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## Investigating the cultural and social components of the Zionist regime for influence in the region

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### Abstract

The issue of the Zionist regime is very important for the people and governments of the region. By taking advantage of many and diverse tools at the regional and international levels, this regime always tries to gain influence among the people, governments and countries of the region. Its actions have also found new aspects in recent years. The relations of the Zionist regime with the countries of the region are greatly influenced by the pressure of the US. Although this relationship has developed, apparently, but it is largely unreal, fake, rootless and unsupported due to the fact that it is not popular. The economic mobility, military power, technology and nominal development of the Zionist regime have had a pleasant appearance for some governments in the region, but it has not yet been able to justify the violent and occupying nature of the Zionist regime in the eyes of the people of the region.

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One of the regime's most important tools is the use of cultural and social components. Based on this, the aim of the current research is to discover the regime's Socio- Cultural Components influence strategies among the countries of the region by knowing the position and situation of the Zionist regime in the West Asian region during the years 2010 to 2022. The purpose of the current research is to explain the position and situation of the Zionist regime in terms of its cultural and social influence in the West Asian region. The current research is applied in terms of goal and is descriptive-analytic in terms of method. Due to the retrospective study, library sources are used and an interview method is also conducted with 6 specialists in the issues of the Zionist regime to answer the research questions. The research based on survey and descriptive method has also developmental nature, because it can provide grounds for the improvement of past studies can be a model for future researches by producing literature. It also tries to strengthen the visual aspects of the research as much as possible by preparing and drawing maps, figures, photos and tables. This article is also based on the theory of Costa Branly, which, based on the realism of the English school of influence, relies on social structures. In social structures, hegemony is presented between the "influencer" and the "influenced", and the rules of coexistence are discussed, disputed, and compromised.

Overall, the findings of the research show that the Zionist regime has taken macro strategies for all the countries of the region and minor strategies to get closer to each of the countries of the region during the last decade. Also, the countries of the region were compared with each other in terms of the level of influence or relations with the Zionist regime in order to achieve more concrete results. Turkey and the Republic of Azerbaijan have had the most interaction and the Islamic Republic of Iran, Syria, Lebanon, Yemen and Kuwait have had the most confrontation with the Zionist regime. Other countries in the region are also in a spectrum between these two categories. The pattern of the regime in influencing in the countries of the region is affected by the strategies of this regime such as seeking legitimacy, economic power, cultural influence, military power, technology and finally normalizing relations and approaching these countries with all possible means. The most important model of the Zionist regime in establishing relations is to use the weak points of the countries in the region and create a vision to fill their gaps and weaknesses. The Zionist regime attracts the attention of the countries of the region and shows them that it helps to overcome their weaknesses. Of course, this basic strategy of the Zionist regime can also be used as a weapon against this regime.

The most important cultural and social strategies of this regime against the

countries of the region are in four factors: 1) Reducing the pressure of public opinion in the region, 2) penetrate in the cultural institutions of the countries, 3) Media superiority and 4) Cultural influence through tools such as cinema. This shows that the regime is seeking to expand its influence among the masses. In fact, the fundamental weakness of the regional governments' relations with the Zionist regime is its lack of popular support. Creating a favorable image of the Zionist regime and presenting it to others is one of the tools that this regime uses.

Despite numerous and diverse strategies and tools, seemingly developing relations with some regional States, the regime has not been able to have a say in the cultural and social dimensions of West and Central Asia due to the resistance of the people of the region. This issue stems from the general disapproval of Muslims in the region's countries in the face of Zionist and Jewish culture. Since culture is based on connecting with people, cultural differences are the reason why the nations of the region distance themselves from this regime and oppose it. Many polls also show that the people's hardline stance has not changed compared to the past, and that the regime, despite some successes in the economic and political dimensions and in normalizing relations with some countries in the region, has not been able to have much to say in the cultural and social dimensions.

**Key words:** Zionist Regime; Socio- Cultural Components; Social Structures; the west and central Asia.