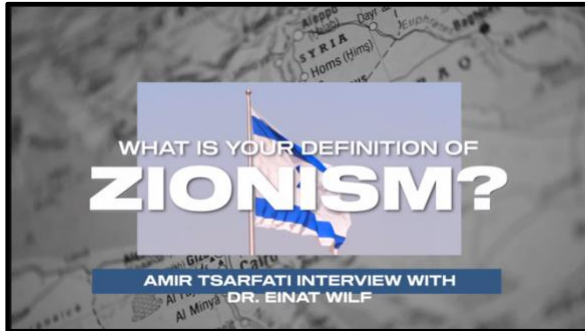




**Amir Tsarfati**  
**Interview with Dr. Einat Wilf**  
**What is Your Definition of Zionism?**

<https://youtu.be/OaQDMi0O9f0?feature=shared>



**AMIR:** What is your definition of Zionism?

**EINAT:** Oh, it's quite simple. Zionism is the political movement for self-determination, liberation of the Jewish people in their ancestral homeland.

**AMIR:** Very simple.

**EINAT:** Yes.

**AMIR:** And why does it make people cringe when they hear that word?

**EINAT:** Because Zionism has been subjected for quite some time now, really since the '50s and '60s, mostly led by a campaign by the Soviet Union, the Arab world, to turn Zionism into a toxic idea through something that I've come to call the "placard strategy." The placard strategy is actually quite ingenious. You will know it from placards in anti-Israel demonstrations. They're built very simply as equations. On one side of the equation is Zionism, Israel, sometimes they just draw a Star of David, then there's the equation sign. And the placard strategy has been so successful that everyone knows what's on the other side of it. Zionism, Israel, Star of David equals racism, colonialism, imperialism, apartheid. Then it escalates [to] Nazism, genocide; if you're in America, they'll add white supremacy. And the reason that the strategy is ingenious is that it works like a nursery rhyme with a repetition. Now, all these words are chosen not because they have any relationship to reality, but they're chosen because they are general signifiers of evil. So essentially what people have been exposed to for decades now is a nursery rhyme repetition, which gets

repeated in placards, in media, in social media, in international bodies, [and] in academia that says: Zionism, Israel, Star of David equals evil. Zionism, Israel, Star of David equals evil. And over time, if you are subjected to that day in, day out, and you hear the word, you will not know its original meaning, and you will immediately associate it with evil. This is how successful this campaign has been.

\* Scripture is taken from the New King James Version unless noted otherwise.

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