has to be *personalized*; this is necessary because the technological context is broad and competition in the industry is particularly high. Every organization believes that his technological solution is the best. *Personalized communication* and discourse will help persuade the audience. An advertiser, who wants to stand out in the tech context better than his competitors, is required to maintain a consistent adherence to terminology, expressions and grandiose words (*constant glorification*). This component, along with activating *emotion* and combining general themes, will ensure the effective integration of a technology message.

Conclusions

Our study found that technology and innovation values are becoming significant in the diplomatic sphere. Our findings have made it clear that strategic thinking needs to be undertaken above and beyond a simple textual mention of the innovation industry. The analysis found that the speeches undertook a glorification ideology of Israeli high-tech and framed Israeli innovation as a sensational phenomenon and a huge contributor to humanity. These speeches led us to a consistent conclusion about the functioning of the technology topic as a rhetorical escapism. This study also found that the casual mentioning of a soft theme was a sophisticated diplomatic technique aimed at delivering a wider message. The integration of several disciplines (public diplomacy, nation branding and marketing), within a wide corpus, provided a comprehensive picture of the use of technological values.

It is important to note the limitations of this study. The rhetorical analysis was done solely by examining one nation (Israel), one leader (Netanyahu) and one main message (innovation). Possible future studies

should take into consideration multiple countries, leaders and messages. The ideal way is to combine various kinds of objects and add other dimensions which would complete the PD rhetorical puzzle. We believe that tech terminology as discussed throughout this study should be compared to different types of messaging, nations and leaders. In order to understand the global picture of diplomatic messaging, future research needs to also examine the way those diplomatic speeches are covered in the media and whether the messaging has indeed achieved its goal.

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