

# The Palestinian Rhetoric

**HILMY F.F.**<sup>1</sup>

<sup>1</sup>AMDT School of Creativity affiliated with Falmouth University (UK), Colombo, Sri Lanka.  
[faaliha.hilmy@gmail.com](mailto:faaliha.hilmy@gmail.com)

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**Abstract** – *The analysis begins by examining Palestine, a historically significant region in the Levant under Israeli occupation since 1948, following the Balfour Declaration—a Zionist-supported statement by the British Government advocating the establishment of a "national home for the Jewish people" in Palestine. This occupation has caused ongoing conflict, displacement, and severe restrictions on Palestinian rights. Settlement expansion, military control, and recurring violence continue to profoundly affect Palestinian communities. The escalation in Gaza on October 7, 2023, brought renewed attention to the region, underscoring how media language shapes global perceptions and the importance of using accurate terminology to reflect realities on the ground. Neutral language often downplays the disproportionate impact on Palestinians.*

*Influenced by works like *Perceptions of a Renegade Mind* by David Icke and Neil Postman's *Amusing Ourselves to Death* and *Technopoly* on media's psychological influence, this research involved methodical comparisons between mainstream media headlines and authentic narratives from Palestinian journalists. It examined the linguistic framing of events, building an understanding of how specific terms impact public perception. For example, a New York Times headline on October 7 reads, "They Ran Into a Bomb Shelter for Safety. Instead, They Were Slaughtered." In contrast, a November 18 headline on Palestinian deaths states, "The War Turns Gaza Into a 'Graveyard' for Children," using passive language and attributing "graveyard" to a UN quote. Unlike the emotionally charged language in the October 7 coverage, the Gaza story avoids strong terms. Similarly, the Washington Post repeatedly used "massacre" to describe October 7, as in "President Biden faces growing pressure...to punish Iran after Hamas's massacre." However, a November 13 report on Israel's bombing and siege in Gaza, where 1 in 200 Palestinians died, avoids terms like "massacre" or "slaughter," instead using passive descriptions such as "been killed" or "died."*

*In Al Jazeera's documentary *Failing Gaza: Behind the Lens of Western Media*, a CNN journalist named Adam revealed troubling biases in his network's narratives post-October 7. Adam noted that CNN reporters were, for a time, unable to label airstrikes in Gaza as such without Israeli confirmation, an inconsistency in journalistic standards. These terms and manipulated vocabularies subtly influence public perception, revealing a clear pattern of language that minimizes Palestinian voices and experiences.*

*This context informed the creation of The Palestinian Rhetoric, a dictionary designed in the symbolic red, black, and white of the Palestinian flag, to present more accurate terms related to the Palestinian cause, with accompanying historical backgrounds. The dictionary aims to educate readers and foster awareness of the power of language in shaping global perspectives, emphasizing the importance of precise word choice in conveying truth and promoting understanding.*

*Through intentional research and collaboration with Palestinian journalists and writers, the author analyzed the nuanced vocabulary mainstream media employs, often to obscure or soften the harsh realities Palestinians face. Over three months of academic research, this effort culminated in a lexicon that reveals subtle yet significant linguistic biases.*

*The dictionary's design incorporates Tatreez—traditional embroidery that symbolizes resilience and cultural identity—on the cover, reflecting Palestinian endurance despite decades of hardship. Each alphabetic section features double-exposure typography, blending black-and-white imagery into letterforms as a visual metaphor for layered narratives surrounding the Palestinian cause. Each letter, embedded with historical or cultural significance, transcends mere typography to embody a visual narrative resonating with Palestinian identity, history, and resistance.*

*The typefaces used in the dictionary include Disclaimer for the prominently displayed page numbers, symbolizing 76 years of oppression, Helvetica Neue Medium Extended for quotations, and Helvetica Regular for body text. Helvetica's clean, understated design ensures readability and objectivity while keeping the focus on vocabulary.*

*First showcased at the 2024 Festival of Creativity, AMDT (Academy of Multimedia, Design and Technology) Graduation Showcase, this dictionary attracted significant interest, with many attendees eager to purchase or access it. Recognizing its value as an educational resource, the dictionary is now being distributed through social media and non-profit networks, helping to correct biased portrayals and promote a more accurate narrative surrounding the Palestinian cause.*

**Keywords:** *Palestine, typography, rhetoric, vocabulary, language*

**Figure 1**  
Extract of a timeline of the occupation rule in 2022

2022	
	demolished Al-Araqib village in the Negev/Naqab for the 211th time
	In Israel, the authorities continued to deny official recognition to 35 Palestinian villages in the Negev/Naqab, depriving them of essential services.
	Despite legal protections against domestic violence, 24 women were killed by partners or relatives according to the Israeli police. Some 69 women were killed between January 2020 and August 2022. Of the 40 femicides against Palestinian women in Israel during that period, 58% were not resolved by the police while all 29 femicides of Jewish-Israeli women in the same period were resolved.
	Israel welcomed tens of thousands of people fleeing Ukraine and allowed thousands of Jewish Ukrainians to settle under the 1950 Law of Return, while continuing to deny Palestinian refugees their right of return.
	Israel continued to reject asylum applications of nearly 30,000 African asylum seekers, primarily from Eritrea and Sudan. In October, a commission appointed by Israel's minister of Interior concluded that asylum seekers from Darfur and the Nuba mountains were no longer at risk of persecution on ethnic grounds and could be returned safely to Sudan's capital Khartoum, amid concerns of a possible reversal of Israel's general non-deportation policy.
	Israeli forces killed 151 Palestinians in the occupied West Bank, including East Jerusalem, and injured 9,875, according to OCHA-OPT, amid a surge of military incursions that involved excessive use of force, including unlawful killings and apparent extrajudicial executions.4 Defense for Children International-Palestine reported that Israeli forces or settlers killed 36 children across the West Bank and East Jerusalem. As in previous years, the internal investigation unit of the police, Mahash, failed to properly investigate complaints of torture.
	According to OCHA, 2022 was the sixth consecutive year that saw an increase in state-backed settler violence against Palestinians in East Jerusalem and the West Bank, reaching a peak in October during the olive harvest season. The Israeli army and police continued to fail to investigate complaints by Palestinians about such violence
	Tens of thousands of Palestinians remained at risk of forced evictions in Israel and the OPT, including some 5,000 living in shepherd communities in the Jordan Valley and South Hebron Hills. Israeli authorities demolished 952 Palestinian structures across the West Bank, including East Jerusalem, displacing 1,031 Palestinians, and affecting the livelihoods of thousands of others.
	In Gaza, the illegal Israeli blockade entered its 16th year. According to Gaza-based human rights organization Al-Mezan, nine patients, including three children, died while waiting for Israeli permits to receive life-saving treatment outside of the Gaza Strip, amid a complex bureaucratic entanglement between Israel, the Palestinian Authority and the Hamas administration.
January	According to COGAT, a unit of the defence ministry, Israel revoked the permits to work in Israel of 2,500 Palestinians as a means of collective punishment.
March	The Israeli Land Authority and the Jewish National Fund began planting trees on lands belonging to the village of Saawa al-Atrash in the Negev/Naqab to forcibly transfer its Palestinian population.
	Israeli planes resumed aerial spraying of herbicides on the buffer zone in the Gaza Strip, damaging Palestinian farmland.
15-Apr	Israeli police arrested more than 400 Palestinians, including children, journalists and worshippers, during a raid on the al-Aqsa mosque compound in the Old City of Jerusalem. According to the Palestinian Red Crescent, at least 152 Palestinians were injured by rubber bullets, live ammunition and stun grenades, and were beaten. Most were released after several hours.
	The Israeli army closed checkpoints into Jenin in a move that appeared designed to stifle Jenin's businesses and trade with Palestinian citizens of Israel.
4-May	The Israeli Supreme Court upheld a decision to forcibly transfer over 1,000 residents of Masafar Yatta in the South Hebron Hills from their ancestral land, which Israel had designated as "firing zone 918", a military training zone closed to Palestinian access.
	Israeli soldiers killed Shirin Abu Akleh, a Palestinian-US Al Jazeera correspondent, and injured her colleague, while they were covering an Israeli army raid in Jenin Camp. In September, the Israeli authorities admitted that an Israeli soldier "likely" killed the journalist but concluded that no criminal offence had been committed.
11-May	The Israeli Supreme Court legalized the settlement outpost of Mitzpe Kramim, built on private Palestinian land in the occupied West Bank, claiming that it was "purchased in good faith". This reversed its 2020 decision that ordered the government to evacuate the outpost.
July	Israeli Supreme Court upheld a law authorizing the interior minister to strip citizens of their citizenship if convicted of acts that amount to "breach of allegiance to the state". Since its enactment in 2008, application of the law has only been considered against Palestinian citizens.
August	The only power plant in Gaza was forced to shut for two days in August because of a week-long Israeli closure of all crossings, which prevented the delivery of fuel.
	Israel launched an offensive on the Gaza Strip targeting the Palestinian Islamic Jihad and its armed wing, destroying or damaging some 1,700 Palestinian homes and displacing hundreds of civilians. The Israeli army and Palestinian armed groups committed apparent war crimes during the three days of fighting. According to the UN, 49 Palestinians were killed, including 31 civilians. Amnesty International established that Israeli forces killed 17 of the civilians, including eight children. Seven civilians, including four children, were killed by a rocket that misfired apparently launched by a Palestinian armed group.
5-Aug	An Israeli missile, apparently fired by a drone, hit Al-Faluja cemetery in Jabalia refugee camp, killing five children and injuring one, in an apparent direct attack on civilians or indiscriminate attack.
7-Aug	Israeli soldiers raided the offices of seven Palestinian civil society organizations in Ramallah, vandalizing equipment, seizing files, and issuing closure orders based on the 1945 Defense (Emergency) Regulations.
18-Aug	The Israeli Appeals Tribunal approved the revocation of stay or temporary residency permits of 10 Palestinians – four children, three women and three men – living in Jerusalem because they are distant relatives of a Palestinian assailant.
20-Sep	The Israeli Central Elections Committee disqualified the Palestinian party Balad from running in Israeli parliamentary elections because it called for a "state for all of its citizens", in violation of Israel's Basic Law.
29-Sep	The Israeli Supreme Court reversed the decision in October.
October	The United Nations Independent International Commission of Inquiry on the Occupied Palestinian Territory, including East Jerusalem, and in Israel, concluded that the occupation of the OPT is unlawful due to its permanence and Israel's measures to annex Palestinian land in law and in practice. In 2022, such measures included retroactive authorization of settlement outposts, including by the Israeli Supreme Court.
	Israeli authorities placed additional restrictions on freedom of movement in the occupied West Bank reportedly in response to Palestinian attacks on Israeli soldiers and civilians, through sweeping and arbitrary closures that severely disrupted everyday life and amounted to unlawful collective punishment.
	Israeli forces re-imposed a closure on Jenin and closed off Nablus for three weeks, and Shufat refugee camp in occupied East Jerusalem for over a week, gravely affecting the freedom of movement of hundreds of thousands of Palestinian civilians living in those areas and restricting access to medical aid and other essential services.
	Restricting the ability of foreign passport holders to live with their Palestinian spouses in the West Bank by limiting their visas to a maximum of six months, requiring couples to request permanent residency status in the West Bank, which is subject to Israeli approval.
	Government regulations banning some 20,000 asylum seekers from work in 17 Israeli cities unless they seek employment in construction, agriculture, hospitality and institutional nursing, came into effect
November	Israel held its fifth elections in three years after the collapse of an ideologically diverse coalition government, which continued to discriminate against Palestinians on both sides of the Green Line.
	The Beersheba District Court extended, by four months, the solitary confinement of Ahmad Manasra, imprisoned as a 13-year-old in 2015 and held in solitary confinement since November 2021, an act that amounts to torture. The same court had rejected in September his appeal for early release on medical grounds despite his severe mental health condition.
24-Nov	The Israeli military renewed by 45 days and for the fourth time the detention of four Jewish Israeli teenagers – Einat Gerlitz, Evyatar Moshe Rubin, Nave Shabtay and Shahar Schwartz – who were first imprisoned in September for refusing, on grounds of conscience, to enrol in compulsory military service.
December	Israeli authorities demolished tents and structures in al-Araqib for the 211th time since 2010.
18-Dec	Israel deported French-Palestinian human rights defender Salah Hammouri following the revocation of his East Jerusalem residency.
31-Dec	Israeli authorities increased their use of administrative detention, prompting a mass boycott of Israeli military courts by hundreds of detainees including Salah Hammouri, who went on hunger strike together with 20 others in protest at their detention without charge or trial. By 31 December, 865 individuals, all but two of them Palestinians, were administratively detained, the highest number in 14 years.
	In March, the UN Special Rapporteur on the human rights situation in the OPT determined that the "political system of entrenched rule" in the occupied West Bank and Gaza Strip "satisfies the prevailing evidentiary standard for the existence of apartheid". In November, the UN Special Rapporteur on the right to adequate housing reached the same conclusion in relation to Israel's policies of home demolitions.

**Figure 2**  
The cover page with *Tatreez*, the introduction spread and the outro spread respectively

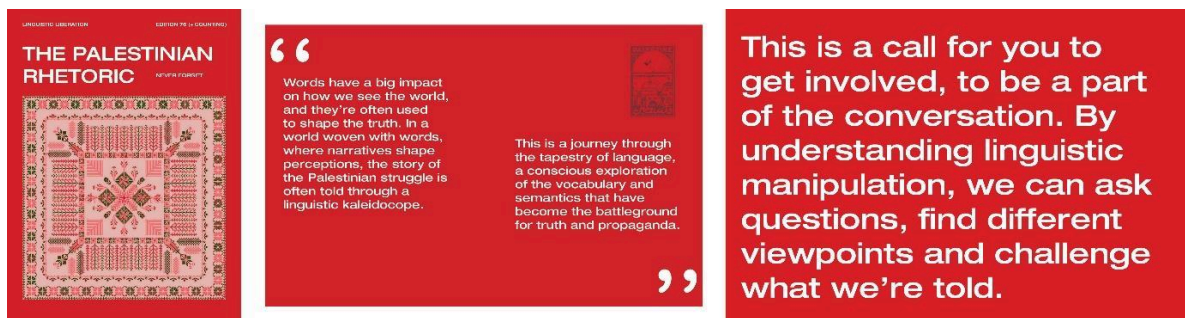
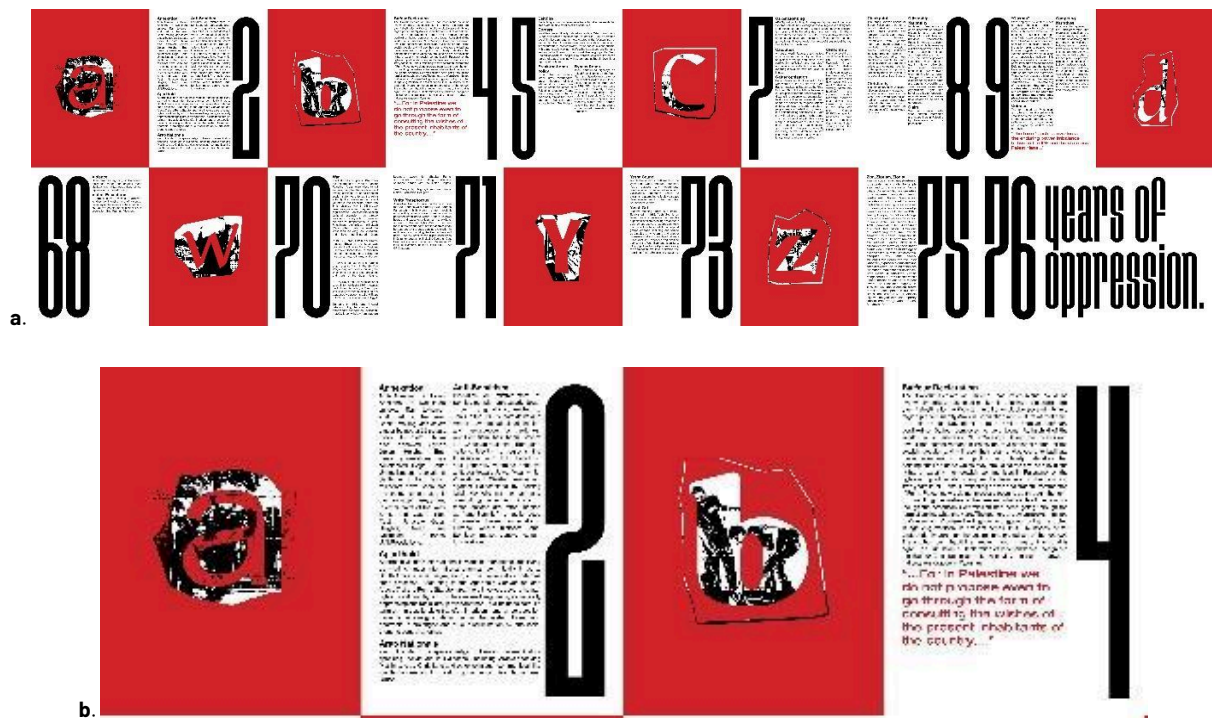


Figure 3



Note. a. First 10 pages of the primary content (top) and the last 10 pages (bottom) from *The Palestinian Rhetoric*. b. Close-up of the first 2 spreads

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