



ISRAEL WILL PROTECT ITS CITIZENS AGAINST HAMAS' TERROR

HAMAS BURNED CIVILIANS ALIVE



State of Israel

Ad · 1 of 2 · 0:04

STOP SKIPPING THE TRUTH!

ON UNRWA'S PAYROLL



PAYCHE TERROR HUMANITA

# Weaponizing Misinformation: How Israeli State-Funded Propaganda Denies War Crimes

HUNDREDS OF ROCKETS WITH AN INTENT TO MURDER INNOCENT CIVILIANS

Ad · 1 of 2 · 0:06

Skip ads

Unskippable



Israel's Foreign Affairs Min.

Ad 605 videos

0:03 / 0:25



ISRAEL IS UNDER ATT

**For decades, Israeli state-sponsored propaganda has been an integral part of the machinery used to shield the occupation from accountability. This propaganda operates on multiple levels: it denies well-documented human rights violations, distorts the historical and political context, and projects a carefully constructed image of Israel as a democratic state committed to the rule of law. Such narratives are primarily designed to resonate with Western audiences, whose governments and media play a decisive role in shaping international responses to Israel's actions.**

**The current war on Gaza has exposed the limits of these tactics. In an age where atrocities are filmed in real time, shared instantly, and widely accessible through social media, controlling the narrative has become significantly more challenging. Graphic footage of mass killings, destruction, and starvation has undermined Israel's ability to maintain plausible deniability. Yet, the Israeli government has doubled down—deploying vast resources to counter documented evidence with misinformation, targeted smear campaigns, and state-funded media initiatives.**

**This includes denying the starvation in Gaza, launching aggressive media attacks on the International Criminal Court Prosecutor, vilifying UN officials such as the Special Rapporteur Francesca Albanese, and perpetuating claims that links the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) with Hamas.**

**By examining these targeted disinformation efforts, this report sheds light on how state-sponsored propaganda functions as an extension of Israel's broader political and military strategies—serving not only to obscure the**

**truth but also to obstruct justice, delegitimize international institutions, and preserve the occupation's status quo.**

## Denying Starvation

On the 22<sup>nd</sup> of August, the Integrated Food Security Phase Classification (IPC) system (UN-backed body) declared famine in Gaza. The report confirmed famine conditions are projected to spread from Gaza Governorate to Deir Al Balah and Khan Younis Governorates in the coming weeks.<sup>1</sup>

By 27<sup>th</sup> August, the total number of starvation-related fatalities since the start of Israel's war reached 313, including more than 117 children.<sup>2</sup> The United Nations warns of "catastrophic hunger" in Gaza. In a statement by UNICEF, "The entire population of over two million people in Gaza is severely food insecure. One out of every three people has not eaten for days, and 80 per cent of all reported deaths by starvation are children".<sup>3</sup>

Indeed, Israel has been officially circulating a campaign claiming the images of malnourished children were fabricated and mainly caused by disease and not famine. The official X account of the State of Israel shared a post saying how a lie about starvation has gone "viral" and a child's illness was twisted by "propaganda". It shared a video that claimed starving and malnourished

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<sup>1</sup> [GAZA STRIP: Famine confirmed in Gaza Governorate, projected to expand | IPC - Integrated Food Security Phase Classification](#)

<sup>2</sup> Director General of the Ministry of Health in Gaza: Nothing has changed after the declaration of famine, and we are awaiting mass deaths, [HYPERLINK](#)

"<https://www.aljazeera.net/news/2025/8/27/%d8%a7%d9%84%d9%85%d8%af%d9%8a%d8%b1-%d8%a7%d9%84%d8%b9%d8%a7%d9%85-%d9%84%d9%88%d8%b2%d8%a7%d8%b1%d8%a9-%d8%a7%d9%84%d8%b5%d8%ad%d8%a9-%d8%a8%d8%ba%d8%b2%d8%a9-%d9%84%d8%a7-%d8%b4%d9%8a%d8%a1> 1" [ALJazeera](#) , last visited 27-8-2025

<sup>3</sup> [United Nations](#), last visited 13-8-2025

children being shown across the world are fabricated, claiming that the children are suffering from other illnesses, such as “cystic fibrosis”. The same video appeared as a state-funded Ad for users on YouTube across Europe.

The Israeli campaign also sponsored AI generated video materials across social media alleging Hamas of fabricated attacks, and non-existent wide-scale Israeli humanitarian aid in Gaza.

Pro-Israeli media supported this narrative. In a report published by the New York Times, it featured the case of a Gazan child “Mohammed Zakaria al-Mutawaq” who was diagnosed with severe malnutrition. Later, it claimed that “After publication, The Times learned that he also had pre-existing health problems” aiding the Israeli claim that severe malnutrition and the inflicted mass starvation of the people of Gaza is not the main reason of the reported deaths.

Recent Ads that appeared to online users displayed videos and images of restaurants, festivals and food courts that dated back to 2021 and 2022 prior to the war on Gaza. The Ads claimed that these scenes are new and are proof that “Starvation is a Life, this is what Gaza looks like”.

## **State-funded Ads Spreading Israeli propaganda**

### Targeting the ICC Prosecutor

In June 2025, Danish media outlets displayed pro-Israeli Advertisements by Google Ads. Danish outlets Jysk-Fynske Medier, JP/Politikens Hus, Aller Media and Berlingske Media run a video targeting the Prosecutor of the International Criminal Court. The ads funded by Israel’s Government Advertising Agency

mentioned none of the atrocities committed in Gaza and clearly went against the prosecutor for issuing arrest warrants.<sup>4</sup>

### Targeting Francesca Albanese

Upon the announcement of US sanctions on the United Nations Special Rapporteur on the Occupied Palestinian Territories, Francesca Albanese by the US Secretary of State Marco Rubio, an investigation by Italian news media detailed how the Israeli government purchased Google ads to discredit the UN rapporteur. The campaign funded the Israeli narrative on the war on Gaza and dominated google searches for the rapporteur's name to subdomains of the Israeli government. Then users would be faced with accusations against Albanese of having “repeatedly violated during her tenure the principles of impartiality and professional integrity that form the core of her mandate at the UN”.

The links also accused Albanese of “repeated communication with Hamas.”

This campaign came soon after she submitted on June 30, a report to the UN Human Rights Council denouncing the involvement of major US technology companies in supporting Israeli military operations, and labeling the Israeli economy being based on “illegal occupation, apartheid, and genocide.”<sup>5</sup>

### Linking UNRWA to Hamas

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<sup>4</sup> “Israeli state-funded ads on Danish media platforms stir controversy”, TRT Global, last visited 13-8-2025

<sup>5</sup> Italian investigation reveals Israel used digital propaganda to target Francesca Albanese, [The New Arab](#), last viewed on 25-8-2025

Besides officials' accusations for the United Nations agency and its staff on involvement in October 7<sup>th</sup>, the Israeli government funded media campaigns that showed masked fighters wearing emblems of both Hamas and UNRWA. This imagery direct to a government website that elaborates on allegations against the UN agency. Some of the Ads that appeared to Australians for example displayed “Paychecks for terrorists or humanitarian aid?”, others “UNRWA has alternatives, it must be replaced.”



Such Ads were spread in different languages including German, Italian, French and Spanish.<sup>6</sup>

These campaigns not only impede the role of the agency and inflict damage upon its reputation but also risk the lives of UNRWA personnel and especially those in the humanitarian frontlines.

These propaganda efforts serve a dual purpose: to influence global public opinion and to pre-empt or undermine legal and political actions that could hold Israeli officials accountable for war crimes and crimes against humanity. The campaigns are not random; they are carefully orchestrated to target key individuals, institutions, and narratives that challenge Israel’s impunity.

<sup>6</sup> Google ads linking UNRWA with Hamas appear on Australian news websites as part of a global campaign, [ABC News](#), last visited 25-8-2025

## **Censorship Amid Disinformation**

At the same time that Israeli state-sponsored disinformation is amplified across mainstream and digital platforms, Palestinian content and narratives are systematically restricted. Major social media corporations—including Meta, Google, and X—have repeatedly censored or de-platformed Palestinian voices, removing documentation of war crimes, suspending accounts of journalists and human rights defenders, and suppressing hashtags related to Gaza. This asymmetry not only facilitates the circulation of Israeli propaganda but also silences Palestinian testimonies, obstructs the visibility of atrocities, and denies affected communities the ability to narrate their own reality. The combination of enabling state-backed misinformation while suppressing Palestinian content creates a distorted information ecosystem that shields perpetrators from accountability and undermines the global public’s right to truth.

## **Conclusion**

The evidence presented in this report demonstrates that Israeli state-sponsored propaganda is not merely a parallel information campaign but an integral component of the broader strategy to sustain the occupation, conceal atrocities, and obstruct accountability. By systematically denying starvation, targeting international institutions and officials, and attempting to delegitimize UNRWA, Israel employs disinformation as a weapon of war. These campaigns are designed not only to manipulate international public opinion

but also to weaken legal and political mechanisms that could otherwise constrain or sanction Israel's conduct.

In the digital age, however, the limits of propaganda are increasingly exposed. Despite the vast resources invested in misinformation, the immediacy of evidence shared through social media, independent reporting, and testimonies from humanitarian organizations has diminished Israel's ability to fully control the narrative. Still, the damage inflicted by these campaigns—on international institutions, humanitarian workers, and the pursuit of justice—is profound and demands urgent countermeasures.

**For more information** visit our webpage at [www.pahrw.org](http://www.pahrw.org)

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