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THE BLOGS

Mark Ginsberg

The Battle for Truth: The Fight to Reclaim Facts



Illustration of fake news, disinformation and online propaganda - Shutterstock

The old adage “a lie can travel halfway around the world before the truth puts on its shoes” was coniured in a time before social media. Today, the lie can travel multiple times around the

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place Jewish communities and the State of Israel under sustained pressure.

At the same time, a parallel struggle is unfolding: a battle for public opinion in the United States, where support for Israel, once a bipartisan cornerstone, is eroding at an unprecedented pace.

The numbers are stark. A recent Pew Research Center survey found that 60% of Americans now hold an unfavorable view of Israel, compared to just 37% with a favorable view, a dramatic reversal from just a few years ago. Even more telling is where this shift is happening, with majorities of Americans under 50, across both political parties, now viewing Israel negatively.

This is not a marginal fluctuation. It is a generational realignment, and it is not occurring in a vacuum.

On the far-Right, antisemitism remains rooted in traditional tropes, like conspiracy theories about Jewish control, financial manipulation, and dual loyalty. These narratives, once largely confined to extremist circles, have found renewed life online. They're amplified by algorithm-driven ecosystems that reward outrage and radicalization.

On the far-Left, the language is different, but the effect can be similar. There, antisemitism, often reframed as anti-Zionism, casts Israel not merely as a criticizable state, but as a uniquely illegitimate and evil one.

In this worldview, the Jewish right to self-determination is singled out for rejection, and complex geopolitical realities are reduced to simplistic binaries of oppressor and oppressed. The line between criticism of Israeli policy and the delegitimization of Jewish identity is frequently blurred.

The convergence of these forces, old hatred on the Right, new ideological hostility on the Left, creates a potent and dangerous environment. It is one in which misinformation spreads

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The Blogs: The Battle for Truth: The Fight to Reclaim Facts | Mark Regev | The Times of Israel

In today's online landscape, perception is often shaped less by verified information than by repetition, virality, and emotional resonance.

Social media platforms, while democratizing access to information, have also enabled the rapi spread of distortion. Images stripped of context, misleading statistics, and outright falsehoods can travel faster and further than carefully sourced reporting.

The consequences are tangible. Polling trends suggest that younger Americans are not only more critical of Israel, but also more susceptible to narratives that frame the conflict in absolutist terms.

As one analysis noted, Israel is "losing America's youth," reflecting a deeper shift in how the next generation interprets the Middle East and the role of the US within it .

If public opinion continues to move in this direction, the implications will extend beyond discourse. They will shape policy, influence elections, and redefine alliances.

Recognizing this challenge, new initiatives have emerged to rebalance the information environment. Platforms such as Jewish Onliner, Allyvia, and Paxpoint represent a strategic response to the digital battlefield.

Their premise is straightforward but essential. Misinformation must be countered not only with rebuttals, but with accessible, credible, and timely facts.

These initiatives reflect an understanding that the fight against antisemitism today is inseparable from the fight for informational integrity. It is not enough to condemn hatred; it must also be confronted at its source, where it is produced, amplified, and consumed.

Yet these efforts, while vital, cannot operate in isolation. They require broader engagement,

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This is particularly urgent in the American context. The US has long been Israel's most important ally, not only strategically but culturally and politically. That relationship has been underpinned by shared values and a broad base of public support.

As that base fractures, the alliance itself becomes more vulnerable to political shifts and ideological swings.

The stakes, therefore, are high.

What is at issue is not merely Israel's image, but the resilience of democratic discourse in the face of polarization and disinformation. Antisemitism, in its modern forms, often serves as a warning signal, an early indicator of deeper societal fractures. Addressing it requires more than reactive measures. It demands a **proactive commitment to truth, to complexity, and to the difficult work of engaging across divides**.

The battle for public opinion is already underway. The question is whether those committed to facts, nuance, and fairness are prepared to fight it with the same intensity as those who seek to distort them.

ABOUT THE AUTHOR

Mark Ginsberg is an Israel-based digital marketer and commentator on technology and artificial intelligence, with over two decades of firsthand perspective on the country's innovation economy. Originally from South Florida and now based in Efrat, he analyzes the growth of Israel's tech ecosystem and the broader implications of AI on business, policy, and society.

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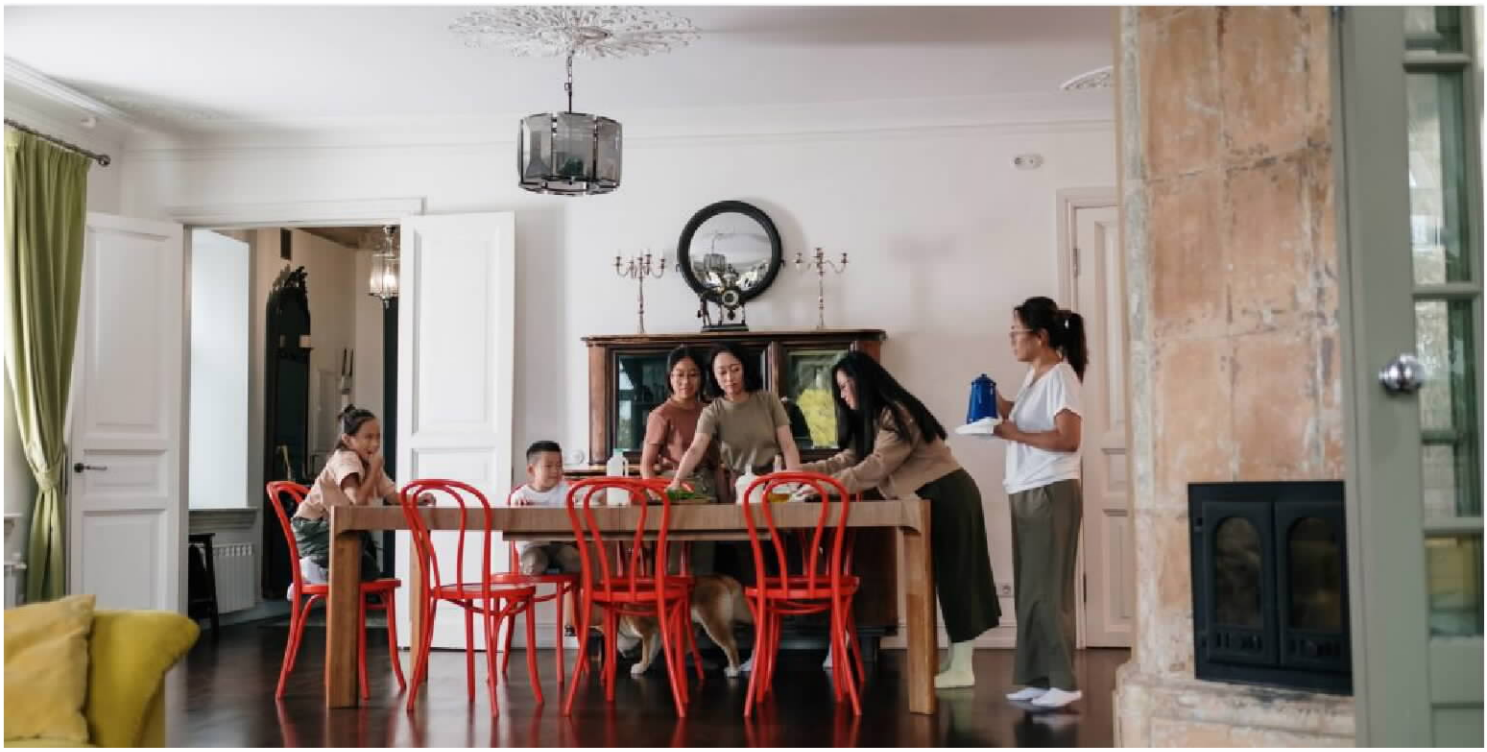


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THE GUESTS WHO COULDN'T COME

Guest September 17, 2026 Jewish Life

By Mark Ginsberg

Every Jewish holiday table is a census, and wartime Israel has learned to read the count the way one reads an x-ray, for what is present and for what is not. This year, across the holidays just ended, households set their tables with a new arithmetic: the chair for the son on reserve duty, who may or may not make it home by candle-lighting; the chair that stays empty for the hostage, set by families who are not his; the chairs of the murdered, filled by relatives who now sit twice as close to each other. I want to describe this quietly, from my own table in Efrat, since it is the piece of the war that never makes the news and the one your readers' tables have the most in common with.

Setting for the Missing

The customs differ by household and none of them are official. Some families pour the wine cup for the missing the way one does for Elijah, a placeholder with prophetic patience. Some leave the chair with its coat draped over the back, the coat that went to the base in October and has not come home for a holiday since. One mother I know photographs the empty place at each festival and sends the picture to her son at the front, a message that needs no caption: we kept it for you. The rabbis never had to rule on any of this.

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The practices invented themselves, the way liturgy does, from the ground up, and by the second year they had hardened into tradition, which is what grief does when it plans to stay.

The Table as Census

There is a harder kind of counting, and honesty requires it. The war added names to the community's permanent list, and the holidays are when the loss recalculates itself. The friend who used to carve is carved out of the evening now; his joke survives at the table, told in his cadence by someone else, and the first time each joke lands, the room holds still for half a second, a moment of silence nobody announces. New faces appear too: the lone soldier whose family is abroad, the widow brought in by the neighborhood, the friend of the fallen who has become a seventh child to a family of six. When a community absorbs a blow, it reconfigures its tables rather than merely mourning at them, and the holiday version of that reconfiguration is the most visible inventory the country takes.

What the Empty Chairs Teach

What the table teaches, two years in, is a theology of the placeholder. The empty chair is not denial; nobody at these tables believes the missing are merely late. It is a statement of account: this person belongs here, the seat is held, and the holding itself is the family's answer to everything the war tried to take. The world kept coming to celebrate in Jerusalem through every season of alarm, and the tables did the same in miniature, refusing to subtract the missing from the guest list even when subtraction was the honest arithmetic.

For readers who set their own tables with absences, medical wings, distant cities, chairs that will not be filled again, the Israeli version is not exotic. It is the same tradition arriving at the same answer under harder pressure: the table is a promise, and a promise does not depend on everyone being present to keep it. We lit the candles, sang the songs that go too high for us, and passed the food toward the empty places, which is how a family says, out loud, in the only liturgy it has: next year, complete.

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THE BLOGS

Mark Ginsberg

The Myth of Israel's Isolation is a Great Strategic Liability



Israeli military technology (courtesy of Shutterstock)

Ever since October 7, one narrative has become almost conventional wisdom: Israel is increasingly isolated from the rest of the world. It is repeated by international commentators, amplified on social media, cited by critics of Israel and, perhaps most surprisingly, echoed by many of Israel's own supporters.

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It was made most recently by potential US presidential candidate Rahm Emanuel.

The daily news cycle, dominated by hostile demonstrations, condemnatory UN resolutions and public disagreements with some Western governments, reinforces the impression that Israel is rapidly becoming a diplomatic pariah.

It is an understandable conclusion; it is also an incomplete one.

The danger is not merely that this narrative is inaccurate. It is that it has become so widely accepted that it is beginning to shape perceptions of reality. Those perceptions matter. They affect deterrence, embolden Israel's enemies, influence investors, discourage potential partners and undermine the confidence of Israelis themselves. When even well-meaning friends repeat that Israel stands alone, they unintentionally strengthen one of the central messages promoted by Hamas, Iran and their allies.

The reality is considerably more nuanced.

Behind the headlines, governments across the world are quietly moving closer to Israel, not further away. While criticism over the war in Gaza has undoubtedly intensified in many diplomatic forums, an entirely different story is unfolding in cabinet rooms, defense ministries and boardrooms.

Countries continue to buy Israeli defense systems. Intelligence cooperation is expanding. Trade is growing. New technological partnerships are being signed. Governments are increasingly separating disagreements over the Gaza conflict from their own long-term national interests.

International politics has always been driven less by rhetoric than by interests.

One of the greatest mistakes in analysing foreign policy is assuming that today's headlines represent permanent diplomatic realities. Governments change. Elections alter priorities. Public opinion shifts. Strategic interests endure.

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Recent political developments illustrate precisely this point. Several governments that adopted some of the world's strongest anti-Israel positions have either lost power or suffered significant electoral setbacks. Slovenia, Colombia, Bolivia and Ecuador have all experienced political changes that weakened governments whose foreign policies had become among the most hostile towards Israel. Meanwhile, governments in Spain and Norway, two of Israel's sharpest European critics, now trail in opinion polls.

Perhaps the clearest contradiction to the narrative of isolation can be found in defense cooperation.

Countries do not entrust their national security to partners they believe are isolated or strategically irrelevant. Across Europe, governments continue investing heavily in Israeli defense technology because they view it as among the most advanced in the world.

Germany, Romania and Slovakia have all expanded major defense cooperation with Israel. Greece and Cyprus continue strengthening strategic partnerships that have become central pillars of Eastern Mediterranean security. These are not symbolic gestures designed for favourable headlines. They are long-term commitments involving billions of dollars, decades of cooperation and extraordinary levels of political trust.

Governments may criticise Israeli policies while simultaneously deciding that Israel is indispensable to their own national security. Those positions are not contradictory. They reflect how states actually make decisions.

The same distinction has become increasingly evident in the Middle East.

Following October 7, many predicted the Abraham Accords would collapse under the pressure of public opinion. Instead, the opposite has largely occurred. The United Arab Emirates, Bahrain and Morocco have continued expanding economic, technological and security cooperation with Israel despite enormous regional pressure.

Business delegations continue travelling. Investment continues flowing. Security dialogue continues expanding. Tourism has resumed. While official rhetoric has sometimes become

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more cautious, the underlying strategic logic has remained intact.

This represents one of the most significant transformations in modern Middle Eastern politics For decades, Arab-Israeli relations were largely held hostage to the Palestinian issue. Increasingly, regional governments are pursuing foreign policies based upon their own national interests, economic development and security concerns. That shift appears far more durable than many observers appreciate.

The story extends well beyond Europe and the Middle East.

India continues deepening strategic cooperation with Israel across defense, technology and innovation. Nigeria has expanded important areas of collaboration. Across Africa, countries increasingly view Israeli expertise in agriculture, water management, healthcare and cybersecurity as essential tools for their own development. Meanwhile, Latin America is experiencing its own political evolution. Argentina has become one of Israel's closest international partners, while electoral changes elsewhere have weakened several governments that built much of their foreign policy around hostility towards Israel.

Increasingly, governments are evaluating Israel not solely through the prism of the Israeli-Palestinian conflict but through the practical lens of what Israel contributes to solving 21st-century challenges.

Artificial intelligence. Cybersecurity. Missile defense. Emergency medicine. Precision agriculture. Water scarcity. Intelligence cooperation. Energy resilience.

These are areas where Israel is not simply competitive. In many cases, it is a global leader.

None of this should minimise Israel's genuine diplomatic challenges. International criticism remains intense. Public opinion has shifted in parts of Europe and North America. Israel continues to face hostile majorities in many United Nations bodies, and some bilateral relationships have become more strained.

Ignoring those realities would be just as misleading as ignoring Israel's growing partnerships.

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But neither should we ignore what governments are actually doing. The distinction between public rhetoric and private policy has rarely been greater.

Diplomatic actions often reveal priorities far more accurately than diplomatic statements.

This is why the myth of Israel's isolation deserves to be challenged. Not because everything is going well, but because a distorted picture carries real strategic consequences.

Israel's enemies seek to portray it as abandoned because isolation weakens deterrence and encourages further aggression. If they can convince Israelis that they are alone, and persuade the wider world that partnership with Israel carries unacceptable costs, they achieve an important psychological victory regardless of events on the battlefield.

Israel's friends should be careful not to reinforce that narrative unintentionally.

The truth is more encouraging, and more useful. Israel is neither universally embraced nor universally condemned. Like every country confronting a major conflict, it faces criticism alongside cooperation. Yet beneath the daily headlines, governments across Europe, the Middle East, Africa, Asia and Latin America continue making decisions based on enduring national interests rather than passing political controversies.

Those decisions increasingly point in one direction.

Despite the noise, Israel remains one of the world's most valuable strategic, technological and security partners. The headlines often suggest isolation. The diplomacy tells a very different story.

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ABOUT THE AUTHOR

Mark Ginsberg is an Israel-based digital marketer and commentator on technology and artificial intelligence, with over two decades of firsthand perspective on the country's innovation economy. Originally from South Florida and now based in Efrat, he analyzes the growth of Israel's tech ecosystem and the broader implications of AI on business, policy, and society.

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williamkeenan
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Opposition to Israel is largely opposition to Netanyahu and his Smotrich and Ben Gvir controlled coalition. The US has a similar reputational problem with Trump. Both carry enormous strategic risk as evidenced by the debacle with Iran.

(Edited)

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The Price of Protection: Missile Defense and the New Currency of Dependency

18/09/2026 COMMENTARIES 6 Mins Read

By Mark Ginsberg

When Greece signed for a complete Israeli air-defense array at the end of August, the contract read like an arms sale and behaved like something else.



Mark Ginsberg

The Achilles Shield package, David's Sling interceptors, SPYDER batteries, Barak MX modules and the radars that knit them into one sky, is worth some three and a half billion dollars, and Athens is now the first European Union state to own a national missile-defense dome built entirely of Israeli systems. Arms deals used to be the receipts of alliances. This one, and the pattern forming around it, suggests the order has flipped: the hardware is now the commitment itself, signed in interceptors rather than communiques.

The Greek Signature

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Greece did not buy a widget. It bought a relationship with the country that runs the world's only continuously tested multi-layer air-defense system, live-fired in war for two years against everything from drones to ballistic missiles. Buying Israeli means plugging into that operational legacy: the software updates written overnight during real barrages, the doctrine that only a state under fire can write. For Athens, watching Turkish drone production expand and the eastern Mediterranean thicken with threat, a communique from Brussels promises debate; a dome over the national sky promises survival. The choice tells you which currency Athens now trusts.

A Widening Ledger

The Greek signature is the loudest entry in a ledger that has been filling for two years. Germany's Arrow 3 purchase, anchored in the same Israeli-American industrial line, gives Berlin a capability no European program offered on any timeline. Barak MX has found buyers in Cyprus, Slovakia, India and Azerbaijan, with Morocco and the Emirates appearing in foreign reports. The buyers share no single bloc, religion or constitution. What they share is the calculation that protection from the sky is now a sovereign good, that the traditional guarantors deliver it slower and less surely than the small state that has been forced to live under the problem, and that writing the check is itself the alliance.

The Procurement Tail

Anyone who has bought a large system knows the sticker price is the beginning of the conversation, and missile defense is a textbook case. The interceptors are consumables: a single sustained barrage can burn through ammunition budgets built for peacetime assumptions, as the last two years demonstrated in public, and replenishment contracts arrive with their own diplomacy attached. The radar and battle-management software carry lifecycle costs that routinely reach multiples of the purchase price across a platform's service life: upgrades, spares, training pipelines, the certification of every firmware release. A state that adopts a foreign dome adopts its vendor's calendar, and the vendor's wars, as its own procurement rhythm. The three and a half billion euros Athens signed for is the entry fee; the subscription is the real product, renewed annually in a currency called dependence.

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That tail has a political barbed tip, and it is worth stating plainly. Major Israeli air-defense exports of American co-developed systems run through Washington's export-approval machinery, which means every dome sold abroad carries a third signature, and the alliance being purchased is triangular whether the buyer planned for it or not. It means the supplier gains standing in the buyer's national security debates that no treaty formally grants: when Berlin or Athens weighs a policy that Jerusalem or Washington dislikes, the dome is in the room, silently, the way a mortgage sits in a household's decisions. Purchases at this scale are not transactions. They are constitutions of a small commonwealth, and constitutions are hard to leave.

The Debt Side of the Ledger

Strategic dependency compounds like financial debt, and the balance sheet has a way of arriving due at the worst moment. A client whose deterrent umbrella is maintained abroad has wagered its survival on the supplier's continuity: Israel's own war-driven production priorities this year meant customers waited on deliveries, even as the country's record exports kept climbing through the war, a small preview of what a real regional escalation would do to export commitments. One failed interception, anywhere in the chain, would devalue every contract downstream, and the supplier knows it; performance is the collateral backing this currency, and it has to be kept nightly. The buyers are, knowingly, underwriting that exchange rate.

There is a subtler cost, which the defense economics literature calls lock-in and which plainer language calls marriage. Training regimes, command software, interceptor stockpiles and doctrine all converge on one vendor's system, and switching costs rise every year after adoption. The Greek dome will make the next Greek procurement decision before any Greek minister does. Sovereignty is not lost in a signature; it is amortized across a decade of maintenance contracts, and the states now buying a piece of the Israeli sky have chosen, with open eyes, to spend it.

What the Ledger Means

Three consequences deserve attention. First, deterrence by procurement: a state that installs Israeli layers acquires a stake in Israeli survival, and Jerusalem acquires a stake in its clients' skies, an interdependency denser than any joint declaration.

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Second, the transatlantic geometry bends. European capitals that buy Israeli systems are hedging inside NATO, not leaving it, but the hedge itself redistributes influence from Washington's monopoly on reassurance toward a new supplier of it, with Washington's own signature on each sale as the quiet guarantee. Third, the precedent is exportable beyond missiles: whoever proves he can deliver the most urgent protection, cyber, drones, rocket warning, will collect the alliances of the next decade.

The currency of protection, like all currencies, is a promise, and promises have failure modes that treaties were invented to soften. The states joining this ledger are trading the old alliance machinery, with its endless consultation and its slow, reliable patience, for a faster instrument with sharper edges. They may be right to. But the deal should be read for what it is: not an arms purchase but a refinancing, in which the mortgage on national survival is transferred from a committee of allies to a single small country that must keep intercepting, nightly, to keep the currency good.

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Image Source: Israel Ministry of Defense (Israel's director-general of the Israel Ministry of Defense, Maj. Gen. Amir Baram, and his Greek counterpart, Maj. Gen. Ioannis Bouras, signing an approximately $3.4 billion defense agreement, on Aug. 31, 2026.).

Mark Ginsberg Military Strategy

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