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THE BLOGS

Mark Ginsberg

The Myth of Israel's Isolation: The World's Moving Closer, Not Further Away



Israel Day parade - courtesy of Shutterstock

One of the most frequently repeated claims since October 7 has been that Israel is becoming increasingly isolated on the international stage. Headlines often focus on diplomatic disputes, hostile demonstrations, critical UN resolutions, and disagreements with some Western governments, creating the impression that Israel is steadily losing friends around the world.

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The reality, however, is considerably more complex.

While criticism of Israeli policies has undoubtedly intensified in some international forums, many governments have simultaneously chosen to deepen their practical relationships with Israel. Defence cooperation has expanded, trade agreements have grown, diplomatic ties have strengthened, and new strategic partnerships have emerged across Europe, Africa, Asia, Latin America and the Middle East. Far from being abandoned, Israel is increasingly viewed by many countries as an indispensable partner in areas ranging from defence and cybersecurity to agriculture, artificial intelligence, water technology and energy security.

The contrast between the political narrative and the diplomatic reality has rarely been more striking.

Key Takeaways

- Claims that Israel is becoming internationally isolated overlook significant diplomatic developments occurring around the world.
- Several governments that adopted strongly anti-Israel positions have recently lost elections while others are falling behind in opinion polls.
- European countries continue expanding defense cooperation with Israel.
- The Abraham Accords countries continue strengthening relations despite the Gaza war.
- India, Nigeria and several African nations are deepening strategic cooperation with Israel.
- Latin America has witnessed important political shifts favourable to stronger ties with Israel.
- Increasingly, governments are separating disagreements over the Gaza conflict from long-term national interests.

Politics Changes—National Interests Endure

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One of the biggest mistakes in analyzing international relations is assuming that today's political headlines represent permanent diplomatic realities.

Governments change. Elections alter foreign policy. Public opinion evolves.

In recent months, several governments that adopted some of the world's strongest anti-Israel positions have either lost power or suffered significant political setbacks. Slovenia, Colombia, Bolivia and Ecuador have all experienced electoral changes that weaken governments whose foreign policies were among the most hostile towards Israel.

Meanwhile, governments in Spain and Norway—two of Israel's sharpest European critics—are currently trailing in opinion polls.

These developments do not guarantee dramatic policy reversals.

They do illustrate that diplomatic trends are rarely static.

Europe Is Buying Israeli Security

Perhaps the clearest evidence against the narrative of isolation lies in defense cooperation.

Countries do not entrust their national security to partners they consider internationally isolated.

Germany, Slovakia and Romania have all signed major defense agreements with Israel, reflecting growing confidence in Israeli military technology and operational expertise. Greece and Cyprus have continued strengthening their strategic defense partnership with Jerusalem, recognizing Israel as an increasingly important pillar of Eastern Mediterranean security.

These agreements involve more than commercial transactions.

They represent long-term strategic partnerships that often extend over decades and require extraordinary levels of political trust.

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Governments purchasing advanced defense systems are making decisions based upon national security rather than temporary political debates.

The Abraham Accords Continue to Grow

One prediction made repeatedly after October 7 was that the Abraham Accords would collapse

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. Investment, tourism, business partnerships and strategic dialogue have continued because all parties recognize that the long-term benefits of cooperation outweigh short-term political tensions.

This represents an important transformation in Middle Eastern politics.

For decades, the Palestinian issue effectively determined Arab-Israeli relations.

Today, many regional governments increasingly pursue foreign policies based upon their own national interests rather than ideological expectations.

That shift appears increasingly durable.

New Partnerships Across the Global South

Israel's expanding diplomatic footprint is not limited to Europe or the Middle East.

Across Africa and the developing world, numerous countries continue strengthening bilateral relations. Estonia, Fiji, Guatemala, Uganda and El Salvador have all upgraded various aspects of their relationships with Israel, recognizing the country's expertise in agriculture, healthcare cybersecurity, water management and technological innovation.

At the same time, India and Nigeria have implemented highly significant new cooperation agreements covering strategic sectors important to both countries' long-term development.

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These partnerships reflect a broader trend.

Many governments increasingly evaluate Israel through the practical lens of technology, innovation and economic cooperation rather than exclusively through the Israeli-Palestinian conflict.

Latin America Is Changing

Political developments across Latin America also challenge the narrative of growing isolation.

Argentina has emerged as one of Israel's closest partners in the region, with President Javier Milei continuing to deepen bilateral relations and promoting what has become known as the "Isaac Accords" as a framework for expanded cooperation.

At the same time, electoral changes elsewhere in the region have weakened several governments that previously positioned themselves among Israel's harshest critics.

Foreign policy throughout Latin America remains dynamic.

What appears today as diplomatic confrontation can rapidly evolve following democratic elections.

Recognition Through Partnership

Perhaps the most important development is qualitative rather than quantitative.

Countries are increasingly choosing to deepen relationships with Israel not despite its challenges but because of its capabilities.

Whether the issue is missile defense, cyber resilience, artificial intelligence, water scarcity, precision agriculture, emergency medicine or intelligence cooperation, Israel has become an increasingly valuable strategic partner for governments confronting complex twenty-first century security challenges.

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Even Somaliland's celebration of closer ties and recognition by Israel illustrates a broader point.

Many emerging governments increasingly view relations with Israel as an asset rather than a liability.

The Difference Between Headlines and Reality

None of this means Israel faces no diplomatic challenges.

It plainly does.

International criticism remains intense. Several governments continue adopting highly critica positions. United Nations forums remain deeply contentious, and public opinion in parts of Europe and North America has shifted significantly.

These realities should not be ignored.

Neither should the equally important reality that beneath the headlines, governments continue signing defense agreements, expanding trade, investing in technology partnerships and strengthening diplomatic ties with Israel.

International relations are ultimately driven less by slogans than by national interests.

On that measure, Israel's position remains remarkably strong.

Conclusion

Predictions of Israel's growing international isolation have become a recurring feature of commentary throughout the Gaza war.

The evidence suggests a far more nuanced picture.

While political criticism has undoubtedly intensified in some quarters, many governments have simultaneously chosen to strengthen practical cooperation with Israel across defense,

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technology, intelligence, trade, agriculture and regional security. Electoral changes in several countries, expanding strategic partnerships in Europe and the Middle East, deepening ties across Africa and Asia, and the continued growth of the Abraham Accords all point toward a more complicated diplomatic reality than the narrative of isolation suggests.

Israel is not universally embraced. No country is. But neither is it isolated.

Increasingly, governments around the world appear to be distinguishing between political disagreements over specific policies and their long-term national interests. In doing so, many have concluded that Israel remains one of the world's most valuable strategic, technological and security partners.

Diplomatic headlines may suggest isolation.

Diplomatic actions increasingly tell a different story.

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.

Conversation

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WHAT DO WE TELL THE CHILDREN?

Guest September 14, 2026 Jewish Life

By Mark Ginsberg

Your reporting on the Boulder Valley School District settlement, concrete measures after real harm, arrives at the question every Jewish parent now meets sooner or later: what do we tell the children? I write from Efrat, where my children practice walking to the shelter alongside their math lessons, and where that question stopped being hypothetical two years ago. Israeli families have been forced to develop scripts for these conversations, and the ones that work may be worth trading across the water.

The Lessons That Arrive Early

Israeli schools teach the siren the way American schools teach the fire drill, as routine rather than alarm, and the routine is the first lesson for parents too. Fear with a procedure attached becomes a task; fear without one becomes a mood that follows a child home. When the war began, the guidance that circulated among parents here was to answer the question asked and not the question feared. A child who asks whether the sirens will come tonight wants to know about tonight, not about the region's future. Short true answers, calibrated to the age in front of you, beat thorough ones every time.

The second lesson took longer to learn. Children absorb far more from what we do than from what we say, and a parent who checks the phone with clenched shoulders is teaching a class of one. The families I know

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who have held up best gave their children jobs: packing the shelter bag, learning the neighbor's name, being the one who reminds everyone where the flashlight lives. Psychologists who study communities under rocket fire keep finding the same pattern, that belonging and usefulness are the armor, and the pattern works in ordinary hard times as much as in wartime.

The Dinner-Table Version

The hardest conversations are not about the sirens at all. They are about the hatred behind them, the ones a child hears about from a classmate or sees on a screen. Here the Israeli instinct is to name the thing plainly and then widen the frame: some people hate us for what we are, and what we are is a family with a table, a holiday coming, a history we love telling. The hate gets one sentence. The table gets the rest of the evening. That ratio, one part naming to five parts living, is the closest thing to a vaccine we have found.

What Travels to Boulder

What would I offer a Boulder family reading about the settlement and wondering what to say at dinner? The same blueprint with local materials. Name what happened honestly, since children will hear it anyway and secrets teach shame. Give them a role, since a child who helps make the household ready stands a little straighter. And keep the ratio: one sentence for the harm, the rest of the evening for the joy, which is the family's own and cannot be settled away. The measures your district agreed to matter, and the belonging you build at the table matters more. Our two communities are proof of the same sentence: children do not need the danger hidden. They need the love to be visible.

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THE BLOGS

Mark Ginsberg

The Remarkable Story of Israel's Christian Citizen



Church in Nazareth - courtesy of Shutterstock

For decades, Christians in the United States have been among Israel's most steadfast friends. They have visited the country, supported Israeli communities and charities, defended the Jewish state in public life, challenged antisemitism and understood the Jewish return to the ancestral homeland as an event of profound historical and religious significance.

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Israel has long recognized and valued this friendship, building important relationships with churches, pastors, Christian organizations and faith leaders across the United States. Today, Israel's public diplomacy is increasingly highlighting another powerful dimension of that relationship: the remarkable success story of Christians in Israel itself.

This is both timely and necessary, because Israel's enemies understand the strategic importance of Christian support. Anti-Israel activists are making a concerted effort to penetrate churches, Christian universities, religious conferences and younger Christian audiences. Their aim is to turn a natural constituency of support for Israel into one that is divided, uncertain or even hostile.

They frequently employ the language of human rights, liberation theology and social justice to present Israel as an enemy of Christianity. Some attempt to separate Christianity from its Jewish roots, portray Jesus as a "Palestinian," erase the Jewish history of the biblical landscape and suggest that Israel is responsible for the struggles of Christians throughout the region.

This is not merely a distortion of history and theology. It is a deliberate political strategy. Israel's opponents know that American Christians represent one of the strongest and most consistent sources of support for the Jewish state. Weakening that bond would be a significant victory for the international campaign to isolate and delegitimize Israel.

One of the most effective responses is to tell the truth about Christian life in Israel.

Israel is the only country in the Middle East in which Christians enjoy full civil, political and religious rights within a robust democratic system. Christian citizens vote, organize politically, criticize the government, petition the courts, practice their religion openly and participate in every area of national life.

Christians serve as judges, diplomats, doctors, academics, business leaders, journalists, members of parliament and senior public officials. Christian schools are among the country's strongest educational institutions, while Christian communities make contributions to Israeli medicine, education, commerce, culture and public service far beyond their numerical size.

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Their educational achievements are particularly impressive. According to Israel's Central Bureau of Statistics, 87.7 percent of Christian 12th-grade students were eligible for a matriculation certificate in the 2023–24 school year. Arab Christian graduates continued to first-degree studies at a higher rate than graduates in both the wider Arab and even Jewish education systems.

Christian women are also especially prominent in higher education, accounting for more than 60 percent of Christian students.

On several important educational and social measures, Christians in Israel do not merely participate successfully. They outperform the Jewish majority.

This is a tremendous Israeli success story, and it deserves to be far better known.

This reality stands in sharp contrast with much of the surrounding region. Across the Middle East, ancient Christian communities have been devastated by war, political instability, Islamist extremism and religious persecution. In some countries, communities that survived for nearly 2,000 years have been reduced to a fraction of their former size.

In Israel, Christians can worship freely, receive an excellent education, build successful careers and participate fully in public life. Their achievements demonstrate not only their own determination and talent, but also what becomes possible when a religious minority is granted freedom, citizenship and democratic rights.

This story is starting to be at the center of official Israel's outreach to the Christian world. It is not being told merely by government spokespeople, but by Christian Israelis themselves. Christian educators, doctors, entrepreneurs, judges, students and community leaders are the most credible witnesses to their own experiences.

American Christian visitors should have opportunities to meet these communities directly. Christian universities and churches should hear from Israeli Christian speakers. Social media campaigns should introduce younger Christians to the people behind the statistics. Israel's

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Christian citizens should be presented not as symbols in a public relations campaign, but as proud and accomplished Israelis with their own voices, identities and stories.

This engagement is especially important for younger Christians, many of whom encounter Israel primarily through social media. They are frequently shown emotional images without context and slogans without history. They need more than political talking points. They need direct encounters, credible testimony and a deeper understanding of the realities of the Middle East.

The effort must also extend beyond the United States. Christian communities across Latin America, Africa, Europe and Asia represent an enormous and diverse audience. In many of these regions, affection for Israel remains profound, but anti-Israel movements are working aggressively to undermine it.

Israel's expanding effort to highlight the success of its Christian citizens therefore comes at an important moment. It strengthens the relationship between Israel and the Christian world while countering one of the most persistent falsehoods promoted by Israel's opponents.

The truth is powerful: in the Jewish state, Christians are free, fully enfranchised and increasingly successful. That is not a slogan or a public relations invention. It is a measurable reality and one of Israel's most compelling stories.

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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What do you think?

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GardenFleur
30 July, 2026

Perhaps American support is fading because we don't like our churches bombed, our clergy spat upon or our Christian women harassed and called cruel and foul names.

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1 reply

zoglmannnicole
30 July, 2026

The social media platform "X" is responsible for very effective antisemitic content. It is responsible for some of the baseless comments made right here. These people take "X" as gospel truth. Perhaps they should lean on the Bible, if they are actually Christians. Instead, they lean on propaganda, ...

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SAFETY FIRST

Your rabbi's voice on the phone is not always your rabbi

By Mark Ginsberg · August 26, 2026

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The call sounds exactly right. The rabbi's voice, the cadence, the little verbal habits everyone knows from Shabbat *drashot*. There is an emergency, the voice says. A family in the congregation needs help tonight. Could you please send gift cards right away?

Congregants at synagogues in multiple states have received versions of that call over the past year. Every one of them was fake. Voice-cloning tools that once required studio equipment now need 30 seconds of audio pulled from a public sermon recording and a few dollars a month.

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Illustrative.

I write about AI and cybersecurity from Israel, and the gap I keep running into is this: the technology producing convincing fake voices, faces and emails went mainstream, while the security practices of most Jewish institutions did not move at all. The people running our federations, synagogues, schools and camps are facing adversaries with industrial-grade tools, and they are defending themselves with advice written for a threat that no longer exists.

The threat is not hypothetical. The Secure Community Network documented 190 cyberattacks against synagogues and Jewish organizations across 16 states between January and mid-April of this year alone, a tally cybersecurity experts laid out in these pages. Phishing, fraud, data exposure, doxxing. The criminals are not only after money. Some campaigns harvest membership lists and donor records to map who in the community can be targeted next.

The fakes are getting harder to spot. Israeli security researchers have tracked online campaigns built on fabricated outrage and invented victims for years, and the same machinery now powers scams aimed directly at Jewish donors: fake charity sites after every disaster, AI-written appeals that mirror the language of real organizations, and manipulated video. In May, Israel's National Cyber Directorate flagged deepfake videos of Chief Rabbi David Yosef apparently endorsing a

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medical product he had never seen. If the chief rabbi can be convincingly faked from a public clip, so can your executive director from last month's federation gala.

What actually works? I put that question to security practitioners in Israel, where defending civilian institutions against sophisticated adversaries is a national specialty. Their answers were strikingly unglamorous.

Kill the assumption that voice proves identity

First, no financial request, credential change or sensitive data transfer happens on the strength of a call or video alone, no matter who appears to be asking. Call back on a known number. This costs nothing and defeats most voice-clone scams instantly.

Treat email as hostile until verified

Second, AI writes flawless, personalized phishing now, free of the grammar errors people were trained to spot. An email from your board president asking for a wire transfer gets the same callback treatment as the phone call. Multi-factor authentication on every account, especially email, blocks the majority of account takeovers even when a password is stolen.

Rehearse the human moment

Third, the Israeli approach to institutional security runs on drills, not documents. Run one tabletop exercise: the executive director's email asks finance staff to move funds Friday afternoon before a deadline. Do staff verify? Who calls whom? A community that has practiced saying no politely is a community a scammer cannot script against.

Small does not mean safe

Fourth, security experts repeatedly note that attackers look for the path of least resistance, and smaller organizations with older systems and thinner training get hit precisely because they assume they are beneath notice. The hostage-taking of a small congregation's donor database is just as damaging to that congregation as a larger breach would be to a federation.

There is a positive here worth naming: The same country that built a civilian cyber defense ecosystem out of necessity, and whose technology sector now underpins security tools used far beyond its borders, has made much of this expertise publicly accessible. Israeli-developed threat intelligence, training curricula and hardened communications tools are within reach of a mid-sized federation's budget. A closer look at Israel's technology sector shows how much of the world's

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defensive capability now flows from institutions built to protect a small, persistently targeted society.

Jewish organizations have rewritten their physical security playbooks since Oct. 7, 2023. The digital playbook needs the same urgency, the same budget line and the same assumption that someone is actively planning for the next attempt. Because someone is.

Mark Ginsberg writes about AI, cybersecurity and Israel. His work has appeared in The Times of Israel *and* WGI World.

Your Daily Phil



OCTOBER 22, 2026

Your Daily Phil: Inside Robert Kraft's big, blue square gala

News



EMERGENCY PREPAREDNESS

Through United Hatzalah partnership, Community Security Service to train volunteers in first aid



HIRING SPREE

JFNA announces $35 million, 100-person initiative to combat antisemitism



HUNGARY FOR MORE

In Budapest, President Herzog's Voice of the People dialogue initiative closes its first chapter

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GREEN LINE GAMBLE

Nathan Cummings Foundation expands its Israel portfolio to include West Bank, Gaza



COEXISTENCE CONUNDRUM

Arab-Jewish STEM nonprofit for girls, Future Holders, fights to survive after Oct. 7

Opinion



A VIEW OF THE FIELD

One year later, are we getting smarter about antisemitism?



LIFE SUPPORT

Beyond recovery: How technology can help Israel build a stronger society



SUSPICIOUS MINDS

Keep the armor, but facing outward



A DIFFERENT APPROACH

Why should anyone love Judaism?



CALL TO ACTION

Democracy doesn't need grand gestures. It needs us to show up, together.



A 'REVERSE BIRTHRIGHT' EXPERIENCE

Jewish peoplehood is a two-way street

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THE BLOGS

Mark Ginsberg

The Tyranny of Anonymous Sources



New York Times offices - Image from Shutterstock

There was a time when anonymous sources were journalism's last resort.

They were used sparingly, reserved for whistleblowers exposing corruption, officials revealing matters of overwhelming public interest, or individuals who genuinely faced serious repercussions if their identities became known. Editors treated such material with extreme

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The Price of Anonymous Sources - Mark Sleboda - The Times of Israel

caution. Multiple independent confirmations were required. Extraordinary claims demanded extraordinary evidence.

Today, something has changed.

Some of the world's most respected news organizations increasingly rely on anonymous sources to construct and reinforce narratives about Israel that quickly harden into accepted truth, regardless of whether the underlying allegations withstand scrutiny.

The result is not merely flawed reporting. It is the creation of a permanent digital record in which accusation becomes fact, suspicion becomes history, and correction, if it comes at all, arrives too late to matter.

The consequences extend far beyond a single news cycle.

Take the controversy surrounding a report by New York Times columnist and reporter Nicholas Kristof concerning allegations involving Israeli soldiers and Palestinian detainees.

The article amplified claims that Israeli soldiers had used dogs to sexually assault Palestinian prisoners, allegations so explosive that they immediately spread across social media, activist networks, and international commentary.

The reporting relied heavily on unverified testimony and lacked the evidentiary standards that would ordinarily accompany accusations of such gravity. The resulting backlash was significant enough to prompt legal threats and widespread protests from readers who believed the newspaper had abandoned its own standards.

Regardless of whether in the future there are ever edits, corrections or retraction, the allegation itself has already escaped into the information ecosystem.

For millions of readers, the impression was fixed. They would never see the subsequent debate over sourcing, the questions surrounding verification, or the responses challenging the claims. They would remember only that "The New York Times reported" that Israeli soldiers committed these atrocities.

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That phrase carries enormous power.

It is the modern equivalent of an official seal of authenticity.

The same pattern can be seen elsewhere. Reports built around unnamed intelligence officials, anonymous humanitarian workers, unidentified diplomats, or undisclosed insiders increasingly shape coverage of Israel.

Often, these stories align neatly with a pre-existing narrative: Israel acts recklessly, Israel deceives, Israel targets civilians, Israel conceals wrongdoing.

Sometimes the allegations are later qualified. Sometimes they are contradicted by emerging evidence. Occasionally they quietly disappear from subsequent reporting altogether.

However, by then, the damage has already been done.

Recent reporting examined by Honest Reporting illustrates how weak sourcing can rapidly fue global narratives. Claims based substantially on anonymous assertions have circulated widely before independent verification could take place, influencing public opinion and generating headlines across the world. The original caveats disappear as the story travels. Nuance is stripped away. What began as an allegation from unnamed individuals becomes repeated as established fact.

The internet rewards certainty, not caution.

A headline based on anonymous sources is quoted by activists on social media, it is incorporated into Wikipedia entries, and appears in NGO reports.

Academics cite the media coverage. Bloggers reference the academics. Artificial intelligence models trained on publicly available information absorb the claims as part of the historical record.

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The Price of Anonymous Sources - Mark Ginsburg - The Times of Israel

Months later, even if the original publication issues clarifications, updates, or partial corrections, the narrative has already calcified.

The accusation lives forever.

The correction dies in obscurity.

This phenomenon is especially dangerous when reporting on Israel because it intersects with one of humanity's oldest prejudices: the willingness to believe the worst about Jews.

History should make journalists particularly cautious.

Medieval Europe embraced blood libels accusing Jews of murdering Christian children for ritual purposes. These fabrications spread because they confirmed existing biases. The Dreyfus Affair succeeded because large sections of French society were predisposed to believe a Jewish officer capable of treachery. Soviet anti-Zionist propaganda portrayed Israel as uniquely malevolent and conspiratorial.

The language changes across generations, but the mechanism does not.

Stories that would demand overwhelming evidence if directed at almost any other democratic society are too often published about Israel based on anonymous testimony and limited corroboration because they fit an established framework. Israel becomes uniquely suspect. The burden of proof shifts and skepticism diminishes.

None of this means Israel should be immune from scrutiny.

It should not.

Israel is a democracy engaged in a prolonged and brutal conflict. Democracies require rigorous journalism. Governments must be investigated. Military conduct must be examined. Mistakes and wrongdoing should be exposed and addressed.

Nevertheless, scrutiny is not the same as credulity.

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The Price of Anonymous Sources | Mark Ginsburg | The Times of Israel

The standards applied to allegations against Israel should be identical to those applied elsewhere. Anonymous sourcing should remain exceptional rather than routine. Editors should ask harder questions before publishing claims likely to inflame global opinion. Reporters should distinguish clearly between verified fact and unproven allegation.

Most importantly, readers deserve transparency.

How many anonymous sources support the claim? What are their possible interests? Were documentary records reviewed? Was independent corroboration obtained? What evidence contradicts the allegation? Why was anonymity granted?

These questions were once considered basic journalism.

Today, they are too often treated as obstacles to a compelling narrative.

The stakes could not be higher.

In the digital age, journalism does not simply describe reality. It creates the archive from which future generations understand reality. Search engines retrieve it. Students study it. Courts reference it. Artificial intelligence systems learn from it.

When serious institutions elevate poorly substantiated allegations into global headlines, they are not merely reporting the news.

They are manufacturing historical memory.

Long after the fighting ends, long after the clarifications are forgotten and the caveats buried, those allegations will remain online as permanent evidence of what the world believes happened.

That is why anonymous sourcing demands greater restraint, not less.

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Because when journalism abandons its traditional safeguards, it does not merely risk getting a story wrong.

It risks turning accusation into history.

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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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THE BLOGS

Mark Ginsberg

Why Israel Must Fight for Reality Itself



AI, the Internet, and our New Reality

By the time Israel manages to refute a lie, the lie has often travelled the world, been translated into dozens of languages, cited by activists, repeated by journalists, adopted at the United Nations, absorbed into school curricula, embedded into Wikipedia entries, and fed into the large language models increasingly shaping how billions understand current events.

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Israel is fighting a cognitive war alongside its wars against Hamas, Hezbollah, and Iran. It may ultimately prove just as consequential.

For decades, Israel's enemies understood something that many Israelis dismissed as secondary: victory is not achieved only on the battlefield. It is achieved in the realm of perception, and by determining which facts people encounter, whose voices are considered authoritative, and which narratives become accepted truth.

The objective is not simply to persuade, it is to construct an alternative reality.

In that reality, Zionism, the national liberation movement of the Jewish people, is no longer understood as the movement through which an indigenous people returned to its ancestral homeland after centuries of persecution and exile. Instead, it is recast as a uniquely illegitimate colonial enterprise.

In that reality, the world's only Jewish state is transformed from a nation defending itself against organizations openly committed to its destruction into the primary source of instability in the Middle East.

In that reality, claims of "genocide" and deliberate "starvation" are treated not as contested allegations requiring rigorous evidentiary standards, but as established facts repeated with increasing certainty.

None of this happened by accident.

The old propaganda model depended on newspapers, pamphlets, television broadcasts, and speeches. The new model is networked, decentralized, and self-reinforcing.

A report by a respected or even highly-suspect NGO is cited by journalists, journalists are citec by international organizations, international organizations are cited by Wikipedia editors, Wikipedia becomes a source for students, activists, and casual readers.

Large language models trained on publicly available material absorb these narratives as consensus, and future journalists then consult those same systems for background

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information.

The loop closes but has endless ramifications.

What begins as an allegation ends as accepted reality.

We have already witnessed how this process operates.

The controversy surrounding recent reporting on allegations of Israeli sexual abuse by Nicolas Kristoff of the New York Times offered a revealing case study.

Many of his sources can be traced back to one organization, the Euro-Med Human Rights Monitor, which is run by a virulently anti-Israel obsessive with ties to Hamas and a history of incendiary and false accusations against Israel.

These libels were then amplified through media reporting, echoed in international discourse, and entered broader public consciousness before underlying evidentiary standards had been fully scrutinized.

Nonetheless, the issue extends far beyond any single article or report.

Increasingly, a relatively small number of highly motivated activists understand that the architecture of knowledge itself has become contested territory.

Edit histories on online encyclopedias, search engine optimization strategies, coordinated social media campaigns, selective sourcing practices, and advocacy-driven reports all influenc how future generations understand today's events.

Wikipedia occupies a particularly important place in this ecosystem. For millions of people, it serves as the first stop for understanding complex topics. Researchers have demonstrated that organized groups of editors have systematically shaped entries relating to Israel, Zionism, terrorism, and the Israel-Palestinian conflict.

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This should alarm anyone committed to intellectual integrity: open knowledge platforms can be vulnerable to sustained ideological capture.

The consequences extend into artificial intelligence.

Large language models do not independently discover truth; they identify patterns within the information on which they are trained.

If the available corpus increasingly reflects distorted narratives, omissions, activist framing, or ideologically curated sourcing, those distortions risk becoming embedded into the next generation of digital knowledge tools.

Students asking basic questions about Zionism, the history of the conflict, or the nature of terrorist organizations such as Hamas may increasingly receive answers reflecting accumulated biases rather than balanced historical understanding.

The danger is not that technology becomes anti-Israel.

The danger is that technology mistakes activism for consensus.

Israel's adversaries grasp the significance of this shift.

Iran invests heavily in state media, influence operations, and digital manipulation. Hamas has long understood the value of imagery, symbolism, and emotional narratives. Hezbollah operates sophisticated media networks alongside its military infrastructure.

Meanwhile, many Israelis still cling to the comforting belief that facts speak for themselves.

They do not.

Facts require advocates, evidence requires distribution, and truth requires infrastructure.

This does not mean Israel should embrace disinformation, fabricate evidence, or abandon its democratic values. Quite the opposite. Democracies possess an enormous strategic advantage

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reality itself.

However, reality only matters if people encounter it.

Israel needs to invest seriously in the defense of truth. That means training a generation of editors, researchers, historians, technologists, and communicators capable of engaging where public understanding is actually formed.

It means ensuring that accurate information appears not merely in government archives but in search results, educational resources, encyclopedias, social media feeds, podcasts, documentaries, and AI training datasets.

It means recognizing that a press release issued in Jerusalem is not enough if millions encounter an opposing narrative first through TikTok, Wikipedia, Google, or ChatGPT.

Israel must compete in the marketplace of ideas with the same seriousness that it approaches missile defense.

The cognitive war will not end with a ceasefire in Gaza, a weakened Hezbollah, or a nuclear agreement with Iran. It is a long-term struggle over historical memory, moral legitimacy, and the boundaries of truth itself.

If others write the story of Zionism, of October 7, of Jewish indigeneity, and of Israel's right to defend itself, then military victories may prove temporary while narrative defeats become permanent.

The first responsibility of a free society is to defend its citizens.

The second is to defend reality.

Today, for Israel, the two have become inseparable.

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ABOUT THE AUTHOR

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THE BLOGS

Mark Ginsberg

Why the US Israel Alliance Is Irreplaceable



Israel cybersecurity capabilities

In the aftermath of Operation Roaring Lion/Epic Fury, one truth has become impossible to ignore: when the United States needed a dependable ally in the Middle East against a dangerous and expansionist regime, Israel did not hesitate.

While other allies issued carefully worded statements, hedged their bets, or sat on the sideline waiting to see which way the wind would blow, the Jewish state stood shoulder to shoulder

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with America.

Together, the United States and Israel confronted a regime that openly seeks regional and global domination, sponsors terror on multiple continents, seeks control of vital global shipping routes, and continues its relentless pursuit of nuclear weapons capability. The operation was not simply about military coordination. It was a reminder of the strategic, moral, technological, and civilizational alliance that binds the two nations together.

At a time when some voices in Washington increasingly question the US-Israel relationship, Operation Roaring Lion/Epic Fury demonstrated something many Americans already instinctively understand: there is no substitute for Israel.

The US-Israel Alliance Is Not a One-Way Relationship

For decades, critics have framed the alliance as though it were a one-way transaction, with America giving and Israel merely receiving. However, this fundamentally misunderstands the relationship. In reality, the alliance pays for itself many times over, strategically, economically technologically, militarily, and morally.

Former US Secretary of State Alexander Haig famously described Israel as “the largest American aircraft carrier in the world that cannot be sunk.” It was a striking phrase because it captured a basic strategic reality: Israel is America’s most reliable ally in the Middle East.

Nevertheless, today, that description no longer goes far enough.

Israel is not merely a strategic outpost. It is a global incubator of innovation and one of the world’s foremost laboratories for the technologies shaping the future of warfare, medicine, intelligence, cybersecurity, agriculture, water security, and artificial intelligence.

Israeli Innovation Strengthens American Security and Technology

In cybersecurity alone, Israeli firms and researchers help protect major American corporations financial institutions, infrastructure systems, and government agencies from increasingly sophisticated cyber threats originating from hostile states and criminal networks.

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Many of the tools and defensive systems safeguarding American digital infrastructure today were developed in Israel or through US-Israeli cooperation.

The same applies to medicine and biotechnology. Israeli hospitals, universities, and startups have pioneered breakthroughs in trauma care, rehabilitation, diagnostics, AI-assisted medicine, and emergency response systems.

These innovations do not stay within Israel's borders. They save American lives every day.

From missile defense cooperation to battlefield medicine, from drone technology to intelligence gathering, the benefits flow directly into American national security.

Operation Roaring Lion/Epic Fury again highlighted how deeply intertwined the two countries security establishments have become.

Israeli intelligence, operational experience, technological innovation, and regional expertise remain indispensable assets to the United States in a region where American influence has often been challenged and where many supposed allies remain deeply unreliable.

Iran and the Shared Strategic Threat

This is particularly important when confronting Iran. Unlike many Western nations that still speak about Tehran as though it were a misunderstood regional actor, Israel has long understood the true nature of the Iranian regime.

It is not merely a local threat. It is a revolutionary ideological power with global ambitions.

Iran arms proxies across the Middle East, destabilizes governments, targets civilians, threatens Europe with advanced ballistic missile capabilities, and openly seeks to undermine the Western-led international order. Its leaders routinely speak not just about destroying Israel, but about confronting American power itself.

In this struggle, Israel has consistently acted as the forward line of defense for the broader Western alliance.

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That reality became unmistakable during Operation Roaring Lion/Epic Fury.

At enormous cost and risk, Israeli forces and intelligence capabilities helped degrade threats that endangered not only Israelis, but American interests and global stability.

Israel did not ask whether acting was politically fashionable. It did not retreat into isolationism or ambiguity. It understood that the threat posed by Iran was civilizational in nature and demanded action.

Alliances Are Proven in Moments of Crisis

This matters because alliances are ultimately tested not in conferences or press releases, but in moments of danger.

In those moments, Israel has repeatedly proven itself.

Contrast this with the behavior of many international actors who routinely lecture the United States and Israel on morality and restraint, yet contribute little when genuine threats emerge.

Some nations enjoy American protection while simultaneously undermining American interests diplomatically. Others seek commercial advantage from both Washington and Tehran while avoiding meaningful responsibility.

Israel is different.

It shares intelligence. It develops joint technologies. It fights common enemies. It strengthens American deterrence. It helps stabilize regional partners. It provides real-world military innovation based on constant operational experience, and unlike many alliances maintained through convenience, the US-Israel relationship is anchored in shared democratic values and a common understanding of freedom.

Shared Democratic Values and Moral Foundations

That moral dimension matters profoundly. Both nations were founded on the revolutionary belief that liberty is not granted by rulers but belongs inherently to individuals. Both societies

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remain deeply shaped by the Judeo-Christian tradition and by the conviction that human dignity, democracy, and freedom must be defended against tyranny.

That is why the alliance endures.

Operation Roaring Lion/Epic Fury did not create the US-Israel partnership, but it reaffirmed its necessity in a dangerous new era increasingly defined by authoritarian aggression, technological warfare, ideological extremism, and nuclear proliferation.

There Is No Serious Alternative to Israel

Those calling to weaken the alliance should ask a simple question: if not Israel, then who?

Which other country in the region combines military capability, technological leadership, democratic resilience, intelligence excellence, and unwavering alignment with American interests?

There is no serious alternative.

The truth revealed once again after Operation Roaring Lion/Epic Fury is simple: America does not support Israel out of charity. America supports Israel because the alliance makes America stronger, safer, more innovative, and more secure.

In an increasingly unstable world, that partnership is not a burden for the United States.

It is one of its **greatest strategic assets**.

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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THE BLOGS

Mark Ginsberg

You Cannot Boycott Israel Only When It Is Convenient



Israeli settlement of Maalah Adumim - image courtesy of Shutterstock

The British Government's decision to ban trade in goods produced in Israeli communities in Judea and Samaria has been presented as a carefully calibrated measure: opposition to the settlements, not a boycott of Israel; pressure on a particular policy, not hostility towards an entire country. France, meanwhile, is pressing the European Union to impose similar restrictions, while Canada has warned its companies against economic involvement with

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Israeli settlements and joined Britain and France in imposing targeted sanctions connected to alleged settler violence.

The details differ, but the direction is unmistakable. Boycotting Israelis has begun to move from the slogans of activists into the policies of Western governments. The British ban may have only a limited direct economic effect. Trade in settlement goods represents a tiny fraction of the approximately £6 billion in annual commerce between Britain and Israel.

However, that is precisely why the measure is so revealing. It is designed less to change economic realities than to place an official badge of legitimacy on the principle of boycotting Jews depending on where they live.

Governments insist that a neat distinction can be maintained between Israel within the pre-1967 lines and Israeli communities beyond them. Experience tells us otherwise. For the international boycott movement, the settlements have always been the most politically acceptable point of entry.

First, boycott products from Judea and Samaria. Then exclude Israeli universities because they allegedly cooperate with the state. Boycott Israeli artists because they receive public funding. Target Israeli athletes because they compete under the Israeli flag. Pressure businesses because they operate anywhere in Israel. Eventually, the distinction between boycotting “the settlements” and boycotting Israel disappears altogether.

This is not a hypothetical slippery slope, it is the established pattern of the boycott campaign. Israeli academics who have no connection to the settlements have been excluded. Israeli performers have faced demands that their appearances be cancelled. Sporting bodies have been pressured to expel Israel. Businesses operating inside Israel’s internationally recognized borders have been targeted. Even individual Israelis have been attacked simply for having served in the IDF, as almost every Jewish Israeli is expected to do.

Recently, boycott activists even targeted an Adidas campaign featuring Shalev Biton, an Israeli amputee, while spreading false claims about his military service. Biton lost his leg in a motorcycle accident in 2021, two years before the present war began. None of that mattered. He was Israeli, he had once served in the IDF, and therefore he became an acceptable target.

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That is where the supposedly limited logic of boycott inevitably leads. It does not remain attached to a postcode or a particular political dispute. It attaches itself to people.

There is also a profound hypocrisy at the heart of the entire enterprise. The same countries that publicly condemn, sanction and boycott Israelis continue to benefit every day from Israeli ingenuity.

Their hospitals use Israeli medical technologies. Their citizens rely on Israeli-developed treatments, diagnostic systems and medical devices. Their computers and mobile phones contain technology designed or refined in Israeli research centers. Their farmers use Israeli irrigation and agricultural innovations. Their banks, airports, utilities and government departments depend on Israeli cybersecurity expertise.

When terrorists plan attacks in European cities, intelligence supplied by Israel can help prevent bloodshed. When hostile drones and missiles threaten Western forces or allies, Israeli defense technology becomes extremely desirable. Governments that denounce Israel in public frequently seek its experience in counterterrorism, missile defense, cyberwarfare, border security and intelligence gathering in private.

Apparently, Israeli goods may be morally unacceptable on the supermarket shelf but Israeli intelligence is entirely welcome when it saves European lives.

Those calling for boycotts are rarely willing to follow their own reasoning to its honest conclusion. They do not stop using their smartphones to investigate which components or patents may have emerged from Israel. They do not ask hospitals to remove Israeli medical equipment. They do not demand that Western intelligence agencies reject warnings originating from Israeli sources. They do not refuse Israeli cybersecurity protection when their personal information or national infrastructure is under attack.

Their boycott ends precisely where their comfort, health or security begins. That is not moral consistency, it is **political theatre**.

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Nor are settlements treated according to any universal standard. There are territorial disputes occupations and contested borders across the world. Yet the international campaign to identify, label, isolate and economically punish individuals based on their address is directed with unparalleled intensity at the one Jewish state.

One may oppose Israeli settlement policy. Many Israelis do. One may argue about the future borders of Israel and a Palestinian state. Israelis have been doing so for decades. Nevertheless, legitimate criticism of policy does not require collective economic punishment, and it certainly does not justify creating a category of Israelis with whom commercial contact is considered morally contaminated.

The measures may also hurt the very Palestinians their advocates claim to defend. Israeli businesses operating beyond the Green Line have frequently employed Palestinians at wages and under conditions unavailable elsewhere in the Palestinian economy.

When such businesses are driven out, the consequences are not borne only by their Israeli owners. Palestinian employees lose their livelihoods as well. More fundamentally, boycotts do nothing to build the coexistence supposedly sought by their proponents. They discourage economic cooperation, punish shared workplaces and tell Israelis and Palestinians that separation, rather than engagement, is the international community's preferred model.

Britain, France and Canada will argue that their actions are intended to preserve the possibility of two states. However, when they and a host of other countries recently recognized a Palestinian state for the same reason, this act of performative diplomacy failed to move the needle one iota.

Unilateral actions and punishment directed exclusively at Israel sends Palestinians the opposite message: that international pressure can deliver results without negotiation, compromise or recognition of Israel's security needs. It rewards rejectionism while removing incentives for direct dialogue.

Palestinians are encouraged to believe that international isolation will eventually force Israel to concede everything. Israelis are shown that even friendly governments are prepared to turn economic discrimination against them into policy.

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The West cannot have it both ways. It cannot increasingly legitimize the boycott of Israelis while continuing to benefit from everything Israel contributes to its health, prosperity and security. It cannot treat Israeli innovation as indispensable and Israelis themselves as disposable.

If Britain, France and Canada believe that boycotts are the appropriate response to political disagreement, they should at least acknowledge the precedent they are creating.

The first step may be labelled "settlement goods," but the boycott movement has never hidden its ambition to travel much further.

Today it is a bottle of wine or a box of dates from Judea and Samaria. Tomorrow it will be an Israeli university, an Israeli artist, an Israeli athlete or an Israeli-owned company in Tel Aviv. Eventually, it is simply the Israeli.

The boycott movement understands this progression perfectly. It is time Western governments did too.

ABOUT THE AUTHOR

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D **dr.hangmannneuss**
24 September, 2026

A strategic relationship has consequences in both directions. Britain cannot expect Israeli intelligence as an entitlement while treating Israel as an adversary. Let London decide whose intelligence it would rather rely on.

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