

# The role of celebrities and public figures in raising global awareness for the Palestinian freedom

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## Abstract

The main objective of this study is to examine the way the prominent individuals and celebrities contribute to the global promotion of the Palestinian freedom movement. The Israeli occupation of Palestine has attracted global attention due to its violations of human rights, thereby inspiring numerous international movements for solidarity involving prominent figures. This study investigates the ways in which public figures utilize social media and mainstream media to raise awareness of the Palestinian freedom movement on a global scale. However, it is evident that they demonstrate an intense dedication to humanitarian principles and international justice, as evidenced by their willingness to speak out and take actions in support of Palestinian freedom. This study employs a qualitative analysis approach to the content of existing literature using Nvivo 12 application. The findings indicate that celebrities are playing an important and effective role in raising global awareness of the Palestinian freedom struggle and in influencing public opinion and international campaigns. The findings of this study underscore the imperative for sustained efforts to raise global awareness of humanitarian issues, thereby providing an initial basis for future strategies in promoting solidarity with the State of Palestine. This study provides an extensive comprehension of how the role of celebrities could be enhanced and utilized to promote justice and peace in Palestine. It also serves as inspiration for decision-makers as well as members of civil society to be engaged in the process of putting an end to colonialism and genocide in Palestine.

**Keywords:** Celebrities; public figures; palestine freedom; global awareness; media communication

## 1. Introduction

Following the advent of globalization and the digital age, the influence of celebrities has increased significantly in terms of shaping public opinion and promoting social justice advocacy. In the context of global marketing, celebrities, and prominent figures have assumed a central role, primarily due to their extensive reach and visibility (Buheji et al., 2024). Of these, the campaign for Palestinian rights has attracted the most attention due to the use of celebrities and public figures to illuminate the ongoing mayhem and seek justice. This fact underscores the importance of cultural influencers in mobilizing global consciousness and developing international solidarity (Mayaleh & Hamamra, 2024).

The Palestinian cause, mired in decades of conflict and diaspora, has always been the focus of international debate (Alfoqahaa & Jones, 2020). However, the major drawback of traditional media coverage is frequently accused of bias, leading, at times, to a distorted public opinion (Abu Hashish et

al., 2023). Therefore, the role of these interventions by celebrities and public figures has given rise to a different narrative that addresses the humanitarian aspects of the conflict and would otherwise be left unaddressed (Marwick & Boyd, 2011). This has resulted in the voices of the marginalized groups being amplified, thereby contributing to a more intricate and multifaceted understanding of the issue at hand.

In addition, the capacity of celebrities to influence public opinion has been further boosted through the utilization of social media. The utilization of social media platforms such as Twitter, Instagram, and Facebook by celebrities has resulted in their emergence as significant agents of change, given their ability to instantly access millions of followers online (Buheji, 2024). These public figures have the capacity to spark large-scale public discourse by making personal statements, interacting with activists, or joining global campaigns. The direct engagement of these figures with the Palestinian struggle is notable for its lack of intermediation, offering one of the most unfiltered and authentic windows into the subject (Driessens, 2013).

Moreover, the international appeal of celebrities will enable their advocacy work to reach audiences across borders,

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including those not directly affected by the conflict but who may be mobilized to action (Brockington, 2014). The internationalization of the Palestinian issue, catalyzed in part by the involvement of celebrities, has aroused a growing sense of global solidarity. This has been particularly evident in the context of mass global movements and protests, where the involvement of already prominent figures has served to amplify the calls for Palestinian freedom (Wiles et al., 2013). However, it is not all true that the downsides to having celebrities and public figures championing political causes come out clearly. At times, celebrity activism simplifies some very complicated issues, rendering them into jargon or hashtags meaning nothing more than what is necessary for understanding the same. This phenomenon also raises concerns regarding performative activism, wherein celebrities and public figures show their participation in causes not necessarily because they believe in them but because they want to look socially involved in public (Hallward et al., 2013). Despite this criticism, the overall impact of the involvement of celebrities and public figure in the Palestinian cause is undeniable. Indeed, it has played its part in bringing the issue to the global consciousness (Buheji, 2024).

Not limited to individual initiatives, group actions by celebrities and public figures have also played a critical role in raising awareness. Campaigns such as "From the river to the sea, Palestine will be free," and all sorts of charity events have utilized the power of the collective of cultural stars to advocate for Palestinian rights. These efforts have succeeded in achieving financial sustainability for such humanitarian work and in maintaining the prevalence of Palestinian freedom in popular literature (Riemer, 2022).

The role of celebrities and public figures in establishing global awareness of Palestinian freedom represents a tremendous junction of popular culture and political activism (Alfio et al., 2025). This present article discusses how, for celebrities, the impact extends beyond visibility and influences public opinion, policy, and, importantly, their vital contributions to global struggles for justice. Furthermore, the involvement of celebrities in this struggle for freedom and human rights will be understood in terms of their keen interest in the Palestinian cause.

In this study, the concept of role refers to the capacity of celebrities and public figures to influence public awareness, shape public opinion, mobilize humanitarian support, and encourage international solidarity regarding Palestinian freedom. The role of these actors extends beyond the mere expression of personal opinions on social media; it encompasses a broader spectrum of activities including the establishment of agendas, advocacy, fundraising, participation in humanitarian campaigns, collaboration with non-governmental organizations (NGOs), and the shaping of public discourse through the utilization of cultural and media platforms. The concept of role, as employed in this research is understood as the strategic contribution of influential individuals in promoting awareness and stimulating collective action towards humanitarian and human rights issues in Palestine (Brockington, 2014; Driessens, 2013).

## 2. Methodology

This present study employs a qualitative research method to analyze the role played by celebrities and public figures in

driving a global conscience on the issue of Palestine. The methodology employed in this study involves a comprehensive examination and analysis of data obtained from various social media platforms, public statements, interviews, and other media representations of prominent and outspoken celebrities and public figures who have come out in full support of the need for Palestinian freedom. In this respect, the research would examine the nature and frequency of their advocacy, the platforms they utilize, and their overall impact on public awareness and discourses surrounding the Palestinian issue.

In this study, the term celebrities is employed to denote the individuals who have attained a significant degree of popularity on a global scale, with their primary source of recognition originated from the entertainment industry, including music, fashion, and film. By contrast, public figures are individuals who, by virtue of their prominent public presence and the influence they wield, are able to significantly impact public opinion regardless of their professional background. Although these two concepts are often employed interchangeably, public figures represent a broader category that also includes activists, politicians, academics, and social leaders (Driessens, 2013).

This present research purposively selected three internationally recognized individuals: Bella Hadid, Roger Waters, and Mark Ruffalo. The selection of these individuals was based on four criteria: (1) they have consistently expressed public support for Palestinian freedom; (2) they actively utilize digital platforms to advocate humanitarian issues; (3) they participate in both online and offline advocacy activities; and (4) their advocacy has attracted significant international media attention and public engagement. The selection of these three figures enables comparative analysis across different professional backgrounds while maintaining consistency in advocacy objectives.

## 3. Methodology

This study employs a qualitative research method to analyze the role played by celebrities and public figures in driving a global conscience on the issue of Palestine. It does this by examining and analyzing data obtained from various social media posts, public statements, interviews, and other media representations of selected and vocal celebrities and public figures who have come out in full support of the need for Palestinian freedom. In this respect, the research would look at the nature and frequency of their advocacy, platforms, and overall impact on public awareness and discourses around the Palestinian issue.

In this study, celebrities refer to internationally recognized individuals whose popularity primarily originates from the entertainment industry, including music, fashion, and film. Public figures, on the other hand, refer to influential individuals who possess substantial public visibility and are capable of shaping public opinion regardless of their professional background. Although these two concepts are often used interchangeably, public figures represent a broader category that also includes activists, politicians, academics, and social leaders (Driessens, 2013).

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This is achieved through a sample consisting of purposively selected high-profile celebrities and public figures who have been at the forefront of advocating for Palestinian freedom. The list of signatories includes prominent figures such as Bella Hadid, Roger Waters, and Mark Ruffalo. This is achieved by the collection of their social media posts, public speeches, interviews, and any media coverage the preceding five years. Thematic analysis was conducted using data analysis from previous studies, with the aim of identifying key themes, messages, and patterns in their advocacy efforts. The subsequent stage of the process involves the application of role analysis of word similarity in the findings of previous studies using the Nvivo 12 application.

The three public figures selected for this study (Bella Hadid, Roger Waters, and Mark Ruffalo) were purposively chosen because they have demonstrated consistent public advocacy for Palestinian human rights through both online and offline activities. The selection of Bella Hadid was attributed to her Palestinian heritage and her sustained advocacy through Instagram campaigns, fundraising initiatives, participation in humanitarian demonstrations, and public interviews highlighting the humanitarian crisis in Gaza (Mayaleh & Hamamra, 2024). Roger Waters was included due to his long-standing support for the Boycott, Divestment, and Sanctions (BDS) movement, his public speeches during international concerts, and his consistent criticism of Israeli occupation policies through interviews and documentaries (Barghouti, 2021; Hallward et al., 2013). The selection of Mark Ruffalo was based on his repeated public statements through X (formerly known as Twitter), participation in humanitarian petitions, and collaboration with international human rights organizations advocating for an immediate ceasefire and protection of Palestinian civilians (Buheji et al., 2024). The three figures represent different professional backgrounds (fashion, music, and film), thus allowing this study to compare various forms of celebrity activism and their influence on global public awareness.

The impact of these advocacy efforts can also be described based on the feedback gathered from the public through likes, shares, comments, and the media attention this has received. The report also includes secondary data from public opinion polls and surveys regarding the level of global awareness and attitude towards the Palestinian issue. The findings are interpreted to demonstrate the effectiveness of celebrity involvement in raising awareness and influencing public discourse on Palestinian freedom.

#### 4. Results and Discussion

It has been observed to have significant impact on global awareness and the current discourse surrounding the Palestinian issue. Celebrities, including Bella Hadid and Roger Waters, have been at the forefront of the struggle for Palestinian freedom, consistently utilizing the available platforms to voice the human side of the conflict. Most of their posts received millions of interactions, indicating high level of engagement

and interest among their followers in the content shared. The thematic analysis established recurrent themes of justice, human rights, and solidarity, resonating highly with global audiences.

A key finding of the study is the efficacy of social media in amplifying the volume of celebrity voices advocating for Palestinian freedom. This was instrumental, especially on social media platforms such as Instagram and Twitter, in spreading the message extensively. For example, Bella Hadid posted powerful imagery on Instagram about the Palestinian struggle, including personal reflective captions circulating highly among her following with several comments, thereby creating conversations across media platforms (Qothrunnada et al., 2025). This amplification effect serves to underline the unique power of social media in contemporary activism, particularly for influential figures. It was that celebrity advocacy exerts a significant influence on public opinion regarding the Palestinian issue, extending beyond the mere act of raising awareness. A close examination of public reactions and engagement metrics shows that celebrity posts receive many expressions of solidarity and support from followers, in addition to debates and discussions. The celebrity involvement in the Palestinian cause has been identified as a significant factor in the process of legitimizing the movement, particularly to motivating people who might not have been interested in engaging with it earlier to learn more and take a stance. This finding also supports existing literature that claims that celebrities' engagement in political and social movements may act as a trigger for the public (Marwick & Boyd, 2011).

The study also indicated certain limitations and drawbacks to celebrity activism. On the one hand, there has been a massive increase in awareness and engagement; on the other, there has been an oversimplification of the complexity of the Palestinian issue in such celebrity messaging. Critics have posited that celebrity advocacy is often driven by the desire to elicit an emotional response rather than providing nuanced and informed views on the conflict in question. This approach, however, risks oversimplifying the issue into a binary narrative that fails to acknowledge the complex historical and political context. The data indicated that while celebrity involvement had been instrumental in attracting attention, it could have been more effective in fostering a deeper understanding of the issue among the public. Another significant result was the degree to which it influenced perceptions of celebrity authenticity and background in a manner that varied according to the specific characteristics of the celebrities in question. For example, celebrities like Bella Hadid were credible or authentic in their tweets because they have personal or familial connections to the Palestinian cause. This authenticity lent credibility to the messages, thus generating increased interest and correspondence. On the other hand, celebrities with no relation to the issue are sometimes viewed with suspicion, and sometimes, efforts at activism are criticized as performative or even opportunistic (Ellcessor, 2018; Harff & Schmuck, 2024).

This study also demonstrated that media coverage of celebrity advocacy was instrumental in maintaining public interest in the Palestinian cause. This coverage is typically disseminated through social media and public declarations by celebrities, thereby increasing its manifold reach. However, the quality and quantity of media coverage was variable with the focus of the reporting often being more on the celebrity involved than on the advocacy's substance. This highlighted the dual-edged nature of media involvement, wherein celebrity focus sometimes undercuts the real issue (Haynes, 2014).

The findings of this study reveal quite an integral role that celebrities and public figures have played in establishing global awareness of Palestinian freedom. The utilization of social media by these groups has been instrumental in disseminating their message across a broad audience. The findings also highlight some of the limitations of celebrity advocacy, including its capacity to raise awareness and influence public opinion on an issue. Some challenges thus must be addressed, such as the oversimplification of complex issues and the potential for performative activism if celebrity involvement in political causes is to add to public understanding and action meaningfully (Ellcessor, 2018). For example, Bella Hadid donated the proceeds from several fundraising initiatives supporting humanitarian relief in Gaza while simultaneously encouraging her followers to contribute through verified humanitarian organizations (Hariss, 2024). Roger Waters has utilized his international concert tours as a platform to communicate messages in support of Palestinian self-determination, expressing endorsement for the BDS movement (Ditmars, 2017). Furthermore, Mark Ruffalo publicly endorsed international petitions calling for an immediate ceasefire and protection of civilians, encouraging broader public participation in humanitarian advocacy (Blyth, 2024).

Celebrities and public figures play a vital role in popularizing issues relating to Palestinian freedom across the

world through various means and approaches. In the context of social media, a range of campaigns is being developed with the aim of drawing attention to the plight of the Palestinians. The use of appropriate *hashtags* and the creation of viral content are two key strategies being employed in this efforts to engage young people and generate maximum coverage for the cause, for example *#freepalestine* and *#fromtherivertotheseapalestinewillbefree*. Celebrity advocacy has been identified as a significant catalyst for prompting shift in public opinion, ultimately leading to tangible action (Archer et al., 2019; Ellcessor, 2018). The power of celebrities can also be enduring, serving to motivate political action and facilitate a more extensive discourse concerning the Palestinian struggle for rights. High-profile individuals can deliver speeches, powerful statements that carry far, shape public discourse, and influence policy debates. The underlying rationale is that these actors serve as vital allies in being able to pressure lawmakers to institute policy changes promoting Palestinian rights. By joining the global solidarity movements, these figures have managed to tie together disparate groups for a common cause, thus increasing the decibel of the message and collective action-across borders. On the other hand, engaging celebrities and public figures would establish a very heightened level of awareness globally in relation to the plight of the Palestinians and the need to free them.

Table 1. Concepts in the role of celebrities and public figures in global awareness for Palestinian independence

| Concept                                                                           | Meaning                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Social Media Campaigns (SMC) (Monshipouri et al., 2018)                           | Public figures utilize social media to create campaigns highlighting the struggles of Palestinians, using hashtags and viral content to reach a global audience. These campaigns have been demonstrated to engender significant increase in both visibility and support for the cause, especially among younger demographics.                   |
| Celebrity Advocacy (CA) (Brockington, 2014)                                       | Celebrities frequently utilize their platforms to advocate for Palestinian freedom, raising awareness through social media, public appearances, and interviews. Their influence can mobilize public opinion and encourage political action, thus making them as pivotal figures in the global discourse surrounding the issue.                  |
| Public Statements and Speeches (PSP) (Buheji, 2024a)                              | High-profile individuals frequently make public statements or deliver speeches that address the Palestinian plight, thereby influencing public discourse and policy. Their words can resonate widely, prompting discussions in political and social spheres.                                                                                    |
| Influence on Policy (IP) (Abukhater, 2024)                                        | Celebrities have the capacity to influence political decisions by advocating for policy changes that support Palestinian rights. The capacity to engage with large audiences can exert pressure on lawmakers, prompting them to act, thus making them important allies in the fight for freedom.                                                |
| Global Solidarity Movements (GSM) (Yousef, 2022)                                  | Public figures frequently participate in or endorse global solidarity movements that support Palestinian freedom. This participation serves to unify disparate groups around a common cause. Their involvement can amplify the message and encourage collective action across borders.                                                          |
| Public Awareness Events (PAE) (Culcasi & Culcasi, 2016) (Mayaleh & Hamamra, 2024) | Celebrities frequently host or participate in events aimed at raising public awareness about the Palestinian situation, such as rallies, panels, and discussions. These events have been shown to galvanize community support and encourage civic engagement.                                                                                   |
| Educational Outreach (EO) (Al-Hroub, 2023)                                        | Celebrities frequently engage in educational outreach to inform the public about the Palestinian situation, partnering with organizations to provide resources and information. This outreach has the potential to empower individuals to take informed action and support the cause.                                                           |
| Celebrity Partnerships with NGOs (CPN) (Al-Modallal et al., 2023)                 | A significant number of celebrities have established collaborative relationship with non-governmental organizations (NGOs) that focus on Palestinian rights, thereby serving to expand the reach and resonance of their message. These partnerships have the potential to enhance the effectiveness of advocacy efforts and mobilize resources. |
| Celebrity Boycotts (CB) (Buheji, 2024)                                            | Some public figures participate in or endorse boycotts against companies or countries that support oppressive policies towards Palestinians. Such boycotts have the potential to draw significant attention to the issue and encourage consumers to consider their purchasing decisions.                                                        |
| Cultural Representation (CR) (Abu-Ayyash, 2024)                                   | Celebrities from various artistic fields, such as music and film, frequently incorporate themes of Palestinian identity and struggle into their work. This cultural representation has the capacity to foster empathy and understanding, thereby bridging gaps between different communities and promoting solidarity.                          |
| Influence of Music (IM) (Grant, 2016)                                             | Musicians repeatedly write songs or perform at events that highlight the Palestinian struggle, using their art to raise awareness and inspire activism. Music can be a powerful instrument for effecting social change, resonating deeply with audiences.                                                                                       |
| Artistic Collaborations (AC) (Alim, 2020)                                         | Collaborations between artists and public figures can create powerful works that advocate for Palestinian rights, with a blend of art and activism. These projects can reach new audiences and stimulate dialogue about the Palestinian struggle.                                                                                               |
| Documentary Filmmaking (DF) (Chaudhuri, 2007)                                     | Celebrities sometimes produce or narrate documentaries that focus on the Palestinian experience, thereby shedding light on the complexities of the conflict. These films can educate audiences and inspire action by offering a personal perspective on the issues.                                                                             |

Source: Analyzed by the author (2024)

The 13 concepts above are drawn from the findings of previous research. Each concept is then analyzed using the Nvivo 12 application to strengthen the findings of this present study. As illustrated in Fig. 1, Celebrity Boycotts (CB) have been identified as a significant factor in global awareness of Palestinian independence, accounting for 14% of the total. The remaining two top concepts are held by Celebrity Partnerships with NGOs (CPN) at 13% and Global Solidarity Movements (GSM) at 12%.

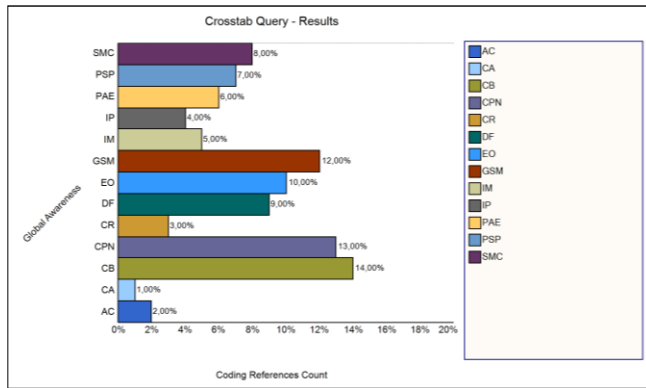


Fig. 1. Role Percentage of 13 Concepts  
Source: Analyzed by the author (2024)

Celebrity Boycotts, Celebrity Partnerships with NGOs, and Global Solidarity Movements all contribute to global awareness by acting as mobilizers. These concepts define the particular strengths and platforms that celebrities have to influence public opinion, drive the media lens, and mobilize collective action. The efficacy of these groups in advocating for the Palestinian cause is attributable to a combination of factors.

Celebrity boycotts have been demonstrated to be influential tool in raising awareness and issuing political statements. The public refusal of celebrities to participate in any event, endorse any product, or visit any country they deem to be in violation of human rights serves as a potent symbol of their stance on the matter, resonating with both the public and the targeted entities. Celebrity boycotts regarding the independence of Palestine were tools of protest against events or organizations which purported to work and enable Israeli policy, which was damaging to Palestinian rights. Such boycotts frequently receive widespread media coverage that amplifies the whole issue such that even the different fans and followers start to consider the ethical issues of their consumption and support (Barghouti, 2021). When highly notorious through a boycott, a celebrity's position is more of a lever against the erring party, providing worldwide interest in the Palestinian cause.

These alliances are potent as they combine star power with the knowledge and field experience of NGOs. NGOs dealing with the Palestinian issue often have the resources and expertise to conduct long-term strategic work and campaign, but they frequently need more visibility than celebrities bring. When celebrities work with those NGOs, the impact of their campaigns is amplified, funds are raised, and credibility is lent to the cause (Minefee & Bucheli, 2021). This would also enable the celebrities to be guided by their partner NGOs on the complexities of the issue, helping them to avoid oversimplification and ensuring their messaging is accurate and impactful. This could create a more sustained and focused awareness and fundraising effort for Palestinian independence.

Global Solidarity Movements are grassroots campaigns that bring people together across borders in support of a common cause. Celebrities can play a key role in these movements by raising awareness of the cause, mobilizing supporters, and legitimizing the movement's aims. This is evident in the case of the Palestinian independence movement, for example, where celebrities who participate or endorse GSMs help to raise the profile of the issue—framing it not merely as part of a universal struggle for justice but as a struggle for the human rights of all humankind (Ghabra et al., 2018). Seeing celebrities involved motivates their fans and followers to participate in the movement, attend protests, sign petitions, and become active in general. The global reach of celebrities multiplies the interaction between several actions of solidarity worldwide, creating even more significant waves for Palestinian independence.

In other words, CB, CPN, and GSM work perfectly owing to the celebrity factor in their efforts to challenge the status quo, create strategic alliances, and mobilize global solidarity for Palestinian independence. Such approaches not only raise awareness but also inspire action, making them very prospective for the issue of Palestinian rights.

After conducting the above analysis and discussion, this study also offers a model for how celebrities and public figures can play a role in raising global awareness of Palestinian independence.

The coalition supporting Palestinian freedom involved celebrities and public figures from diverse geographical regions, including North America, Europe, the Middle East, and Australia. Hollywood actors such as Mark Ruffalo represented North America, while Roger Waters represented Europe through his long-standing political advocacy. Bella Hadid, whose Palestinian heritage strengthened her credibility, connected Middle Eastern humanitarian concerns with Western audiences. These transnational collaborations expanded the geographical reach of advocacy campaigns and generating significant public engagement, particularly in the United States, the United Kingdom, Canada, several European countries, and the Middle East. Discussions surrounding Palestinian human rights became increasingly visible in mainstream and digital media in these regions. The findings suggest that cross-regional celebrity coalitions substantially enhance international awareness by connecting diverse audiences through shared humanitarian values rather than political affiliations alone.

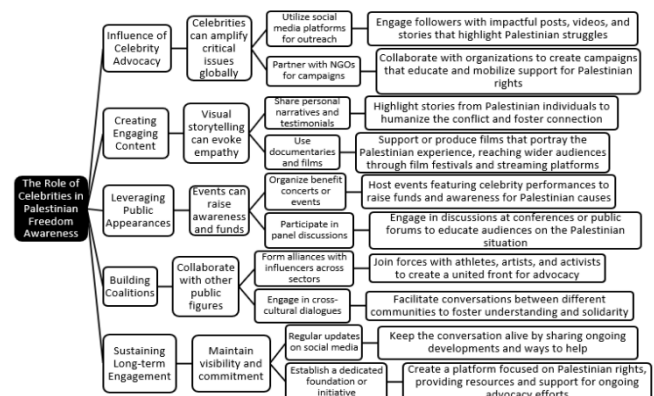


Fig. 2. Author's Proposed Model  
Source: Developed by the authors (2024)

Fig. 2 depicts how celebrities can play a significant role in

raising awareness of the Palestinian cause. They can amplify critical global issues through their large following and public influence. By leveraging social media platforms, they can share impactful posts, videos, and stories highlighting Palestinians' struggles. They can also collaborate with NGOs to create campaigns to educate the public and mobilize support for Palestinian rights. Celebrities are effective at creating engaging content, particularly through visual storytelling. This can include sharing personal narratives from Palestinians to humanize the conflict or supporting the production of documentaries and films depicting the Palestinian experience. Such content has the potential to reach a wider audience through platforms such as streaming services and film festivals. Public appearances are another way for celebrities to raise awareness and funds for the cause. They can host benefit concerts and participate in conference panel discussions to educate audiences about the situation in Palestine. Forming coalitions with other public figures, including athletes, artists, and activists, can strengthen their advocacy efforts by creating a united front. These collaborations foster cross-cultural dialogue and help to build understanding and solidarity between different communities.

Finally, maintaining long-term engagement is vital for keeping the cause visible. Celebrities can regularly update their followers on social media, sharing current developments and ways to contribute. Establishing a foundation or initiative specifically focused on Palestinian rights can also ensure ongoing support and advocacy. This text highlights the strategic role of celebrities in advocating for Palestinian freedom by creating content, making public appearances, forming partnerships, and maintaining ongoing engagement.

## 5. Conclusion

The primary conclusion of the study on the role celebrities and public figures can play in the global awareness of Palestinian freedom is as follows; (a) Influence on Public Awareness: Celebrities and public figures have been indispensable forces reshaping global awareness regarding the movement for Palestinian freedom. Social media engagement can be credited for impacting the bandwidth of people their messages reached, sparking discussions about the issue at hand; (b) Celebrity Advocacy Efforts: The findings indicate that highlighting celebrity interaction on the issue can significantly elevate attentiveness and public discourses regarding Palestinians' rights. However, the efficacy of this approach depends on 'whom' the celebrity is and 'how' genuine the person concerned appears to be; (c) Challenges of Oversimplification: One of the most significant challenges identified in this direction is that celebrity endorsements often oversimplify crucial issues. Critics argue that this approach could result in a binary view, which would not capture the nuanced historical and political context surrounding the Palestinian struggle. (d) Role of Boycotts: Celebrity boycotts have emerged as significant tool for protests, contributing to the creation of awareness, and the articulation of political messages. These acts receive great media publicity, engaging society and motivating ethics of consideration towards the decision to support Palestinians. (e) Social Media Campaigns: Celebrity-driven social media campaigns have been successfully carried out using hashtags, going viral and attracting the youth to their

cause. This could raise public awareness and stimulate extensive political debates regarding the Palestinian struggle. (f) Artistic Collaborations: Artists and public figures have, through powerful collaborations, engendered significant advancements in the ongoing struggle for Palestinian rights. Such creative works are better positioned to reach new audiences and facilitate discourses by integrating art into activism. (g) Need for More Activism: To conclude this study, though celebrities have done significant work in generating exposure to the cause, there is a call for more activism on the deep-seated complexities of the Palestinian issue and ensuring that advocacy is carried forward into actions that are real and felt on the ground.

Among various communication platforms, Instagram has been identified as the most effective medium for raising global awareness. This is due to its visual storytelling capabilities, extensive international reach, and high engagement rates. Meanwhile, X (formerly Twitter) proved particularly influential in facilitating political discussions, real-time advocacy, and interactions among journalists, policymakers, activists, and international organizations. The complementary use of these digital platforms has been demonstrated to enhance the effectiveness of global campaigns in supporting Palestinian freedom.

The study thus underlines the possible position of celebrity involvement in humanitarian causes while emphasizing the necessity of authenticity and depth in advocacy.

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