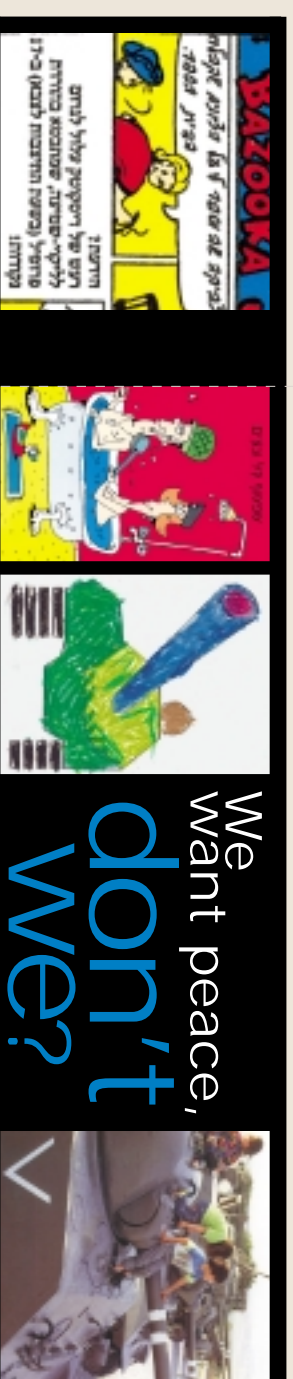


### Areas of activity

- Work with teachers and educators to reduce the impact of militarized education.
- Intervention in schools aimed against militaristic content, programs and events.
- Workshops, study days, study groups and conferences raising consciousness of the role of militarism in Israeli society and education.
- Preparation and distribution of feminist publications and position papers concerning militarism in Israel.
- Dissemination of anti-militarist ideas in both the mainstream and the alternative media.
- Work with youth groups dealing with militarism in Israeli society.
- National support network for young people who resist military service.
- Legal and moral support for conscientious objectors.
- Operation of an e-mail network for the distribution of alternative information about events in Israel and the occupied territories.

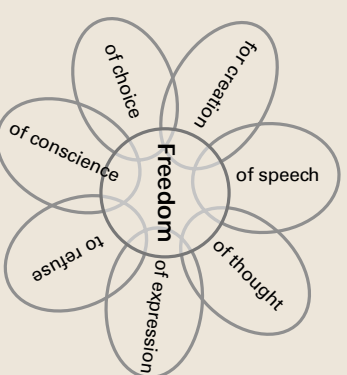


We want peace, don't we?

After all nobody wants war...

The cover photographs were taken from the *New Profile* exhibition: **Militarism and Education, 2001.**  
**Front cover:** Greeting card for young draftees saying, "An easy and pleasant breaking-in". Illustration: A. Ellenbogen, purchased 2001. From a coloring book, K. Avichal, purchased 2000. **Towards Tomorrow** by A. Ettinger, photo editor: M. Milner, purchased 2001.  
**Back cover:** "Did you know? Loud discotheque music is likely to impair your hearing and will lower your army medical profile by 17 points", in *Bazooka* chewing gum.

### Civil Society:



### NEW PROFILE

Movement for the Civilization of Israeli Society

P.O.B. 3454, Ramat Hasharon 47100, Israel  
 Tel: 972-3-5160119 [www.newprofile.org](http://www.newprofile.org)

Donations to: Bank Hapoalim, branch 769,  
 account no. 421121, Ramat-Hasharon, Israel

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### NEW PROFILE

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Images from the *New Profile* exhibition: **Militarism and Education, 2001.** 1 From a 1st grade reader, teaching the vowel *z* "Ra, ra, ta... Army is coming... Dana runs, Hanna runs... Gad, Gad, have you heard?"; 2 Villinsky, booklets for teaching reading and writing in school, 2000. 2 "Adopt a combat soldier", leaflet published by the Electricity Company, Tamir-Cohen (Jacobson), 1999. 3 Ad for a collect-call-service simulating the emblem of a prestigious unit, Bezeq Phone Company, Arieli publicis, 2000. 4 Ad, "To be a bit from this and a bit from that, 'To be Israeli'", Maccabee Beer, Giam BBDO, 2001. 5 Ad for a tranquilizer, "My son is a combat soldier. The tension, the pressure, the telephone calls... I asked my pharmacist for *Calmanervin*, and it helped me to calm down..."; Lichtenson, 2000. 6 Package for men's boxer shorts, Lodjia, 2000. 7 "Express yourself" - picture of soldiers as part of an image campaign for *Calcom*, a cellular phone company, Bauman-Berr-Rivnal, 2001. 8 Children dressed up as soldiers for the holiday of Purim at school, 2000.

...So if nobody wants war, how come there is no peace?  
Israel is under threat, we are told, it isn't up to us...

**Wars, however, do not "just happen"; they are a matter of choice.**

- Yet, we see that
  - Israeli culture and media portray a world in which the use of force is an acceptable, normal means for solving political problems and in which it's OK to put government in the hands of soldiers.
  - Israeli law does not recognize the universal human right to conscientious objection to military service (but women and orthodox religious men are entitled to exemption).
  - In such a world it is "only natural" that decisions makers are former army officers — all of them Jewish males. Women, immigrants, Palestinians, people with disabilities, the poor, and other minorities have very little say in decision making.
- Israeli culture generates an image of a world in which war was, is and will always be inevitable, a necessary and acceptable way of solving our problems.

Do we really want our toddlers to dream of the day when they will hold a gun or drive a tank?  
Should ex-military men and military-style management really be given leading roles in education, political thinking and civic administration?

**New Profile refuses to choose war.**

- *New Profile* has made its aim to work towards changing Israeli society —
  - from a militarized to a civil society
  - from a discriminating and oppressive society to an egalitarian one
  - from an occupying nation to a respectful neighbor
- New Profile* strives to replace Israel's predominant military profile with a humanistic and egalitarian one
- New Profile* aims at bringing about a profound change in Israeli education and government by:
- changing a system of education that promotes uncritical obedience and glorification of military service
  - changing the public's unquestioning acceptance of armed struggle
  - promoting forms of education that seek non-violent conflict solution
  - ending the occupation of territories and oppression of the Palestinian people.

**New Profile acts to:**

- Reduce the militarized nature of Israel's government, society and culture.
  - Change the mindset that drives us to one war after another and that justifies the ongoing occupation of Palestinian territories.
  - Promote humanistic education and independent critical thinking.
  - End the oppression of women and other groups within society.
  - Achieve legal recognition of the universal human right to conscientious objection.
  - Support those who have decided to reject military service.
  - Realize feminist-democratic principles.
- Working methods and organizational structure
- *New Profile* was established in 1998; its members include women and men of all ages.
  - Over 1,000 people worldwide subscribe to *New Profile's* mailing lists.
  - *New Profile* operates according to feminist working principles without a rigid hierarchical structure, by means of open and equal discussion.
  - Major decisions are passed during monthly plenary meetings; specific issues are addressed by different work groups.
  - The organization operates on a voluntary basis.