



Arab American University
Faculty of Graduate Studies

**The Palestinian Prisoner's Society Utilization of New
Media in Managing Media Relations in Advocacy**

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**This thesis was submitted in partial fulfillment
of the requirements for the
Master`s degree in Integrated Digital Media**

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By

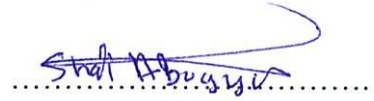
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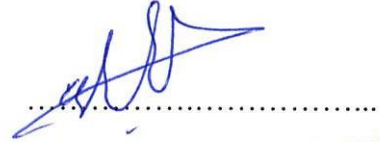
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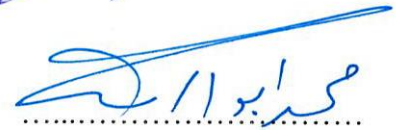
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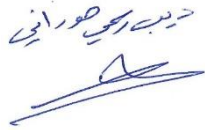
I, the undersigned, presenter of the research titled:

“Breaking Barriers: The Palestinian Prisoners’ Society Advocacy and the Power of New Media: The Palestinian Prisoner’s Society as a Case Study”, declare that the contents of this research are the product of my work and personal effort, except for what is noted wherever stated.

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Deeb Hourani

Abstract

Modern day social media platforms have reshaped the world of journalism and their ubiquitous influence is deemed universal. Social media platforms have offered advocacy groups worldwide access to promoting their activism with a click of a button. By employing critical discourse analysis, this study examines the use of these new media tools utilized by the Palestinian Prisoners' Society in advocating for their rights and communicating their goals with the local press and the public as a whole. It aims to identify the extent in which the Palestinian Prisoners' Society is employing these tools and platforms, and in what ways journalists interact with and utilize them for the purpose of public communication.

The study employs the uses and gratifications theory and the concept of advocacy. The descriptive analytical method was employed by collecting data through interviews and performing content analysis, where 19 interviews were conducted with journalists and two interviews with the Palestinian Prisoners' Society, in addition to analyzing seventeen Palestinian Prisoners' Society publications disseminated via WhatsApp and Telegram.

The study concluded that the NGOs' view began shifting towards a more positive attitude regarding employing new media tools; as they serve as a key component in achieving the organization's goals and the reach of the advocacy campaigns it carries out.

This research reveals that the Palestinian Prisoners' Society is a pioneering model in employing the media within its administrative structures and strategic plans, which empowers it when dealing with the media in a systematic manner, away from seasonality and reactions.

It was also found that the Palestinian Prisoners' Society uses modern media platforms as part of its strategy to motivate the public, through journalists, to support prisoners' issues, and to mobilize advocacy and carry out pressure at international levels.

It recommends providing the Palestinian Prisoners' Society media team with allocated budgets and specialized training, aimed at teaching them how to produce new media content that can effectively reach the public directly through the creation of video, audio, infographics, and digital stories, rather than relying on media institutions and outsourced services.

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Chapter One:

Introduction of the Study

1.1 Introduction

The tremendous progress of the media in the current era, due to the technological development brought about by the communications revolution, most notably the Internet, has broken the monopoly of information sources. As a result, the public, within the communication process, has transformed from simply being a recipient to becoming an actor and a sender simultaneously. Palestinian civil society organizations have become aware of the significance of establishing an online presence through these modern media platforms when it pertains to communicating with and reaching their target audience, including journalists.

The media in various organizations, whether private, governmental or civil, are aware of the importance of their image among the public; what is written, published or distributed by them via the media is considered a monitor of their actions and activities. According to Frank (2007), the presence of organizations in the media is due to their need to inform their environment about how they are performing. Media presence also serves as feedback on the extent of an organization's effectiveness, therefore, the majority of organizations include a media section in their annual reports to highlight their media presence.

Modern technical developments in the field of media paved their way into local and international media institutions. This was accompanied with a widespread use of Internet-enabled devices, such as tablets and smartphones, which provided citizens with the ability to combine written and audio-visual content. In light of this transformation, civil, governmental and private institutions' reliance on traditional outdated media tactics has been replaced with a need to establish a customizable online presence through social media platforms. Civil society entities began to utilize modern media

platforms in their work, through customized websites and the creation of accounts on social media platforms such as Facebook, Twitter, and other interactive applications, thus enabling them to further their reach among the masses, journalists and media outlets.

New media platforms pushed advocacy civil society organizations to rethink their role and relationship with advocates and the public. They provided organizations with many options for mobilization and organization (Hull et Al., 2020).

Advocacy cannot be achieved without reaching the target audience. For this, organizations send strategic messages via new media platforms in an organized effort to bring about transformations with the aim of creating policies in favor of a marginalized group (Al-Sirafi, 2014).

This study literature review reveals that inquiries addressing the use of Telegram and WhatsApp tools in media communication by civil society organizations have not been adequately researched. Among the few researches that addressed this topic comes Dodds (2019) work that addresses motives and impacts of using WhatsApp on the relationship between journalists and sources of information.

When Abdo (2020), and Hammad (2023) studied the use of new media by Palestinian civil society sector, they did not address the use of modern media in managing the media relationship with local and international media.

This noted research gap motivated this study, which analyzes the use of WhatsApp and Telegram within the Palestinian context, specifically in regards to the Palestinian Prisoners' Society - as a model for Palestinian civil society organizations- and advocacy of prisoners' cause.

The study addresses the issue of employing new media tools, mainly WhatsApp and Telegram, to determine whether these two tools assist organizations' advocacy efforts on internal and external communication levels, specifically in the context of the relationship between the Palestinian Prisoners' Society and local Palestinian journalists as it pertains to the advocacy for prisoners' issues.

The study relied on examining media relations, to know the association's relationship with journalists, and provide them with news, without creating media content and employing it in advocacy campaigns.

This qualitative study follows the case study approach, described by Creswell (2013) as focusing on one or more case studies with the aim of collecting data from different sources. Interviews and content analysis were main tools of data collection in which the researcher conducted 21 personal interviews, and analyzed 17 publications of the Palestinian Prisoners' Society on WhatsApp and Telegram.

The study is divided into five chapters. The first chapter provides the general framework of the study, and consists of introduction, problem, research questions, objectives, limitations, and study terminologies. The second chapter, touches on the theoretical and conceptual framework, and literature review, while the third chapter introduces the research approach, data collection tools, and analytical procedures. While the fourth chapter is devoted to the results, the fifth chapter provides a discussion of the results in light of literature, and recommendations of the study.

1.2 Significance of the Study

1. Scientific importance:

In order to contribute to future research that will help researchers explore the depths of employing new media tools in civil society organizations, as this study will form a tributary to the Palestinian and Arab research library to expand on this topic in its horizontal form and extend it to other institutions and vertically at the level of the Palestinian Prisoners' Society with in-depth research into the details of employing WhatsApp and Telegram tools in terms of form and content.

2. Practical importance:

Helping civil society organizations stay on top of technological trends to make the most of these tools in achieving their goals. It is expected and hoped that the results and recommendations will form the cornerstone and starting point for the development of the Palestinian Prisoners' Society and the rest of the civil society institutions to develop the uses of WhatsApp, Telegram and other modern media tools as a modern necessity in light of the digital society towards which the world is moving.

1.3 Research Problem

These newer media platforms have provided journalists with great advantages and a far more effective reach, in turn, making them more reliant on them than older media tactics. The results of studies, including the study of Bousqat and Kroud (2018), revealed that the justification of the study sample for using the new media was that it was the quickest and most effective in accessing, receiving, and transmitting

information, in addition to being distinguished by its interactivity, ease, and diverse resources along with keeping up with developments in real time.

At the advocacy level, modern media plays an important role in advocacy campaigns for civil society organizations, as stated in the results of many studies, including the study of Hull, et al. (2020), that the new media era has pushed civil society advocacy organizations to rethink their role and relationship with advocates and the public. These organizations now have a large list of options for mobilizing and organizing through workers and supporters.

This role played by the new media has achieved mutual interest between organizations seeking to reach the target audience through journalists, and journalists seeking to obtain information from their sources in order to keep up with events in the surrounding reality.

In this context, the study seeks to provide an analysis of the relationship between the motives for journalists' use of new media tools and the Palestinian Prisoners' Society, as a model for civil society institutions, employing new media to activate advocacy for prisoners' issues.

1.4 Objectives of the Study

The objectives of the study are: -

1. Identifying the way in which the Palestinian Prisoners' Society uses new media tools in advocating for prisoners' issues.
2. Understanding how the Palestinian Prisoners' Society takes advantage of using new media to communicate with journalists when advocating for prisoners' issues.

3. Identifying the most prominent messages used by the Palestinian Prisoners' Society through the new media when communicating with journalists.
4. Identifying the motives behind journalists following the Palestinian Prisoners' Society's new media accounts on WhatsApp and Telegram.

1.5 Research Questions

The study starts from a central question:

- 1- How does the Palestinian Prisoners' Society employ new media tools to communicate with journalists to achieve goals of advocating for prisoners' issues?

The study also addresses three sub-questions:

1. How does the Palestinian Prisoners' Society take advantage of employing new media to advocate for prisoners' issues?
2. What are the most prominent advocacy messages used by the Palestinian Prisoners' Society through new media when communicating with journalists?
3. What are the motivations behind Palestinian journalists following the Palestinian Prisoners' Society accounts on WhatsApp and Telegram?

1.6 Terminologies

- 1- Civil Organizations:

Civil Society Organizations are defined as non-profit organizations. They work in many fields and are described as having a relatively independent legal personality and seeking to achieve general goals that serve the public good, according to Meriläinen & Vos. (2011).

Others defined them as Sullivan (1994) as non-governmental organizations that seek to promote development programs and reflect the interests and concerns of individuals and groups.

2- Civil Society:

Defined by Sociology Discussion (2022) as associations or societies that operate independently of the state, civil society can be defined as a group of associations, unions, and non-governmental organizations.

3- Media Relation (MR)

According to LaVigne (2015), Media Relations is the art and science of reaching your target audience with key messages through the news media. Media relations is one of PR's main practice areas and, arguably, one of the most difficult. It is one of the only communication disciplines that goes through a gatekeeper—news media—to reach the end audience.

Its mean that the process of the utilizing of new media moving in the MR's environment.

4- WhatsApp:

WhatsApp (2023) defined it as an application used by more than two billion people in more than 180 countries who use WhatsApp to stay in touch with their friends and family members everywhere and at any time. WhatsApp is free and provides instant, secure communication and messaging on cell phones around the world. The name WhatsApp is a play on the phrase What's Up.

5- Telegram:

Telegram (2023) defined it as a messaging program that cares about speed and privacy, super-fast, simple and free. You can use Telegram on all your devices at the same time

— and your messages will sync seamlessly across an unlimited number of devices including mobiles, tablets or computers. Telegram has more than 500 million monthly active users and is one of the 10 most downloaded apps in the world.

Through Telegram, you can send messages, photos, video clips, and files of all kinds (doc, zip, mp3), with the ability to create groups that can include up to 200,000 members or channels through which you can publish content to an unlimited audience. You can also message your contacts and find people Via their usernames. Telegram is a program that integrates SMS and email — fulfilling all requirements for personal and business correspondence. In addition to all of this, we support end-to-end encrypted voice and video calls, and voice chats in groups capable of holding a few thousand participants.

6- The Palestinian Prisoners' Society:

The Palestinian Prisoners' Society is an independent, national, humane, social, and popular association. It was established on September 27, 1993, as an idea that crystallized inside Israeli occupation prisons by the prisoners themselves. It is an extension of the prisoner movement's experience and an integral part of it. The association is one of the largest and oldest that fights to defend the rights of Palestinian and Arab prisoners held in Israeli detention and interrogation centers. They do not discriminate based on political orientation or organizational affiliations.

Chapter Two:
Literature Review

2.1 Review of Previous Studies:

2.1.1 New Media and Journalism:

Bousqat and Krud (2018) argue that media professionals in Algerian television channels, both public and private, use modern media platforms in the media process to a great extent in order to obtain information and communicate. These new tools also help them in carrying out their role as messengers in the media process, and they are considered among the most important means used as a complement to traditional media. They add that in light of the application of new media, the rules of journalistic editing are adhered to, the standard of objectivity and credibility is adopted, and news sources are mentioned according to the type of this news.

The results of the study show that journalists use new media because it is the fastest and most effective way to access, receive and transmit information, ease of use, diversity of sources, and keeps up with developments in real time. According to this study, the mobile phone was ranked first in terms of its use for browsing news on these new media platforms.

These findings were confirmed by Khamis and Al-Sadiq (2017) who found that the mobile phone comes in first place as a means of browsing the Internet by media professionals. Similarly, Bousqat and Kroud (2018) confirmed such findings support the argument of the importance of the features of new media, especially when it comes to their use of multimedia. Their study showed that the motivation behind the use of new media by the media professionals is access to local and international news in a fast and timely updated manner.

In similar contexts, Boualqaboul and Qaisma (2017) indicate that media professionals in the radio sector need real-time information in a large quantity, given the many functions

that radio has, such as media and news dissemination. Their study showed that new media applications contributed significantly to achieving and satisfying this need among media professionals. New media applications served as a means of communication between the media institution and its employees, and between the institution and its audience, and thus keeping track of the desires of the audience. They concluded that new media applications reduced the time it takes for information to reach its source.

Journalists face changes in their work routines, professional culture, their relationship with the public, and perhaps even in what it means to be a journalist today. They operate in a digital and networked ecosystem where the traditional distinction between media producer and consumer has been eroded. Dodds' (2019) study observed the impact of using the WhatsApp application on the relationship between journalists and sources of information, on both the personal and professional level. She noted the presence of new perceptions and concepts among journalists who use the application and sources, such as camaraderie, trust, and access to information.

A study conducted by Broersma et al. (2019), addressing the emergence of social media and its adoption by news media and other social actors, found that a series of changes that have had an impact on how news is produced, how information is shared, how audiences consume news, and how audiences are constructed.

Abu Arqoub & Dwikat (2023), argue that social media has enabled much faster communication, and the news cycle has become instantaneous, in turn changing the way PR practitioners and media interact. Social media platforms have built essential forums that facilitate stronger relationships between PR experts and journalists as well as deeper insight in advance about the topics being covered. The vast majority of people worldwide rely on social media platforms as their news source, which gives brands

greater exposure and recognition. Social media relations involve content creation and sharing to increase traffic and engagement for organizational awareness and growth. Furthermore, building relations among journalists through social media platforms has become a crucial key in the industry that is not always easily obtained.

Studies in this topic focused on the importance of new media for media professionals and institutions and the benefit these platforms offer within their field, but they neglected the specific role of the two new media tools (WhatsApp and Telegram) and their use in serving civil society organizations on an internal and external level among journalists as they seek to reach their organizational goals.

2. Advocacy and New Media:

A study carried out by Gelfgren, et al. (2022), found that online activities are driven by the organizations' need to appear in the community; a failure to appear on social media, constitutes a great danger to the organizations' existence. Advocacy organizations must establish an online presence and remain active; this is where the people are and where activities, events and influence take place. Furthermore, the study found that although advocacy organizations have carved out a space on social media, which they have become increasingly reliant on, they appear to have no choice but to maintain traditional media channels (email, member magazines, weekly newsletters, etc.).

Modern social media platforms act as tools for quickly responding to current events, recruiting new supporters, and maintaining engagement between them and existing supporters through digital communities (Hestres, 2017). Social media has met the needs for the organization's work, which contradicts the Gelfgren, et al. (2022) study that sees

the necessity of maintaining the traditional use of phone and email to communicate with those who are not active on social media.

For its part, the study of Abdo and Islam (2020) displayed the importance of social media in advocacy; it revealed the significance of an official Palestinian presence on social media platforms in introducing the issue of prisoners, and its positive impact on reflecting their cause. The study results indicate that the majority of respondents interacted with campaigns and issues related to prisoners on Palestinian Prisoners' Day and during prisoners' hunger strikes.

As for the progress of Internet technologies in light of the era of technological development and advancement, the study of Hull et al. (2020), the new media era has prompted civil society advocacy organizations to rethink their role and relationship with advocates and the public. These organizations now have a myriad of options to mobilize and organize through workers and supporters.

A study by Stollefson, et al. (2020), showed that the use of new media, for both advocacy and communication, provides new and broader horizons, higher efficiency, and lower costs for NGOs' advocacy campaigns. This supports the findings of the study by Hull, et al. (2020), that relying on new media is sufficient to make advocacy campaigns successful, since the vast majority are connected in one way or another to modern media platforms, in contrast to the study of Gelfgren, et al. (2022), who found that maintaining traditional communication via phone is still necessary.

In conclusion, previous studies focused on the role and importance of new media for the success of advocacy campaigns, while ignoring the characteristics of two very specific platforms, WhatsApp and Telegram, with regard to transmitting messages (text, audio, video, and image) simultaneously or individually.

3. Civil Society Organizations and the Use of Social Media Networks:

Ahmed's (2018) study argues that there are a number of different roles for social networks in mobilizing the necessary resources for NGO services in terms of attracting new social figures who support the organizations' projects. The study also showed that there are important roles for social media networks in promoting the services of civil society organizations through implementing social marketing campaigns for various projects.

Zogheib's study (2019) found that the social media pages of civil society organizations and the National Council for Women in Egypt do not display topics that meet the needs of different groups of women, especially the youth, and that most of what is published on these pages is news about events and activities that have already taken place, therefore lacking any benefit to the end-user. With a low follower count and interaction rate, due to a lack of proper marketing of these pages, they are deemed insufficiently active pages. The study recommended hiring dedicated specialists in managing social media pages to increase attraction and interaction, and operating these pages according to a predefined plan that takes into consideration the goals of the organizations that created them, and in line with the target audience and its characteristics.

Hammad's study (2023) concluded that it is necessary to encourage public relations workers in non-governmental organizations in the Gaza Strip to increase interest in social media networks due to their strong impact on the public. The study called for establishing a specialized team in non-governmental organizations in the Gaza Strip to monitor the use of social media and confront any inadequacy in audience reach and interaction, and in measuring the effectiveness of the pages that are relied upon.

Di Lauro, et al. (2019) confirmed that non-profit civil society organizations' use of social media helps them increase transparency, accountability, and participation, which is reflected in improving the organizations' image. This, in turn, leads to positive results for the organization, as the study of Rus, et al. (2022), confirms that communicating with the media is an essential activity for any NGO, because its strength is closely related to the degree of its credibility among public opinion. The more transparent the organization, and the better attained public image, the stronger the interest of citizens and civil society in it.

Studies in this section focused on the importance of social networking sites for NGOs in order to spread their messages and make their media campaigns successful, and neglected to specifically address the new media tools, WhatsApp and Telegram, and their use in serving the goals of NGOs.

2.1.2 The Research Gap:

In light of the limited number of studies that address the relationship between the new media platforms, specifically, WhatsApp and Telegram, and civil society organizations in achieving their goals of advocating for their causes, and the motives for journalists' use of these two tools, the researcher set about examining this relationship in hopes of arriving at results that might contribute to benefiting NGOs.

2.2 Theoretical Framework

1. New Media:

With the development of technology and communication needs, the Internet appeared along with technological developments in the world of communication, which laid the foundations for the emergence of new media and social media platforms.

The concept of new media is a relatively recent concept in the world of media and has created problems for veteran journalists in dealing with it, which requires them to work on one of two paths. Either seek the help of specialists in this field in order to create an integration process in journalistic work, or work to develop their own capabilities. To keep pace with this development in the field of media, the new media, with all its tools, now forces journalists to depend on it.

Recording to Wolf, Hans-Jürgen (1974), the emergence of the new media is due to the ongoing development that media has undergone throughout history, as the invention of the printing press at the hands of the German Woldsman Johann Gutenberg in the year 1440 AD revolutionized the printing of books and other publications, and at the beginning of the 1800 AD there was a development in the invention of printing machines, where the steam printer appeared, which was distinguished by its speed. The other development in the field of media was the invention of radio and television, later followed by the invention of computers in their multiple generations, which were accompanied by the ability to store, preserve, classify, retrieve and distribute information.

New media was accompanied by the emergence of many influences and changes in all aspects of life, especially the communication process. According to Al-Shamimari (2011), the most important changes and impacts are: -

1. Breaking the monopoly of major institutions.

2. The emergence of a new class of media professionals, sometimes non-media specialists, but they have become professionals in using new media applications in a way that is superior to the original specialists.
3. The emergence of new platforms for dialogue. Any individual in society has become able to send, receive, interact, inquire, and comment with complete freedom and speed.
4. Public media visibility to the public.
5. The emergence of media and cultural contents.
6. Participation in setting the agenda.
7. The emergence of the phenomenon of virtual society and social networks: a group of people who interact and communicate using new media for professional, cultural, social or educational purposes. In this society, relationships are characterized in that they are not necessarily simultaneous and the members are not present in the same place, and communication takes place without presence. It is considered a true society because it is formed quickly, spreads throughout the place, and achieves its goals with the least number of restrictions and limitations.

New media is characterized by many important characteristics. According to Sheikhani (2010), there has been a shift from the analogue system to the digital system, as the digital system is purer than the analogue system and free of interference, since digital signals consist of zero or one (an open electrical circuit), or a closed circle without any values in between.

Al-Hilweh (2012) believes that the new media is characterized by ease of access and entry by individual users to carry out their activities as senders, receivers, and producers, while Saqallah (2013) believes that the new media is also characterized by commonness and spread, that is, the systematic spread of the media around the world

and within every class. The online community acts in an asynchronous manner, in which messages are sent and received at a time that suits the individual user without requiring the users or participants to carry out the communication and interactive process simultaneously.

As for the advantage of inclusion and diversity in content, Shukra (2014) explains that journalists and public figures faced challenges in traditional media due to the limited space allocated to address a specific topic, publish an investigation, or complete any media material. Whereas now, with access to the internet, anyone who desires to publish content may do so effortlessly and without much restriction.

In terms of the advantage of interactivity, Koca (2013) believes that the new media has evolved the traditional roles between the sender and the receiver, meaning that there are shared roles in the communication process, which has allowed for the creation of interactivity, enabling the end-user, and the public as a whole, to comment on what is presented in the media, as well as the ability to express opinions freely, without any geographical, political, or other restrictions.

Flexibility is considered one of the features of the new media, which Qandalji (2015) describes as being well demonstrated to the recipient through the new means available, especially the Internet. The recipient, through his knowledge of the minimum level of interaction with the Internet, can overcome a number of procedural problems that confront him, and also as the capabilities of the computer used by the recipient increase, the flexibility to use and deal with the Internet and its contents increases from a technical standpoint. On the other hand, at the media level, the flexibility feature is highlighted by the user's ability to access a large number of websites and media sources easily.

Decentralization is also considered an important feature of the new media. As Bolnor (2015) sees it, it is a characteristic that allows the independence of information and communication technology. The Internet, for example, cannot be disrupted by any party on a global level, that is, it enjoys practical continuity and there is no single computer controlling it; it can be disrupted in some area(s) around the world, without posing a threat to the Internet as a whole and halting the entire communication process.

This is from a technical standpoint, but in terms of the communication process, particularly related to the media, decentralization has broken the monopoly of media and information by a person or entity, whether governmental or private, and access to information, republishing, distributing and broadcasting it has become within everyone's reach.

Here, its importance is highlighted for civil society organizations that work to implement their plans, programs, and media mission in order to bring about the change and impact they seek. The reality and prospects of the new media have become the reality that forces both parties to the communication process to submit to its laws and tools, which have become like a spring from which the public, including journalists, drinks to satisfy their need to obtain information.

2. Uses and Gratifications Theory

Some researchers believe that it is difficult for any attempt to study research and theoretical trends in the social effects of mass communication media in the future to ignore the theory of uses and gratifications (Ait Abdullah 2013). The theory is characterized by a social psychological nature and takes the audience as its focus, it also looks into indirect social influences.

Al-Bishr (2014, pp. 133-134) says, “This concept includes the basic elements on which media studies that dealt with the theory were built”, which are:

1- Use: This means that the audience is the one who uses the media, and not the other way around. He is the one who watches, reads, or listens to the media content, and all of this is done by his will and choice.

2- Individual differences, which are the differences between the public. They may be personal differences, such as age, gender, social level, economic disparity, and educational disparity, or they may be differences in inclinations and trends among the public, such as political, cultural, sports, entertainment, and others.

These personal differences and differences in tendencies and trends between audience groups affect - to a large extent - the nature of the content they are exposed to, and the type of media message they are looking for.

3- Satisfaction: This is the result that the audience receives from media content in response to its needs and motivations from exposure to these media. The public has motives and needs from its selective exposure to the media, and it searches for satisfaction of these motives and needs. These satisfactions can be either total or partial. If the satisfactions are achieved, they are complete, and if the satisfactions are incomplete, they are partial.

Other point of view is provided by Al-Bashar, 2014 who argue that media use is governed by several elements, including

“How the public uses the media, the type of needs and motives that make the public exposed to the media, the nature of the satisfactions achieved by this exposure, the characteristics of the active audience, and the actor who uses the media to achieve Including the desired rumors, and most of the studies of specialists are merely an

explanation and digression in examining these factors or a re-test of their results.” (p. 136)

The explanation for this is that the audience - journalists - expects certain satisfactions from the media material. If the journalist finds what he is looking for and meets his motives and needs, the satisfaction is complete, and if he finds a fraction of what is looking for, satisfaction is partial.

Journalists expect that the new media will achieve the gratifications expected from the Palestinian Prisoners’ Society, in addition to the speed and ease of obtaining information or communicating with the competent authorities.

It is nearly impossible to address a single and unified form of employing the media within civil society institutions and applying it to all of them with the same importance due to two factors. The first is the diversity of these civil society institutions’ work specializations, their financial and logistical capabilities, and the level of their convictions in community media; these cannot be adjusted in a manner to equate them all for evaluation purposes.

The second factor is the lack of stability of any one media type, as all media is undergoing a steady and continuous development. The acceleration has imposed itself on these institutions, which have begun to combine traditional media - newspapers, radio, and television - with new and interactive media through electronic networks and social media platforms, sometimes in multiple languages. To overcome these roadblocks, direct community communication with target audiences through meetings, workshops and festivals should not be overlooked.

Civil society organizations deem the media as a crucial factor when promoting themselves internally and externally, in addition to being one of the factors and controls for pressure and advocacy that they undertake to enact legislation and laws, along with

-serving as an entry point for networking. Since the researcher did not find thorough studies on this section in a specialized manner, despite some studies, readings, and publications dealing with it incidentally, the researcher chose to make his research a specialized subject in this broad field and limit it to the Palestinian Prisoners' Society as a model.

3. Advocacy

Advocacy is defined as an organized effort undertaken by individuals to push for changes towards a specific issue in order to amend new laws or decisions. Al-Sirafi (2014) defines it as “a set of planned activities aimed at influencing decision-makers and influential people in order to change existing policies in favor of a marginalized group advocating for a specific cause.” (p. 6)

It is defined by Arensman, et al. (2015), as a prominent field in which rapid changes occur in public, private and political arenas, with unexpected interactions, feedback loops and emerging systems that generate opportunities and threats. According to the study, in a dynamic advocacy environment, the advocate moves between multiple layers of relationships and goals, adapts and finds paths that are nonlinear in nature, and often uses an extended period of time to ultimately achieve results. The study adds that one of the main requirements for successful advocacy is the ability to adapt strategies and activities to changing opportunities and threats without losing sight of their ultimate goals.

Morariu, et al. (2009), argues that advocacy goes beyond simply influencing policy; it aims to bring about sustainable changes in the public and political arenas, including awareness-raising, litigation (legal action) and public education, as well as building networks, relationships and capacities.

Some researchers see advocacy as a relatively new phenomenon in NGO interventions, according to Coates, et al. (2002), while others, such as Keck, et al. (1999), argue that advocacy networks were well established before World War II, with social movements and networks dating back to the renaissance. In our current era, advocacy plays a major role in policy change, and according to Teles, et al. (2011), no major change can be achieved without advocacy.

According to Reid (2000), nonprofit advocacy advances the interests or values of a group that stands to benefit from action in the policy process or elsewhere. One measure of advocacy effectiveness is the extent to which a group succeeds in shaping new policy that directly benefits its constituency.

This study explores if the Society's activities it's as advocacy campaigns or only information delivers to the journalists.

According to Ozdemir (2012), the strong need of non-governmental organizations for public support in order to reach their goals locates public relations and advocacy at a central position for these organizations. The technology development led non-governmental organizations towards online advocacy campaigns that promote active participation of supporters with more cost-effective methods that can easily become widespread.

Bowen (2017), study found that the technology-mediated advocacy can provide motivation for collective action, so long as social media pages are intentionally organized and consistently maintained.

Chapter Three:

Methodology

3.1 Research Design:

The research conducted in this study followed a descriptive approach utilizing qualitative research methods. Qualitative research is defined by Creswell (2014) as an exploration and understanding of meanings that individuals attribute to social and human problems. This method draws from multiple theories and concepts in the social sciences and utilizes various techniques and methods to generate knowledge.

For this study, a specific method within the descriptive analytical approach was adopted, namely the case study method. As described by Creswell (2013), the case study method involves the researcher immersing themselves in one or more real-life situations to collect data from various sources. Meanwhile Mesec (1998), defined it as a dedicated case for research purposes, focusing on data collection, forms, and interactions in a specific non-theoretical context. Simons (2009), described it as an in-depth exploration of an individual and specific scenario to bring particular propositions to life. Sagadin (2004), expanded the definition to include the analysis or description of individuals, groups, institutions, phenomena, and incidents.

The study had specific limitations related to time, space, and objectives:

- Time Limitations: The research was conducted within the time frame from January to August 2023.
- Boundary Limitations: The study focused on the city of Ramallah, where the main media headquarters of the Palestinian Prisoners' Society is located.
- Objective Limitations: The research specifically examined Palestinian journalists and their motivations for using new media tools, specifically WhatsApp and Telegram, within the context of the Palestinian Prisoners' Society Association.

3.2 Data Collection Tools:

The study relied on two tools to collect data: interviews and content analysis.

1- Interviews

An interview, as described by Kvale (1996), is essentially a conversation with the primary objective of gathering information that describes the life environment of the person being interviewed. Berg (2007), emphasizes that interviews hold value not only in their capacity to construct a comprehensive narrative, analyze words, and provide detailed insights into the subjects under study but also in their ability to allow individuals to express themselves in their own unique voice, conveying their thoughts and emotions authentically.

Similarly, Schostak (2005), shares a similar perspective, defining an interview as an extended conversation between individuals with the aim of delving deep into a specific issue or topic, in which the studied case can be interpreted based on the meaning provided by the interviewees.

In this research, individual interviews were conducted with a study sample consisting of 19 journalists (15 male and 4 female), as well as Amjad Al-Najjar, a member of the Palestinian Prisoners' Society's administrative body, and Amani Sarahna, the Director of the Media Department.

These interviews were carried out with a voluntary sample, including journalists representing various types of media outlets operating in the Occupied Territories, such as local, Arab, and international Arabic-language satellite channels along with local, Arab, and international news agencies, and radio stations.

2- Content Analysis

The analysis of materials disseminated by the Palestinian Prisoners' Society via WhatsApp and Telegram accounts concerning the prisoners' issues during the specified period was conducted using content analysis. This analysis employs a qualitative approach, drawing from the existing literature on media research to address the topic at hand.

In the realm of content analysis, Al-Rashidi's study (2021), underscores the nature of qualitative content analysis as a versatile method, emphasizing its various applications. This method is closely linked to research methodology and serves as a research tool for analyzing texts and documents. From his part, Bryman (2004) suggests that qualitative content analysis involves identifying fundamental themes within the analyzed materials. Kohlbacher (2006) highlights the disciplined and logical nature of qualitative content analysis. It involves a systematic step-by-step analysis of the material, with the development of a category system by the researcher as a central component of this approach.

The content analysis process in this study encompassed the examination of appeals used in the society's media materials. One of the prominent types of appeals identified are rational appeals grounded in logic, (Iqbal et al 2020). These appeals rely on facts, figures, and evidence to establish their validity.

Emotional appeals, as noted in Hamzah et al.'s study (2019), are another category of appeals, that seek to evoke emotions such as anger, fear, sadness, pity, among others, to effectively communicate messages.

- Content Analysis Sample

The researcher employed a specific selection process for gathering media articles for content analysis. The initial step involved selecting the first two consecutive media articles, dated February 8 and February 11. Subsequently, the researcher skipped three consecutive articles and chose the fourth.

As a result, a total of 17 media articles were selected as the sample for content analysis. Figure No. (1) displays the distribution of these articles across different months, and they were all obtained through the Society's use of new media tools, specifically WhatsApp and Telegram.

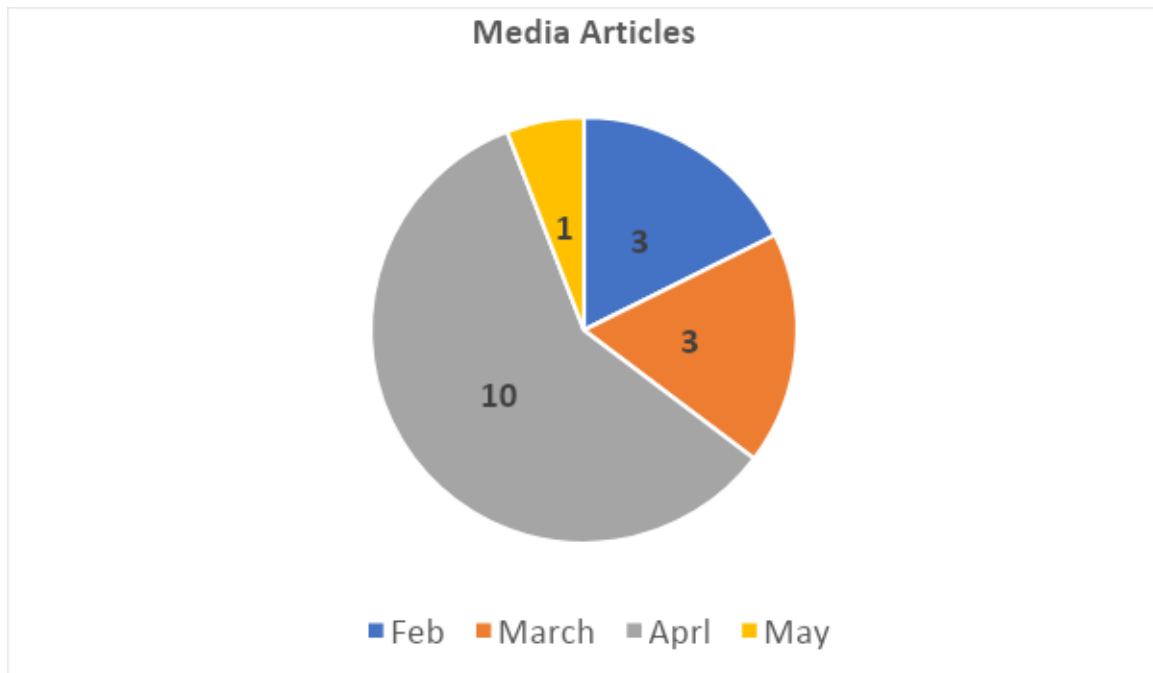


Figure No. (1): A graph showing the number of media articles from the sample, by month

The content analysis was conducted using various numerical criteria, which encompassed several aspects of the published articles. These criteria included:

- Number of published materials: The analysis considered the quantity of articles that were published.
- Word Count: Each article's word count was examined as part of the analysis.

- Content: The content of the articles was evaluated to assess its relevance and significance.
- Adequate for New Media: An assessment was made regarding the suitability of the content for publication on new media platforms.
- Attachments: The analysis also took into account any supplementary materials such as pictures, videos, and audio clips that were included with the articles.

Furthermore, the analysis delved into the language used in the published media materials, identifying whether they employed legal or human rights language. Additionally, the study examined the references included within the articles as part of the content analysis process.

Chapter Four:

Results

4.1 Results

This chapter, presents the findings derived from the content analysis of messages disseminated by the Prisoner Society via new media platforms (WhatsApp and Telegram). Additionally, the chapter includes insights gained from interviews conducted with the society's management and its media department.

- **Employ New Media Tools in Advocating Prisoner Causes**

Amani Sarahna, Director of the Media Police at the Palestinian Prisoner's Society, emphasized that "new media tools like WhatsApp and Telegram play a fundamental role in our media activities, especially in covering events." Amjad Al-Najjar, a member of the society's administrative body, highlighted how these tools have revolutionized their media work, providing a rapid means to disseminate breaking news.

Sarahna further explained,

"Every morning, we receive a wealth of crucial information about detainees, from the field, prisoners' families, detention centers, and even inside prisons. This information goes through careful stages of review and consideration before publication. We take into account various factors, including traffic on the roads, the families of the prisoners, and our organization's goals. We meticulously curate this information to ensure it is presented effectively and responsibly."

Al-Najjar pointed out that WhatsApp has specific lists for different groups, with the society's media unit determining who joins each group. WhatsApp group interactions are regulated more strictly. In contrast, Telegram allows open participation and offers more flexible settings. The society shares control over the media unit's functions, permitting commenting, discussion, and interaction.

The society exclusively uses these tools due to the restrictions they face, making them an essential communication channel. They have a Facebook presence, but the reliance on WhatsApp and Telegram is primarily driven by their unique benefits.

Sarahna mentioned, we utilize WhatsApp groups for lawyers working with us and for prisoners' families. Additionally, we have WhatsApp groups within the Palestinian Prisoners Society to connect branches with the central office and with each other.

According to Al-Najjar, in May 2013, the society published 15 media materials on WhatsApp and Telegram and organized 15 advocacy events in one month to demand the release of the sick prisoner Walid Daqa, who had been diagnosed with cancer during his 37-year sentence. Despite his critical condition, the occupation authorities had kept him in prison for assisting prisoners.

The advocacy efforts took various forms, including vigils in front of the Red Cross offices, press conferences with the participation of Walid Daqa's wife and daughter, official and grassroots events, and engagement with school students.

A correspondent from an Arabic-language satellite channel remarked, "We dedicate significant coverage to crucial prisoner-related issues sent to us by the Palestinian Prisoners' Society via WhatsApp and Telegram. These issues include hunger strikes, martyrdom cases, and medical situations like that of prisoner Walid Daqqa." (A.R, personal interview, 2023)

Journalist (B.G.), an editor at a local news agency, highlighted the convenience of using WhatsApp on the computer while editing news, emphasizing that professional reporters and editors actively search for information. Meanwhile, journalist (N.H) from a local radio station expressed a preference for Telegram over WhatsApp when it comes to

receiving news from the Prisoner Society. She primarily follows the Prisoner Society website through Telegram, acknowledging that both platforms likely share similar news. Journalist (S.T.), a radio presenter, differs from other respondents, favoring direct phone communication with the Prisoner's Society to obtain information, journalist (K.F.) from an Arab media outlet commended the Palestinian Prisoner's Society for its effectiveness in publishing news about prisoners and its rapid responses to inquiries and interview requests. He regarded the society's news as highly credible and reliable, especially in the context of covering prisoner-related events. K.F. emphasized the society's objectivity in disseminating news to all media outlets, thereby maintaining credibility.

All the journalist respondents acknowledged the accuracy of information published by the Palestinian Prisoner's Society. When they require additional information or clarification, they directly contact the association's media department via WhatsApp or phone, receiving prompt and efficient responses.

Journalist (N.S.), a correspondent for an Arab satellite channel, mentioned that journalists frequently contact officials and specialists in the Palestinian Prisoner's Society for supplementary information, clarifications, or verifications, especially concerning topics like strikes and court cases.

The interviews indicated that the use of new media tools, specifically WhatsApp and Telegram, by the Prisoner's Society has drawn considerable attention to the plight of prisoners in Israeli occupation prisons. This attention extends to Palestinian, Arab, and international audiences, and it has spurred advocacy activities. These prisoners' issues hold significant importance for Palestinians and resonate internationally due to the human rights and justice dimensions inherent in the matter.

Journalist (A.A), coordinator of a local news network, emphasized that their platforms provide ample space for news about prisoners. They frequently publish photos and video clips based on information received from the Prisoner's Society through new media tools.

The interaction between the Palestinian Prisoners' Society and journalists has shaped public perceptions and positions on prisoner issues within Palestinian, Arab, and international contexts. It has also fueled advocacy efforts for the prisoners' cause, which is characterized by its humanitarian dimension, emphasizing human rights, justice, freedom from injustice, racism, and exploitation.

The utilization of new media tools, particularly WhatsApp and Telegram, has brought about a transformative change in how both sides of the media message operate. This shift has significantly impacted the formation of positions and their translation into media campaigns and activities, effectively supporting lobbying and advocacy efforts for Palestinian prisoners in Israeli occupation prisons.

- **Activity on New Communication Tools:**

Hence, the Palestinian Prisoners Society benefits from the use of new media tools (WhatsApp and Telegram), by serving its causes as a spokesman for the prisoners and their defender. The total number of subscribers to WhatsApp until the study was prepared reached 872 subscribers, distributed as follows: 824 local journalists from various Palestinian areas, and 48 Arab journalists from Arab countries. While the total number of subscribers to the Telegram application until the preparation of the study reached 1094 subscribers, the researcher could not know the nature or characteristics of the subscribers because this is not available on the Society group.

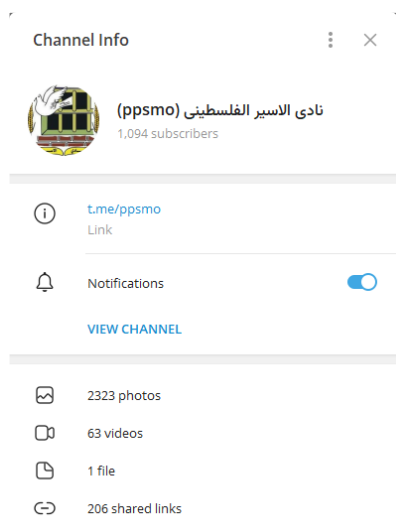


Figure No. (2) number of members of the society's WhatsApp group

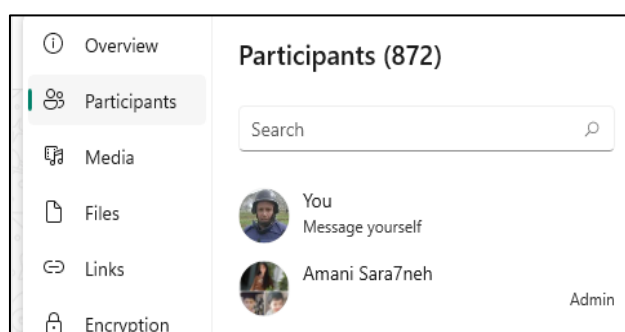


Figure No. (3) \ number of members of the Society group on Telegram

Because the WhatsApp group is controlled by the Society, all of its members have been added by it, and they are all local and Arab journalists and others who work with foreign media outlets, while the Telegram group is open because of the application feature for anyone who wants to join it.

The Society used the news on the two applications, simultaneously, on everything related to prisoners: arrests, health conditions, strikes, medical neglect suffered by sick prisoners, violations committed against them by the occupation prison administration, dates of family visits to prisons, news of prisoners' trials, and releases.



Figure No. (4): News on two female prisoners published on WhatsApp and Telegram

Al-Najjar said that the new media tools (WhatsApp and Telegram) contributed to forming positions in support of prisoners' issues at the local and international levels, as happened in the case of the martyrdom of the prisoner Sheikh Khader Adnan, noting that the new media tools (WhatsApp and Telegram) differ from each other in terms of controlling the target audience. And the possibility of joining them.

The intended new media tools depend mainly on both sides of the equation, the media unit in the Society as a sending party and the journalists as a receiving party, having smart phones, tablets and computers and providing Internet service.

The respondents unanimously agree that the information and news they obtain from the Palestinian Prisoners' Society through new media tools (WhatsApp and Telegram) are characterized by high credibility and reliability.



Figure No. (5): Society publications on WhatsApp and Telegram.

The Society succeeded in using new media tools (WhatsApp and Telegram) in a way that made it achieve its goals in advocating for the prisoners' cause, through regularly publishing media content with accurate information and following up on everything it publishes through continuous updating. This success came mainly through Palestinian journalists who deal with credibility and reliability with what the Society publishes and take advantage of all the information available from it and transmit it through their media to the public.

- Advantages of Employing New Media to Advocate Pri



- Soners' Causes

The Society's utilization of new media for advocating prisoners' issues aligns with its goals and the objectives of its establishment. According to Al-Najjar, the society's inception in 1993 was rooted in the ideas of prisoners themselves, originating from within the prisons. It was formally established at Birzeit University, with the participation of freed prisoners and various community groups. The institution's mission was thus conceived from within the prisons, with the primary objective being to amplify the voices of the prisoners (Al-Najjar, personal interview, 2023).

The media unit within the organization plays a pivotal role in verifying information related to arrests. This involves contacting families of detainees to collect essential details such as the detainee's name, age, place of residence, marital status, and health status. Subsequently, the society's team of lawyers collaborates to monitor the detainee's conditions, including the terms of their detention and their whereabouts. This comprehensive approach ensures that accurate information is obtained and disseminated effectively to support the society's advocacy efforts

Al-Najjar explains that the society's media unit uses WhatsApp to contact the families of detainees via voice call or text messages, as well as with lawyers who follow up on detainees' affairs. Sometimes text messages are more effective in that they remain

preserved and also in cases where voice communication is not possible, especially in the military courtrooms of the occupation, there is also the possibility of sending messages and video clips.

The process of employing new media tools (WhatsApp and Telegram) facilitates communication with lawyers via the WhatsApp groups created by the association for this purpose, and provides the ability to comment on information, respond to it, or request clarification via text messages, so that this information becomes available on the group and all members benefit from it.

On the other hand, the families of the detainees are in a state of intense waiting in order to learn about the conditions of their children, hear their news, and know the fate that awaits them. Here, new media tools (WhatsApp and Telegram) are being used to communicate with families in an organized manner. The Society has WhatsApp groups for families of detainees in order to exchange information with them, especially with regard to visiting prisons, as the groups cover all geographical areas of the families of detainees. “New media tools (WhatsApp and Telegram) facilitate the exchange of communication with family members of prisoners via voice calls and text messages” (Sarahneh, personal interview, 2023).

With regard to journalists, the media department publishes news about detainees on their own groups, so that all unified information reaches the journalists from one source, which is the Palestinian Prisoner’s Society, which prevents any confusion in the circulation of news about detainees, which makes it easier for journalists and saves them. In an effort to verify the information, if they need more information or clarification about it, they contact the media unit via new media tools (WhatsApp and Telegram) or by phone. Al-Najjar explains, “Many times we receive calls from

journalists to clarify a story or provide more information, and we Immediately respond to this, even during off-hours hours, and this also applies to the families of detainees and to lawyers” (Al-Najjar, personal interview, 2023).

It is clear that the new media tools (WhatsApp and Telegram) achieve satisfaction in the effective use of both sides of the message, whether at the level of the Palestinian Prisoners Society and the journalists, or at the level of the association and the families of detainees, as well as in the relationship with lawyers and following developments up to date.



Figure No. (6): An infographic published by the Society on August 2023.

The Palestinian Prisoners' Society's role in advocating for prisoners inside prisons, especially regarding their suffering from daily violations and deliberate medical negligence, has been pivotal. Here are some key points highlighting the society's efforts in this regard:

Mobilizing Local and Global Support: The society effectively mobilizes local and global support for Palestinian prisoners. It collaborates with various local and international pressure groups, using new media tools like WhatsApp and Telegram to coordinate and disseminate information.

Utilizing New Media: By establishing groups on new media platforms, including WhatsApp and Telegram, the society creates a direct channel for communication and

information sharing. These platforms serve as hubs for journalists, activists, and supporters to stay updated on prisoners' issues.

Engaging Journalists: The society actively engages journalists from local, Arab, and international media outlets. These journalists become essential partners in advocating for prisoners' rights by using their media platforms to amplify the society's messages and updates.

Diverse Media Outlets: The society's collaborations extend to a wide range of media outlets, including newspapers, news sites, news agencies, radio stations, and satellite channels. This diversity ensures that the prisoners' cause reaches a broad and varied audience.

Social Media Influencers: In addition to traditional media, the society partners with social media influencers who have a significant following on various social platforms. These influencers help raise awareness and garner support for prisoners' issues.

Information Dissemination: The society serves as a primary source of information related to prisoners' conditions and struggles. It provides journalists and media outlets with accurate and timely updates, fostering trust and reliability in its advocacy efforts.

Building an Effective Media Network: Through its collaboration with journalists and media professionals, the society has built a network of advocates who actively work on behalf of the prisoners' cause. This network helps ensure that information is consistently shared and amplified.

Empowering Journalists: The society empowers journalists to become advocates for prisoners' rights. Journalists are equipped with the necessary information and resources to effectively report on prisoners' issues and advocate for their release.

Achieving Satisfaction among Advocacy Groups: The society's efforts have led to a high level of satisfaction among pressure and advocacy groups. Its ability to provide accurate and comprehensive information has strengthened the solidarity movement for Palestinian prisoners.

In summary, the Palestinian Prisoners' Society's strategic use of new media tools, collaboration with journalists and media outlets, and engagement with various advocacy groups have been instrumental in advocating for the rights of Palestinian prisoners and raising global awareness about their struggles. These efforts have helped build a strong network of support and solidarity.

Consequently, journalists became senders of the message after being recipients of it, and the public and pressure groups became recipients of the journalists' message, which was not limited to publishing information only, but also followed it up.



Figure No. (7): Published by the Society on WhatsApp and Telegram following the case of prisoner

Walid Daqqa

- The Case of Walid Daqqa:

Sarahrna cited this as evidence of the case of prisoner Walid Daqqa.

“The case of Walid Daqqa is a historical case. It has been 37 years since he was detained and it was ended, but the occupation authorities sentenced him to an additional two years on charges of helping prisoners smuggle cell phones. He is sick with cancer and needs treatment, but the occupation authorities refuse.” He was released early and the process of slow killing was practiced against him through deliberate medical negligence.”

She added, “We were able, through journalists, through new media tools (WhatsApp and Telegram), to publish all the facts about him because he represents an example of human rights violations and the racism practiced against him and the rights of the rest of the prisoners, and it was The response is good at the local, Arab and international levels.”



Figure No. (8) Media material published by the Society on WhatsApp and Telegram about the international response to support the prisoner Walid Daqqa 8/16/2023

The case of the prisoner Daqqa is still active to date, interacting in local, Arab and international circles, popularly, officially and diplomatically, in light of the occupation authorities' stubbornness in not releasing him to receive the necessary treatment.

Al-Najjar says, "We are following around the clock the case of Walid Daqqa through lawyers and his family, and we are disseminating information." Be informed, especially with regard to his health condition or the court sessions held at the request of the defense team in order to release him" (Al-Najjar, personal interview, 2023).

Here, three important technical points emerge in the Palestinian Prisoner's Society's use of new media tools (WhatsApp and Telegram). The first is the speed and accuracy of communication with lawyers and the prisoner's family in order to collect information. The second is the speed of publication and delivery of information to journalists and relevant authorities. The third is attaching photos, video clips and audio.

Sarhana explained that the new media tools (WhatsApp and Telegram) saved effort and time and provided speed and ease in disseminating news of collective and individual strikes by prisoners, which were received from prisoners inside prisons or from lawyers during their visits to these prisoners, who were communicating with the Society through private groups on WhatsApp. As soon as the information reaches the society, it is sorted, audited and prepared as media materials that are sent to journalists on private groups and are followed up and updated around the clock whenever the need arises.

Al-Najjar cites this as evidence in the case of the martyr prisoner Sheikh Khader Adnan. He was the one who initiated the individual strikes against administrative detention. He went on many strikes from the year 2005 until the year 2023, every time he was arrested, as he was martyred last May 2 after going on a hunger strike for about three days.

For months, around the clock during the period of his strike, we were following up on the details of his situation through his lawyers and his wife via new media tools (WhatsApp and Telegram) and providing journalists with news, who in turn dealt with the information with a very high patriotic and humanitarian sense, which played a major role in the solidarity movement with him.

- **The Case of khader Adnan**

Many local, Arab and international pressure and advocacy groups were active in solidarity with Sheikh Khader Adnan, who was martyred in his cell, starving and handcuffed. Sarahna says, “The martyrdom of Sheikh Khader Adnan was a shock, because he was deliberately executed by the occupation authorities who placed him in fatal health and life conditions. We published A lot of data and information through new media tools (WhatsApp and Telegram) about the circumstances of his arrest and the violations he was subjected to, as well as the trial sessions during which the occupation judges refused to release him.

The information was published immediately and quickly, because every second and every minute was important and made a difference in the case of Sheikh Khadr. Adnan, and the new media tools (WhatsApp and Telegram) helped us with this, but unfortunately all the pressures and interventions collided with the obstinacy of the occupation, which insisted on killing Sheikh Khader Adnan.” (Sarahna, personal interview, 2023)

All the journalists surveyed agreed on the effectiveness and activity of the society, especially the media department, in covering news about the prisoners, including the martyr Khader Adnan. Journalist (J.B.), a local satellite correspondent, said, “The society’s news is considered the most reliable with regard to the prisoners and their

issues, and so is the department.” The media has a major role in delivering news about the prisoners in a detailed, clear, accurate and quick manner via journalist groups on WhatsApp and Telegram (personal interview, 2023).

Local, Arab and international media are following the issue of the prisoners’ strike in prisons because of its impact on the Palestinian local, Arab and international solidarity street, as it is one of the main factors for confrontations, demonstrations and advocacy activities, as the media follows their journey through the Prisoner’s Society groups on WhatsApp from its beginning until the end of the strike.

Usually with victory, or with another kind of victory, as happened with the martyr Khader Adnan, as journalist (T.A.), a local satellite channel correspondent, points out.

Journalist F.M., a local satellite channel correspondent, agrees with him that the amount of coverage of news about prisoners in their news and programs depends on the volume of news and information that we receive from the Society and the rest of the relevant institutions about news about prisoners in prisons via WhatsApp and Telegram.

The same interest is also shown by Arab media regarding the prisoners’ strike, as confirmed by journalist (F.A.), an Arabiya satellite channel correspondent, “We cover news about prisoners inside prisons, especially during strikes or tensions in prisons, and we rely a lot on the news that reaches us from the Prisoners’ Society via WhatsApp and Telegram.” “It is characterized by speed and ease of copying texts from the two applications in order to use them.” (F.A., personal interview, 2023)

From what the Society said, and what the journalists emphasized, it is clear that the new media tools (WhatsApp and Telegram), in addition to the speed and ease of dealing with news and information, save time and effort in drafting for journalists through instant copying and processing.



Figure No. (9): News of the martyrdom of the prisoner Sheikh Khader Adnan, attached to his photo, published by Al-Nadai on WhatsApp and Telegram.

The results of the content analysis showed that the society's advocacy messages represented the issue of the martyrdom of the captive Sheikh Khader Adnan, and were as follows: -

1. The first media material published by the Society was on February 8, 2023, in which it was announced that 4 days had passed since Sheikh Khader Adnan's strike in the occupation cells.
2. From February 8 to May 2, the date of the martyrdom of Sheikh Khader Adnan, the Prisoner's Society issued 68 media materials through new media tools (WhatsApp and Telegram).

3. The content of the media materials relates to Sheikh Khader Adnan's health conditions, visits by lawyers to him, court sessions, operations against him, activities and events in support of him, in addition to what is issued by him and his family.

4. The Society published the news of Sheikh Khader Adnan in 8 media articles in the month of February, 13 media articles in the month of March, and 37 media articles in the month of April, in addition to 10 media materials on the day of his martyrdom on May 2, 2023, as shown in Figure No. (10).

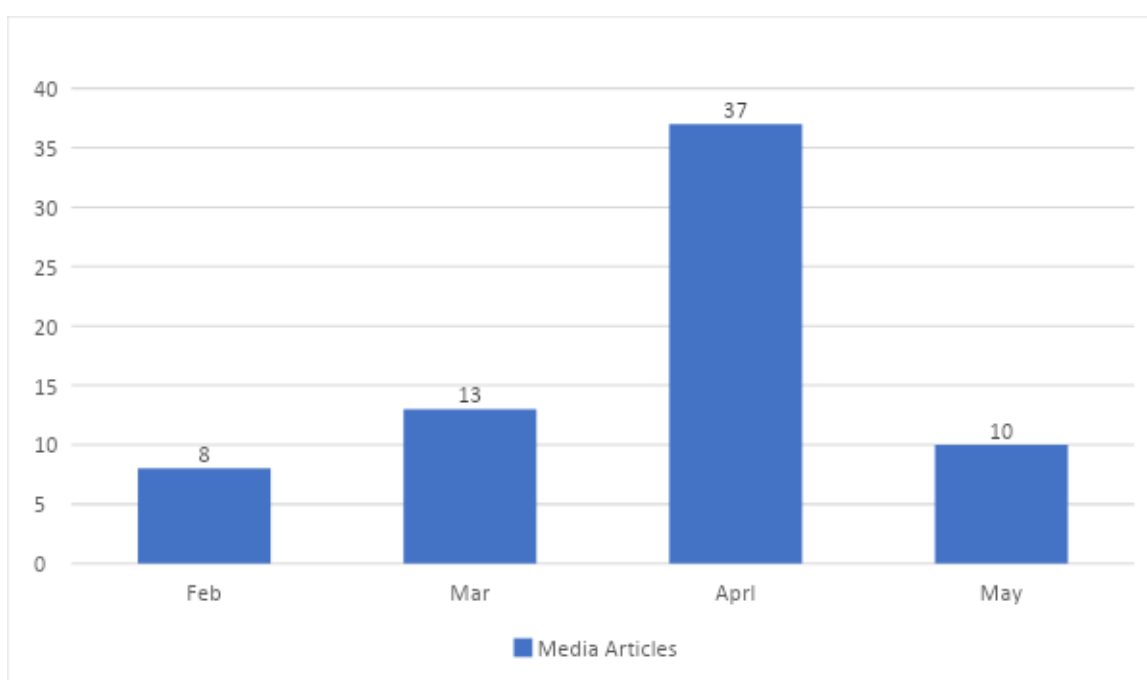


Figure No. (10): A graph showing the number of media materials published by the Society on WhatsApp and Telegram in follow-up to Sheikh Khader Adnan's strike.

- **Employing new communication tools to follow up with families**

The society's media activities were not limited to detention and the conditions of the prisoners, but rather followed the lives of the prisoners and their family circumstances by covering the weddings and sorrows of the families of the detainees. Al-Najjar explained that the Society tries to follow the case of every prisoner as it is a human

story that has several sides in addition to the prisoner himself, as there are his parents, siblings, and children, who were also affected by his arrest, especially if he was one of those with high rulings and had spent many years in captivity. Some of them left behind their son as an infant, and now he has become a man, married, and has children.

According to Sarhanna, the process of communicating with families and dealing with prisoners' issues "is done through new media tools (WhatsApp and Telegram). We have WhatsApp groups for the families of detainees and prisoners, and we communicate with them through them in order to obtain information supported by dates and names, especially regarding happy or sad occasions." We also publish news of every prisoner entering a new year in prison with full details." (Sarahna, personal interview, 2023)

Through new media tools (WhatsApp and Telegram), the Society publishes the release dates of prisoners a day before they are released, as Al-Najjar explains this by saying, "We have a database about prisoners that includes information about each prisoner, including dates of arrest, release, sentences, ages, etc., and we always publish the news about their intended release through new media tools (WhatsApp and Telegram) with a background on the prisoner, the number of years of his imprisonment, the date of his arrest, and his age, and we attach it to his family's phone numbers so that journalists can communicate with them and cover the release process and the case of the prisoner in question." (Al-Najjar, personal interview, 2023)

The matter does not end with the release of the prisoner, but the Society follows up on the news of the liberated prisoners, especially since many of them are released from prisons suffering from chronic diseases due to the policy of medical neglect practiced by the occupation authorities against them within the framework of the policy of slow killing, and we provide journalists through our groups on WhatsApp and Telegram,

with all the information and details about the condition of the sick freed prisoner, according to what Al-Najjar indicated.

Regarding the response of journalists to the media materials published by the Society on new media tools (WhatsApp and Telegram), journalist (N.B.) from a local news agency says, “Not a day goes by in our agency without news about the prisoners and their suffering, whether emergency or regular news, as well as the release, especially those who spent long years in prison, we cover their release and follow their stories, as happened, for example, with the prisoner Karim Younis, as he represents an important human story, and we often obtain information about them from the Prisoners’ Society on the journalists’ groups on WhatsApp and Telegram.” (N.B., personal interview 2023) Thus, the Prisoner’s Society has benefited from employing new media tools (WhatsApp and Telegram) to advocate for the prisoners’ cause through communication with journalists, who in turn represent the important element in publishing and covering news about the prisoners through their media outlets and tools, which contributed to the process of shaping the position and achieving pressure and advocacy in favor of the issue of prisoners and liberated prisoners.



Figure No. (11) shows the program of visits to prisoners by their families, published by the Prisoners’ Society on WhatsApp and Telegram.

Advocacy Messages digitally by Communicating with Journalists

The content was analyzed according to the following table to examine the compatibility of the content of these media materials with the new media and its tools:

The format of advocacy letters

Table No. (1): Content analysis to examine the compatibility of these media materials with the new media and its tools.

Number	date	Words number	Material type	Material content	attachments	Suitability for publication via new media
1.	8.2.2023	90 - 100	news	The court extends the detention of Sheikh Khader Adnan for 5 days	Picture	Conveniently, the material is condensed, short and informative
2.	11.2.2023	60 - 70	news	Adnan continues the strike for the 7th day in Jalama Prison	without	Conveniently, the material is condensed, short and informative
3.	23.2.2023	50 - 60	news	Adnan continues his strike for the 17th day	picture	Conveniently, the material is condensed, short and informative
4.	7.3.2023	160 - 170	news	Adnan continues his strike for the 31st day, and his health condition deteriorates in light of the abuse carried out by the occupation prisoners.	without	Conveniently, the material is condensed, short and informative
5.	15.3.2023	120 - 130	news	Adnan continues his strike for the 39th day, and his health condition deteriorates in light of the abuse carried out by the occupation prisoners.	picture	Conveniently, the material is condensed, short and informative

6.	26.3.2023	50 - 60	news	Adnan continues the strike for the 50th day and information about the strikes he participated in	picture	Conveniently, the material is condensed, short and informative
7.	1.4.2023	60 -70	news	Adnan continues the strike for the 56th day and information about the number of strikes he went on	picture	Conveniently, the material is condensed, short and informative
8.	5.4.2023	70 - 80	news	Adnan continues his strike for the 60th day, as he refused to undergo medical examinations, in protest against the harassment against him.	picture	Conveniently, the material is condensed, short and informative
9.	10.4.2023	80 - 90	news	Adnan continues the strike for the 65th day, and suffers from trembling, loss of consciousness, difficulty speaking, moving, concentrating, and drinking water, and pain all over his body. He is subjected to abuse around the clock, as he protested by refusing treatment and undergoing tests.	picture	Conveniently, the material is condensed, short and informative
10.	12.4.2023	1:29 video	Press Confere nce	His health condition, court, and abuse	video	Conveniently, the material is condensed, short and informative
11.	13.4.2023	10 - 20	news	Adnan continues the strike for the 68th day	picture	Conveniently, the material is condensed, short and informative
12.	17.4.2023	70 – 80	news	A court session and the prosecution threatens to feed him to a palace	without	Conveniently, the material is condensed, short and informative
13.	21.4.2023	10 – 20	news	Adnan continues the strike for	picture	Conveniently, the

				the 76th day		material is condensed, short and informative
14.	26.4.2023	60 – 70	news	Adnan continues his strike for the 81st day in light of the seriousness of his health condition	picture	Conveniently, the material is condensed, short and informative
15.	29.4.2023	50 – 60	News	Adnan continues his strike for the 84th day in light of the seriousness of his health condition	picture	Conveniently, the material is condensed, short and informative
16.	30.4.2023	80 – 90	news	The occupation court refuses to release Adnan	Without	Conveniently, the material is condensed, short and informative
17.	2.5.2023	90 – 100	news	Announcing his assassination and martyrdom	picture	Conveniently, the material is condensed, short and informative

The table above note that what the association publishes is traditional news materials that contain information, not materials with media content suitable for publication on new media, or with content related to advocacy campaigns.

It is clear from the table that the media materials published by the Society on new media tools (WhatsApp and Telegram) revolve around:

1. Continuation of the strike and its number of days.
2. Its court sessions.
3. His health condition.
4. Abuse operations against him.

Information related to the prisoner Sheikh Khader Adnan's continuation of the strike and the number of days was contained in 12 media articles, information related to the arbitrator's sessions in 4 media materials, and information related to his health condition

in 7 media materials. Information related to harassment operations: 5 information materials.

It is clear from the table above that 10 media materials contained more than one piece of information, and Figure No. (13) shows the distribution of information.

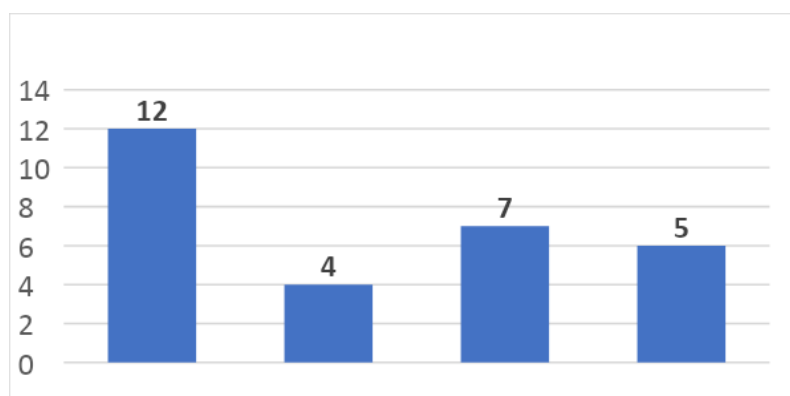


Figure No. (12) Graphic shows the distribution of information among media materials

Based on the analysis of the table above, the researcher found that:

1. 14 textual information materials, less than 100 words, and containing information about the number of days of Sheikh Khader Adnan's hunger strike, his poor health, and the abuse he suffered.
2. Two text media materials, with a word count between 120 and 170 words, and including information about the number of days on strike and his court sessions, in addition to a description of his health condition.

Table No. (2) shows an analysis of the content of media materials in terms of their language, whether they are legal or human rights, as well as the references that were used in them.

number	Grooming	Material type	date
1	Mental, patriotic, and emotional	Human rights	8.2.2023
2	Mental, patriotic, and emotional	Human rights	11.2.2023
3	Mental, patriotic, and emotional	Human rights	23.2.2023
4	Mental, patriotic, and emotional	Human rights	7.3.2023
5	Mental, patriotic, and emotional	Human rights	15.3.2023
6	Mental, patriotic, and emotional	Human rights	26.3.2023
7	Mental, patriotic, and emotional	Human rights	1.4.2023
8	Mental, patriotic, and emotional	Human rights	5.4.2023
9	Mental, patriotic, and emotional	Human rights	10.4.2023
10	Mental, patriotic, and emotional	Human rights	12.4.2023
11	Mental, patriotic, and emotional	Human rights	13.4.2023
12	Mental, patriotic, and emotional	Human rights	17.4.2023
13	Mental, patriotic, and emotional	Human rights	21.4.2023
14	Mental, patriotic, and emotional	Human rights	26.4.2023
15	Mental, patriotic, and emotional	Human rights	29.4.2023
16	Mental, patriotic, and emotional	Human rights	30.4.2023
17	Mental, patriotic, and emotional	Human rights	2.5.2023

The language of human rights and the use of mental, emotional, and national appeals in media materials were present within the selected sample according to the table above:

The language of the media materials was the language of human rights, because of the information and facts it represented related to the violation of human rights by the occupation, which is 100%.

The reason for this language is that the issue of prisoners is essentially a humanitarian issue, and the society's reporting of their suffering and violations against them, and

supporting that with numbers and facts, falls within the framework of human rights issues stipulated by international laws.

The published materials included national, emotional and mental appeals, represented by the fact that the case of Sheikh Khader Adnan is one of the most important Palestinian national models and he has become a public struggle figure. Emotionally, the information contained in all the materials raises concerns for Sheikh Khader Adnan and for everyone who is being arrested, in addition to sympathy for him. Mentally, the materials provided evidence of events, figures, and facts that support the position on Sheikh Khader Adnan and the necessity of supporting him.

The media materials are characterized by being short, condensed texts that contain the largest amount of information and are suitable for new media.

The journalists from the research sample unanimously agreed that the information published by the Society through new media tools (WhatsApp and Telegram) was one of the most important sources they relied on to publish news about the prisoners, especially in important cases such as the case of the prisoner, the martyr Sheikh Khader Adnan, and the case of the prisoner, Walid Daqqa, and that. Because the Society 's information is highly credible and reliable, as stated by them while answering the study's questions.

The researcher believes that the Society has been able to carry out its assigned tasks and provide all information to journalists and lobbyists and advocacy groups in their advocacy activities for the prisoners' issue.

- **Motivations for journalists following the Captive Society 's digital accounts**

The media, whether local, Arab or Arabic-speaking, allocates space to cover news about Palestinian prisoners within the framework of press coverage of Palestine news. Especially local media, the space they allocate to the issue of prisoners is relatively large. In addition to news bulletins, there are special programs related to prisoners in various of these media.

In this context, journalist (N.A.), an editor at a local agency, says that there is a large space for the issue of prisoners on the media platforms of the agency where he works, whether the website or pages on social media platforms.

Journalist N.S., a correspondent for an Arab satellite channel, says that the issue of prisoners is of great importance to the satellite channel she works for, and is considered one of the most important issues covered, and it has exceptional importance, whether with regard to the hunger strike or the attacks to which the prisoners are exposed.

Allocating large amounts of space to the issue of prisoners in the local, Arab or Arabic-speaking media is due to the national, national and humanitarian commitment towards the Palestinian issue in general and the prisoners in particular, as all journalists in the study sample confirm, which makes their need for information and news related to the prisoners great, especially since the issue of the prisoners It has become at the forefront of the news due to the pivotal changes it is witnessing in the occupation government's dealings with prisoners and in light of the presence of humanitarian cases of patients in addition to martyrs from the captive movement due to medical negligence or abuse operations, as Al-Najjar says.

The new media tools (WhatsApp and Telegram), and the Society 's groups on them, are considered the most important carrier of the media materials that the Society sends to

journalists who consider the Society 's news highly credible and reliable. Using these tools saves time and effort in obtaining information and dealing with it in editing, as they are text messages in addition to For other attachments such as photos, video clips, and audio, according to journalist (B,G), an editor at a local news agency.

For his part, the journalist (M.S.), an editor in a local satellite channel, believes that WhatsApp and Telegram provide the ability to send text messages, pictures, video, and audio clips very quickly, and they are easy-to-use tools. For example, Telegram allows sending a file size of 2 GB, and the two applications also provide the ability to voice communication. And the visual.

When the researcher reviewed the journalists' opinions, he found that there are two features that are linked to each other: the credibility and reliability of the Prisoner Society 's news on the one hand, and the speed and ease of using and transferring materials on the two applications on the other hand, which makes the motivation for journalists to use the Society 's groups on the two applications is to meet their needs for speed and ease of obtaining information. In this field, journalist (F.A.), a correspondent for an Arab newspaper, points out that the two applications are characterized by speed and accuracy because journalists communicate directly with the stakeholders, and are sure that they are the main source.

As for the journalist (Y.H), who is a production manager at a local agency, he confirms what the rest of the journalists said, that he prefers to use the new media tools (WhatsApp and Telegram) of the Prisoner Society, because the number of individuals who publish information is very limited, and thus this gives more credibility to the media materials. Published on the group, as there is no clutter in this case, which makes the journalist able to obtain information with confidence in it and its source.

Journalist (F, S), an Arabic-speaking satellite channel correspondent, confirms that his reliance on new media tools (WhatsApp and Telegram), on which the Society publishes news and information about prisoners, is a reliable source for him and is easy to use and quick to transmit.

Journalist (A, A), a reporter for a local newspaper, explained that there is a feature in the new media applications (WhatsApp and Telegram), which is audio alerts if a message arrives on the two applications, which makes him pay attention and open the message, meaning that the information becomes what comes to him and alerts him to its presence.

In turn, the journalist (N, S), who is a local radio reporter, adds that the most important feature of these applications is that they are available on the mobile phone that accompanies the journalist all the time, and thus he can follow the news and obtain information at all times and places.

18 researchers from the research sample stressed the importance of the new media tools (WhatsApp and Telegram) related to the Prisoners Society, while one journalist was the only one who disagreed with them, namely (A, M), who works as a broadcaster on a local radio, stressing that she does not get news from the Prisoner Society via WhatsApp. In addition, she does not have an account on Telegram, as she relies only on the phone to communicate with the Prisoner Society.

4.2 Summary of Results:

The study found that the Palestinian Prisoners Society does not carry out advocacy campaigns, but only collects information about prisoners, documents it and transmits it to journalists through new media tools.

The Palestinian Prisoners Society effectively employs new media tools, specifically WhatsApp and Telegram, to support for prisoners' issues, this usage has led to several outcomes:

1. **Improved Work Environment:** The Society has created WhatsApp groups for lawyers, families of prisoners, and journalists, enabling efficient information exchange within these groups.
2. **Interaction with Journalists:** The use of new media tools has facilitated interaction between the Palestinian Prisoner's Society and journalists. This interaction has influenced the framing of prisoners' issues in Palestinian, Arab, and international contexts.
3. **Media Message Transformation:** The Society's recruitment of journalists has led to a transformation in the dynamics of media messages. Journalists have become both recipients and senders of information, contributing to advocacy efforts.
4. **Facilitation of Communication:** These tools have streamlined communication with lawyers, enabling quick responses to information, clarification requests, and comments. This unified information source prevents confusion in reporting.
5. **Credibility and Reliability:** The Society has become a trusted source for journalists, especially in critical cases. The credibility and reliability of the Society's information have made it a primary source for journalists.
6. **Support for Advocacy:** Journalists, families of prisoners, and lawyers have all benefited from this recruitment, facilitating advocacy activities for prisoners' issues.
7. **Multiple Communication Channels:** The Society has maintained communication through phone, email, and in-person visits, providing multiple avenues for interaction.

8. The study answers the central question by confirming that the use of new media tools by the Society has significantly contributed to its advocacy goals by efficiently disseminating information and expanding field activities.
9. Additionally, the study highlights the motivations behind Palestinian journalists' use of new media tools for following the Society's updates:
10. Time and Effort Savings: Journalists find these tools convenient for obtaining and processing information quickly and efficiently.
11. Credibility and Limited Sources: The limited number of individuals publishing information in these applications enhances the credibility of the materials. Journalists trust the source and the content.
12. Instant Notifications: Audio alerts for incoming messages ensure that journalists are promptly aware of new information.
13. Credibility, Reliability, and Speed: The combination of credible and reliable information from the Society with the speed and ease of using these applications motivates journalists to rely on them.

In conclusion, Palestinian journalists use new media tools to meet their information needs, driven by their commitment to the Palestinian cause and their dedication to covering prisoners' issues. These tools have facilitated their work, enhanced credibility, and provided real-time updates, making them valuable resources for journalists and advocacy efforts.

Chapter Five:

Discussion

5.1 Discussion

The aim of this study was to reveal the role played by the use of new media in civil society organizations - the Palestinian Prisoners' Society as a case study - through the use of two specific tools (WhatsApp and Telegram) in the success of advocacy campaigns for prisoners' issues.

Its importance lies in the fact that it is one of the rare studies that delved into this field, as it contributed, through the results it reached, to opening the door for researchers in this field for fuller and more in-depth studies, in addition to alerting civil society organizations to the importance of employing new media in the success of private advocacy groups within them.

- **Employing new media tools to advocate for prisoners' issues**

Civil society organizations employ new media in their work, including the Palestinian Prisoners' Society, and this is what the study of Hull, et, al. (2020), and the Hestres study (2017), and with regard to the Palestinian Prisoners' Society , the study exhibited that the employment of these tools had an effectively positive impact on the results achieved by the Media Department when seeking to achieve its goals of advocating for the issue of prisoners'. It created positive and beneficial interactions among journalists, in turn, reshaping the narrative and public sentiment towards the prisoners' issue.

This study brought about a radical change in the work of both sides of the media message in a dialectical manner in terms of influence, which was translated through activities that served the purpose of applying pressure on the topic and pushing for advocacy in favor of the issue of Palestinian prisoners in the occupation prisons.

- **The Palestinian Prisoners' Society benefited from employing these tools**

The new media platforms of the Palestinian Prisoners' Society served as vital news and information sources for local, Arab and international media outlets and their employees. Proof of these results are indicated by the researcher throughout the study, specifically through the study sample.

According to the statistics obtained through the interviews and research, (94%) of the study sample, found that the Palestinian Prisoners' Society's media was distinguished by its prompt news access, meaning the media department's use of newer media tools have successfully placed them in the forefront in terms of speed and accessibility of reporting.

This is what was revealed by the conclusions of the Dodds (2019) study, which indicated that the use of WhatsApp has impacted the relationship between journalists and sources of information, on both personal and professional levels. It was also noted that new concepts and perceptions of familiarity, mutual trust, and access to information have emerged. Such observations carry important implications, and reveal the intertwinement of technology and socio-professionalism.

The utilization of new media tools by the Palestinian Prisoners' Society and later by the general media, aided journalists by serving as a catalyst in mobilizing the public in support of the prisoners' issues, pushing for advocacy and applying pressure at an international level. The study by Abdo and Saleh (2020), indicated that (81.2%) of the study sample interacted with campaigns and issues related to prisoners on Palestinian Prisoners' Day, and (70.1%) interacted with the hunger strike.

This study is unprecedented in examining the Palestinian Prisoners' Society's ability to create pressure and push for advocacy at the local, Arab and international levels. The

Society's media was distinguished by its credibility and reliability deemed by journalists, a unanimous opinion, confirmed by the analysis of the responses of the study samples.

- **Digital advocacy messages when communicating with journalists**

The information published by the Palestinian Prisoners' Society via the tools, WhatsApp and Telegram, constituted an important source for journalists who relied on them to publish news about the prisoners. They were able to serve as a credible news source for lobbying and advocacy associations. These associations relied on this material when implementing prisoners' support campaigns, most notably the case of the martyr prisoner Sheikh Khader Adnan. The study group deemed the Palestinian Prisoners' Society's news as highly reliable, serving as an excellent source of information and bridge connecting journalists and advocacy associations and lobbies.

Trist's study (1981), indicates that the media is a socio-technical system. This vision, which Trist touched on four decades ago, along with Dodds (2019) findings, shows us the relationship and influence that occurred between the Palestinian Prisoners' Society and the journalists who became mobilized in favor of the association and the issue of prisoners. This displays the journalists' level of confidence in the association and the perceived credibility of this news source. In turn, the association also has high confidence in these journalists and considers them a vital asset in serving their purpose by disseminating information and news in order to create pressure for advocacy. This symbiotic relationship was a result of the employment of these new media platforms, WhatsApp and Telegram, in an effort to stay up to date and make use of this technology revolution. According to Herlihy-Mera (2018), individuals have a choice in which device to use or which Internet service provider to connect with, but ultimately, they are

being exposed to the same platforms and news outlets regardless of that choice; and these applications and platforms have established themselves in such a way that they are constantly in the user's view. This reliance on social media and internet based technology has eventually become the main source of communication and interaction for these users, whether it may be with each other or the wider community.

This study demonstrates the impact of technology on communication and relationships among the public, both individuals and communities as a whole; influencing the prevailing culture of societies and creating new outlooks. These tools allowed the Palestinian Prisoners' Society to keep pace with developments in the prisoners' issue by offering quick access to information and keeping all parties updated in a timely manner.

- **Motivations for Palestinian journalists following WhatsApp and Telegram accounts of the Palestinian Prisoners' Society**

The use of WhatsApp and Telegram by the Palestinian Prisoners' Society is efficient and time saving for journalists when obtaining information, editing it, and republishing it, due to their ability to publish text messages, images, videos, and audio clips.

The Society maintained telephone and in-person meetings at the headquarters when communicating with journalists. The majority resorted to phoning the Society for the purpose of clarification or obtaining additional information regarding what the Society published through the new media tools (WhatsApp and Telegram). This result was based on the consensus of the study sample, and is in line with the study of Gelfgren, & others (2022), which considered keeping the phone in organizations necessary due to the fact that not all individuals are connected to the Internet.

The new media sound alert feature synchronized with the arrival of the message from its source, further impacts the speed of dissemination and receipt of news by journalists.

In the field of media, the study of Khamis and Al-Sadiq (2017), arrived at the conclusion that the mobile phone outranks all other devices as a means of browsing the Internet when it comes to media professionals.

1. Uses, gratifications, and employment of the New Media:

Use and satisfaction were achieved in the case that is the subject of our study, which is the Palestinian Prisoners' Society. The satisfaction resulting from the needs of the association in achieving its goals, for which it was founded, was achieved through delivering information and disseminating news, using new media tools, WhatsApp and Telegram, by journalists, in order to reach the public and pressure and advocacy groups. While satisfaction and use among journalists is achieved by obtaining the sufficient information they need by employing these new media tools. The goal is further fulfilled among the concerned public and pressure and advocacy groups as they were able to obtain information from journalists through these media publishing tools, in turn benefiting all parties by providing feedback to the associations. So essentially, all parties are communicating and interacting in such a timely manner to provide critique and assessment, allowing the association to continuously re-evaluate its activity, re-develop its work methods, and in some instances cancel and replace some practices entirely.

To sum it up, the predominant conclusion reached is that the roles of all parties involved (the Palestinian Prisoners' Society, journalists, and pressure and advocacy groups) have evolved, in such a way that each of them has become both a recipient and a sender, in a continuous and inextricable dialectical process that creates influence among the public and momentum in regards to the issues of the prisoners.

2. Advocacy and employing new media to advocate for prisoners' issues

The study found that the Palestinian Prisoners' Society's achievement of its goals in advocacy campaigns for prisoners' issues, most notably the cases of the martyr prisoner Sheikh Khader Adnan and the sick prisoner Walid Daqqa, proved the effectiveness and efficiency of the new media tools, WhatsApp and Telegram, in the relationship with journalists when used optimally. The information and facts it published in the material was used by journalists in the publishing process, which led to the benefit of pressure groups and advocates locally, regionally, and internationally when seeking to serve the prisoners' issues through media.

Given the characteristics of these tools, they provide the capabilities of communicating across groups via text messages, pictures, video, and audio, which makes it easier for pressure and advocacy groups to exchange information, comment, interact, and clarify their cause in cooperation with legal and human rights specialists, in order to advocate for prisoners' issues.

5.2 Recommendations

After studying the issue of employing new media in the Prisoner Society, the researcher concluded a set of recommendations, the most prominent of which are: -

Scientific recommendations:

1. The study recommends that researchers pay attention to this topic by conducting research that addresses its various aspects.
2. The study recommends that civil society organizations' media departments and personnel are given proper training and qualifications to use new media tools and platforms for the purpose of serving advocacy campaigns in an efficient and professional manner.

3. The study recommends that the Palestinian Journalists Syndicate hold workshops and training courses that qualify journalists and media staff in non-governmental organizations to use new media tools for the benefit of non-governmental organizations' advocacy campaigns.
4. The study recommends including new educational curricula materials related to the importance of civil work and new media in the advocacy process, in addition to advanced training on these new media techniques.
5. The study recommends conducting further research on the use of social media in mobilizing and advocating for the issue of prisoners internationally and globally and on relationships built among the media and international journalists through the use of such tools.

Practical recommendations:

1. It is necessary for the Palestinian Prisoners' Society to diversify its use of new media tools, and not limit itself to Facebook, WhatsApp, and Telegram.
2. The necessity of producing a series of episodes, reports, and materials to distribute to the media, and allocating a platform for prisoners' stories in order to motivate local and international media to take these ready-made materials and publish them, such as photographing the families of prisoners during visits to prisoners and conducting interviews with them, as well as diversifying the news and reports of prisoners. They can diversify their coverage by providing specialized coverage on children, female prisoners, and many other specific topics. They should also focus on creating stories about each prisoner, launching a video platform for these stories, documenting detention

experiences, and distributing them to the media, making them easily accessible by journalists and the press.

3. Establishing new media platform accounts in order to reach their followers directly instead of relying solely on the media to deliver their news, such as Alo TV (digital) radio, but rather broadcast over the Internet directly.

4. The necessity of communicating, through these tools and in different languages, with Western media and addressing foreign journalists.

5. The necessity to provide specialized teams, equipment and tools, in order to produce media content by the Palestinian Prisoners' Society directly, which in turn enables them to launch advocacy campaigns in favor of the prisoners' cause instantaneously and without relying on outside press.

5.3 Conclusion

This study dealt with the use and employment of new media tools, especially WhatsApp and Telegram, in the work of civil society organizations, focusing on the Palestinian Prisoners' Society as a case study. It revealed the great impact that these tools had on the dissemination of media materials in support of prisoners' issues, through their optimal use.

The study constituted an important learning source for the researcher, through pinpointing the problem, formulating it, defining the questions needed to be answered, collecting data from its sources, examining it, and then arriving at the results.

According to many reviews, this study is one of a few touching on this topic in such a scope, the topic of the issue of Palestinian prisoners in occupation prisons, and in terms

of its specialization in new media and its employment by civil society institutions, the Palestinian Prisoners' Society in particular.

According to the Palestinian Prisoners' Society, this study is the first at the research level that chronicles and deals with its use of new media in its diverse work related to prisoners' issues, advocating for them, and following up on their detention affairs.

The study is also a qualitative addition to the research library, and may serve as a building block for other more specialized studies in the institutional field to be derived from and built upon.

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الملخص

تتناول هذه الدراسة توظيف المنظمات الاهلية للإعلام الجديد لتحقيق أهدافها الاتصالية مع الصحافة المحلية حيث تهدف الى التعرف على واقع توظيف الاعلام الجديد لدى جمعية نادي الأسير الفلسطيني، وعلى اتجاهات تعامل الصحفيين مع الاعلام الجديد في التواصل مع النادي. واستخدمت الدراسة نظرية الاستخدامات والاشباعات ومفهوم المناصرة. ووظفت المنهج الوصفي التحليلي عبر اداتي المقابلة وتحليل المضمون، حيث تم اجراء 19 مقابلة مع الصحفيين ومقابلتين

مع نادي الأسير، إضافة لتحليل سبعة عشر منشورا لنادي الأسير نشرت عبر واتساب وتلغرام. وخلصت الدراسة الى أن نظرة المنظمات الأهلية للإعلام بدأت بالتجول ايجابيا تجاه توظيف أدوات الاعلام الجديد باعتبارها تلعب دورا هاما في تحقيق اهداف المنظمة وحملات المناصرة التي تقوم بها.

وبينت الدراسة أن جمعية نادي الاسير ا تعد نموذجا رياديا في توظيف الإعلام ضمن هياكلها الإدارية وخطتها الإستراتيجية ما يعطيها قوة في التعاطي مع الإعلام بشكل ممنهج بعيدا عن الموسمية وردّات الفعل.

وكشفت الدراسة أن جمعية نادي الاسير توظف الإعلام الجديد ضمن استراتيجيات تحفيز الجمهور، عبر الصحفيين لنصرة قضايا الأسرى، وحشد المناصرة والضغط على المستوى الدولي.

وأوصت بضرورة توفير الميزانيات والطواقم المتخصصة في المهن الداعمة للصحافة، وتطوير الاعلام الجديد في النادي ليصل الى الجمهور مباشرة من خلال انتاج الفيديو والصوت والانفوغرافيك والقصص الرقمية، بدل الاعتماد على المؤسسات الإعلامية.