

## **Analyzing Discourse on Israel's Biometric Project in the Mainstream Israeli Press**

Avi Marciano

This study examines discourse on Israel's Biometric Project in three leading newspapers – Israel Hayom, Haaretz, and Ynet. Drawing on a growing body of research that addresses media representations of surveillance, it aimed at illuminating the ways in which the Israeli press narrates the project in different contexts. The analysis points to two competing sub-discourses: the first relies on national security and technologism to support the project, while the second employs a critical-civil line to emphasize its adverse ramifications. The difference between the Israeli discourse – which is more critical than supportive – and its parallels worldwide is explained. This study assumes that media discourse constitutes an important cultural resource whereby the Israeli society imagines the project and associated ideas such as surveillance, security, nationality, citizenship, identity, embodiment, technology and more.