Published each issue, this section strives to capture the tenor and content of popular conversations related to the Palestinians and the Arab-Israeli conflict, which are held on dynamic platforms unbound by traditional media. Therefore, items presented in this section are from a variety of sources and have been selected because they either have gone viral or represent a significant cultural moment or trend. A version of Palestine Unbound is also published on Palestine Square (palestinesquare.com), a blog of the Institute of Palestine Studies.

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Between 30 March and 16 May 2018, Israeli forces killed or injured nearly 13,000 Palestinians in the Gaza Strip who were participating in the Great March of Return, according to the Ministry of Health in Gaza. (16 May, Al Jazeera, Instagram)

#GreatReturnMarch and #Jerusalem

The Great March of Return, a series of peaceful protests staged by civil society organizations in Gaza on the border with Israel from Land Day through Nakba Day, got off to a bloody start when
Israeli snipers targeted unarmed participants, killing 17 and injuring more than 1,400. “We know where every bullet landed,” the Israeli military bragged on Twitter. Although the Israel Defense Forces later removed it, human rights organization B’Tselem was able to grab a screenshot of the tweet and repost it on Twitter, where it continued to circulate widely.

A testament to the power of social media, the B’Tselem post was retweeted by dozens of individuals and organizations with wide-reaching impact on 31 March 2018. In fact, just a small sampling of five Twitter accounts show the post was retweeted to about one-quarter of a million people, followers of Robert Mackay, a former New York Times reporter who now writes for The Intercept; Ali Abunimah, founder of the Electronic Intifada; the Jewish anti-occupation organization If Not Now; journalist Ben White; and the Palestinian legal center Adalah. Even the Washington Post published an article reproducing B’Tselem’s post.

Using the hashtag #GreatReturnMarch, event organizers spread the word about their intentions and goals: to raise awareness about the inhumane conditions in the tiny seaside enclave, and to demand that Israel recognize the Palestinians’ universal and individual right to return, as enshrined in international law. Beginning 30 March, and throughout the rest of the quarter, Israeli snipers lined berms built by the IDF along Gaza’s border and picked off Palestinians of all ages, including children and an infant, as well as medical emergency personnel. According to Amnesty International and surgeons that came to the aid of local hospitals to treat the huge numbers of injuries, the snipers used high-velocity bullets that pierce, expand, and shatter bones after penetrating a body part. Dozens of Palestinians underwent leg and hand amputations, and at this writing more than 113 Palestinians had been killed by Israeli fire, and over 12,000 injured.

Meanwhile, on 14 May 2018, U.S. officials, including Treasury Secretary Steve Mnuchin, presidential daughter Ivanka Trump, and Trump son-in-law Jared Kushner overturned decades of U.S. policy and international consensus as they officially inaugurated the opening of the “new” U.S. embassy in the building housing the U.S. consulate in Jerusalem.

The unveiling of a plaque took place with pomp and circumstance, as red, white, and blue banners fluttered in the breeze and Israeli and U.S. officials made rousing speeches. Less than forty kilometers
away, along the border fence with Israel, Palestinians in Gaza endured the deadliest day of violence since 2014, an irony that did not go unnoticed on social media. The Israeli military killed a total of 60 Palestinians and wounded more than 2,700, all in less than twenty-four hours, as U.S. officials were being feted in Jerusalem.

Chatter on social media, using both the #Jerusalem and #GreatReturnMarch hashtags, included graphic photos of severely injured or dead protesters, as well as many images of the dark black smoke billowing into the atmosphere as Palestinian protesters set tires alight in attempts to obscure the vision of Israeli snipers poised to shoot. A split screen video, depicting a smiling Ivanka Trump juxtaposed with bloodied Palestinians, went viral.

Over the weeks, the Great March of Return garnered international attention as activists around the world staged demonstrations in solidarity. Palestinians in the occupied territories and inside Israel also gathered in support.

#LandDay

Every year, Palestinians recognize March 30 as Land Day, in commemoration of six people killed by Israeli security forces as they peacefully protested the confiscation of their village lands in the Galilee on 30 March 1976. Today, Land Day, or “Yawm al-ard,” is observed to honor the victims of that specific incident and to reaffirm the Palestinians’ continued resistance to Zionism and settler-colonial policies.

This year, social media users marked Yawm al-ard using the hashtag #LandDay.

They also used the hashtag for the massive protest intended to continue for forty-six days until Nakba Day on 15 May. As in 1976, on Land Day this year, Israeli soldiers met the peaceful demonstrators with unbridled aggression and violence, killing at least 17 Palestinians and injuring more than 1,400.
#Nakba70

The protests culminated in a massive outcry as Palestinians gathered to mark seventy years of dispossession and Zionist colonization on 15 May, the day that the State of Israel was established, which was commemorated by the hashtag #Nakba70. Across the globe, ordinary people took to Twitter to send messages of support to the Palestinians. #Nakba70 often appeared together with #Jerusalem and #GreatReturnMarch to highlight the interconnectedness of the events deriving from Israel’s settler-colonial policies.

To help educate the public about the Nakba and the impact it had on Palestinians, the Institute for Palestine Studies–USA released an interactive infographic highlighting the #418Villages that were depopulated or destroyed by Zionist militias in 1947 and 1948. The infographic displays the population and land area of each Palestinian village in 1945, two years before the United Nations voted to partition Palestine and Zionist paramilitary forces began seizing villages and forcing out their residents. Data in the graphic is derived from All That Remains, the seminal work of IPS cofounder, historian, and emeritus professor Walid Khalidi.