

- **Thesis Abstract**

This study aims to expose the importance of Hezbollah's Secretary-General Hassan Nasrallah's speeches in accordance to the results of the July war in 2006.

The thesis statement focuses on the most obvious psychological and propagandist elements in Hassan Nasrallah's speeches and how the Israeli newspapers reacted to these speeches, grasping the effect these speeches had on the Israeli public and therefore on the psychological and military results of the war.

The thesis statement will be justified through the uncovering of psychological warfare and propagandist contents which are embedded in those speeches, as well as the effect they had on Israeli public. The study will also focus on how these speeches contributed to the restraining of the Lebanese home front from one angle and the distressing of the Israeli home front from the other.

The answer to these queries demands the use of research methods using constructive theory, particularly using the analytical method in analyzing Hezbollah's secretary general's eleven speeches during the war and the extraction of propagandist elements and psychological warfare between the lines of these speeches. The study will also analyze the front pages of the top three Israeli newspapers, which reflected what came in Nasrallah's speeches and conveyed it directly to the Israeli public.

The study uses quantitative analysis in order to prove the results of the critical analysis on Nasrallah's speeches and to analyze the content of the Israeli newspapers. Through this method of analysis, the most obvious traits of psychological warfare and propaganda in speech-giving were clarified, as well as their repetition, their importance and the extent to which they were reflected in the Israeli newspapers.

The study is divided into four main chapters. The first chapter focuses on theoretical research in the discourse analysis approach, the development of this approach and its most evident traits, its theorists, and the difference between this approach and the content analysis approach. Through this chapter, the researcher has tried to remove some of the ambiguity in this approach and present its importance in the study, specifically its relation with ideology and the importance of the speech giver's personality in reaching the desired effect of such speeches.

The second chapter addresses psychological warfare and propaganda, and its development through time and its humanitarian and human conflicts. Through this chapter, the researcher has tried to

emphasize the importance of psychological warfare and the size of its effectiveness on war results, how it was used and its different forms, all in accordance to battle. The different eras will be addressed starting with the old ages up till our current age, the era of the mass media and live broadcasts and live images. The relationship between psychological warfare and propaganda and the crisis these two terms pose will also be addressed in this chapter. In addition to discussing the mechanism that the media operates by in order to reach the desired effect, the audience's nature and public opinion and how it is affected by what is seen or heard.

The third chapter analyzes Nasrallah's speeches in the aim to extract the psychological and propagandist contents of the war from them. In addition to the analysis of main news that appeared on the front-pages of Israeli newspapers issued the mornings after the speeches were aired. The aim is to observe whether these main headlines got effected by what came in Nasrallah's speeches.

Quantitative analysis was also applied to Nasrallah's speeches and the Israeli newspapers in order to obtain mathematical results that can confirm the validity of what has been revealed by the use of qualitative analysis.

The final chapter completes the third one by monitoring the most prominent features of propaganda and psychological warfare in Hassan Nasrallah's speeches, and the techniques he used to reach the desired extent in effecting his listeners. This chapter also monitors some of the Israeli opinion polls which show the effectiveness of Nasrallah's speeches on Israeli public.

Finally, the researcher discusses the Venograd committee's report that identifies the media and informative errors which were committed by Israel, and in turn enabled Hezbollah and its Secretary-General to reach their desired effects.