

JWST-4810-01

Fall 2014

Israel in the Media

Mondays and Wednesdays, 15:00-16:15, MI room 2 (Mintz Center)

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Office hours: Monday 16:15-17:15; Wednesday 16:15-17:15, 7031 Freret Street

Course Scope and Purpose:

The course examines the relations between the society and the media in Israel. It will familiarize students with the various identities exist in Israeli society as they are been represented and constructed by the Israeli media. The course will begin with an overview of the Israeli society and politics as well as the history and development of the Israeli Media. We will then shift to explore and examine the ways in which the Israeli society presented in different kinds of media: print newspapers, online news, cinema, television, music and advertising. We will focus on issues such as national identity, collective memory, multiculturalism, religion, gender and youth.

Readings:

Readings for the course can be found on the course website on "blackboard".

* = Recommended readings

Disability Policy:

Students registered with disabilities at the Office of Disability Services can receive accommodations with the presentation of the proper forms. Disabled students should meet with me during office hours to arrange these accommodations.

Honor Code:

All students are expected to abide by the Undergraduate Honor Code of Tulane University. This honor code prohibits all forms of academic dishonesty, including cheating and plagiarism. Familiarize yourself with the Honor Code on the web at <http://provost.tulane.edu/HonorCode.htm>

NOTE: The instructor reserves the right to make changes to the syllabus as needed. If changes are made, you will be notified of the changes in class or by your university e-mail address.

Course Assignments and Grading:

Grades will be calculated based on the following weighting:

1. Attendance and active participation - Students are expected to attend all classes and to have read the assigned readings for each session. You can miss two classes without any consequences. Beyond that, missing a class will result in a reduction of your final grade - **(25% of the final grade)**

2. Assignment and class presentations – Analyze and present in class a relevant case study dealing with the Israeli society and its media coverage. The presentations will include: 1.description of the case study; 2. analyze it according to the related reading, topics and themes discussed in class; 3.express your opinion and make a sound argument based on your analysis – 3-4 pages. The use of handouts and PP presentations is welcomed – **(50% of the final grade)**

3. A take-home final exam – The final will be in the form of an essay question that will encompass all the reading done during the semester and will integrate issues raised in class discussion – **(25% of final grade)**

Grading System:

A	93-100
A-	86-92
B+	79-85
B	72-78
B-	65-71
C+	58-64
C	51-57
C -	44-50
D	37-43
F	0-36

Course Outline

1. Introduction to Israeli Society and Politics

Arian, A. (2005). *Politics in Israel: The second republic*. 2nd Edition (pp. 1-47).
Washington, D.C.: Congressional quarterly.

Smooha, S. (1997). Ethnic democracy: Israel as an Archetype. *Israel Studies*, 2 (2),
198-241.

2. Media Environment in Israel

Oren, G. T. (2004). *Demon in the box* (pp. 17-69). New Brunswick, NJ: Rutgers
University Press.

Caspi, D., & Limor, Y. (1999). *The in/outside: the media in Israel* (pp. 63-123).
Cresskill, NJ: Hampton.

3. National Identity and Israeli Media

Journalism and National Identity

*Lachover, E. and Gavriely-Nuri, D. (2011). Requiem to the nationalism? Shaping a
collective Israeli identity through obituaries. *Global Media Journal:*
Mediterranean Edition, 6 (1), 24-39

*Frosh, P., & Wolfsfeld, G. (2007). ImagiNation: News discourse, nationhood
and civil society. *Media, Culture and Society*, 29/1, 105-129

Meyers, O. (2005). Israeli journalism during the state's formative era: Between
ideological affiliation and professional consciousness. *Journalism History*,
3(2), 88-98

Nossek, H. (2004). Our news and their news: The role of national identity in the
coverage of foreign news. *Journalism*, 5(3), 343-368

Cinema, Advertising and National Identity

Lachover, E., & Gavriely, N, D. (2013). Israeli stamps 1948-2010: Between
nationalism and cosmopolitanism. *Israel Affairs*, 19 (2), 321-337

*Gertz, N. (1998). From Jew to Hebrew: The Zionist 'narrative' in the Israeli cinema
of the 1940s and 1950s. *Israel Affairs*, 4(3-4), 175-199

4. Collective Memory and Israeli Media

Gavriely-Nuri, D., & Lachover, E. (2012). Reframing the past as cosmopolitan memory: Obituaries in the Israeli daily Haaretz. *Communication Theory*, 22 (1), 48-65

Meyers, O. (2009). The engine's in the front, but its heart's in the same place advertising nostalgia and the construction of commodities as realms. *Journal of Popular Culture*, 42 (4), 733-755

*Gertz, N. (2005). The early Israeli cinema as silencer of memory. *Shofar: An Interdisciplinary Journal of Jewish Studies* 24(1), 67-80.

*Peri, Y. (1999). The media and collective memory of Yitzhak Rabin's remembrance. *Journal of Communication*, 49(3), 109-124

5. Ethnicity and Israeli Media

Ashkenazim–Mizrahim

*Shohat, E. (2010). *Israeli cinema: East/West and the politics of representation* (pp. 105-337) London and New-York: I.B.Tauris.

Avraham, E. (2003). *Behind media marginality: how media routines distort the coverage of social groups and places* (chapters 1-3). Lexington

Avraham, E. (2002). Social-political environment, journalism practice and coverage of minorities: The case of marginal cities in Israel. *Media, Culture and Society*, 24/1: 69-86.

Russians-Ethiopians

Elias, N. (2011). Russian-speaking immigrants and their media still together. *Israel Affairs*, 17 (1), 72–88

Caspi, D., & Elias, N. (2011). Don't patronize me media by and media for minorities. *Ethnic and Racial Studies*, 34 (1), 62-82

Elias, N. & Kemp, A. (2010). The new second generation on Jewish olim, black Jews and children of migrant workers in Israel. *Israel Studies*, 15 (1), 73-94

*Reich, V. (2007). The media role in constructing Israeli Ethiopians' social identity in times of terror and War, conference paper - International Communication Association. Annual Meeting.

6. Arabs in Israeli Media

Yuval, Y., & Shor, E. (2014). Ethnic coexistence in deeply divided societies: The

case of Arab athletes in the Hebrew media. *The Sociological Quarterly*, 55 (2), 396–420

Jamal, A. (2012). Manufacturing ‘quiet Arabs’ in Israel: Ethnicity, media frames and soft power. *Government and Opposition*, 1-20

Tsfati, Y. (2007). Hostile media perceptions, presumed media influence, and minority alienation: The case of Arabs in Israel. *Journal of Communication*, 57 (4), 632–651

*Avraham, E., Wolfsfeld, G., & Aburaiya, I. (2000). Dynamics in the news coverage of minorities: The case of the Arab citizens of Israel. *Journal of Communication Inquiry*, 24(2), 117-133

7. Gender Representation in Israeli Media

Shalev, S., & Lemish, D. (2012). Dynamic infertility the contribution of news coverage of reproductive technologies to gender. *Feminist Media Studies*, 12(3), 371-388

Lachover, E. (2012). It's not enough just to be a woman: Israeli television news of Israeli women in local elections. *Feminist Media Studies* 12 (3), 442-458

Barak-Brandes, S. (2011). I'm not influenced by ads, but not everyone's like me: the third-person effect in Israeli women's attitude toward TV commercials and their images. *Communication Review* 14(4), 300-320

Gavriely, D., Lahav, H., & Topol, N. (2008). Women's representation in the Israeli press during the Yom Kippur War (1973). *Global Media Journal* 3(1): 1-10.

8. Jewish Religion and the Israeli Media

Talmon, M. (2013). A touch away from cultural others negotiating Israeli Jewish identity on television. *An Interdisciplinary Journal of Jewish Studies*, 31(2), 55-72

Choen, Y. (2005). Religion News in Israel. *Journal of Media & Religion*, 4(3), 179-198

Urian, D. (2004). To catch the sky: The Jewish identity of Israelis. *Journal of Modern Jewish Studies* 3(1), 33-49.

9. Children, Youth and the Israeli Media

Lemish, D., & Pick-Alony, R. (2013). Inhabiting two worlds: The role of news in the lives of Jewish and Arab children and youth in Israel. *International Communication Gazette*, 76 (2), 128-151

Warshel, Y. (2007). "As though there is peace": Opinions of Jewish-Israeli children about watching Rechov Sumsum /Shara'a Simsim Amidst Armed Political Conflict. In Lemish, D. and Gotz, M. (Eds.) *Children and Media at Times of Conflict and War*, Cresskill, NJ: Hampton Press (pp. 309-332)

10. Israeli Society and Digital Media

Khvorostianov, N., Elias, N. & Nimrod, G. (2012). Without it I am nothing: the internet in the lives of older immigrants. *New Media & Society*, 14 (4), 583-599

Cohen, Y. (2012). Jewish Cyber-Theology. *Communication Research Trends*, 31 (1), 4-14

Neriya-Ben Shahr, R., & Lev-On, A. (2011). Gender, religion, and new media: Attitudes and behaviors related to the internet among ultra-Orthodox women employed in computerized environments. *International Journal of Communication* 5, 875-895

Baumel-Schwartz .J. (2009). Frum surfing: Orthodox Jewish women's internet forums as a historical and cultural phenomenon. *Journal of Jewish identities*, 2(1), 1-30

Tentative Schedule:

Lesson	Date	Topic	Readings
1	Monday, August 25	Introduction and course overview	-
2	Wednesday, August 27	Introduction to Israeli Society and Politics	Arian, 2005
	Monday, September 1	No class – Labor Day	
3	Wednesday, September 3	Introduction to Israeli Society and Politics (cont.)	Arian, 2005
4	Monday, September 8	Introduction to Israeli Society and Politics (cont.)	Smooha, 1997
5	Wednesday, September 10	Introduction to Israeli Society and Politics (cont.)	Smooha, 1997
6	Monday, September 15	Media Environment in Israel	Oren, 2004
7	Wednesday, September 17	Media Environment in Israel (cont.)	Caspi & Limor, 1999
8	Monday, September 22	National Identity and Israeli Media	Frosh & Wolfsfeld 2007; Meyers, 2005; Nossek, 2004
9	Wednesday, September 24	Cinema, Advertising and National Identity	Lachover & Gavriely, 2013
10	Monday, September 29	Collective Memory and Israeli Media	Gavriely-Nuri & Lachover, 2012; Meyers, 2009
11	Wednesday, October 1	Ethnicity and Israeli Media: Ashkenazim– Mizrahim	Avraham 2002, 2003
12	Monday, October 6	Ethnicity and Israeli Media: Russians-Ethiopians	Elias 2010, 2011; Caspi & Elias 2011

13	Wednesday, October 8	Arabs in Israeli Media	Yuval & Shor, 2014
14	Monday, October 13	Arabs in Israeli Media (cont.)	Jamal, A. 2012; Tsfati 2007
15	Wednesday, October 15	Gender Representation in Israeli Media	Shalev & Lemish, 2012; Lachover, 2012
16	Monday, October 20	Gender Representation in Israeli Media (cont.)	Barak-Brandes, 2011; Gavriely, Lahav, & Topol, 2008
17	Wednesday, October 22	Jewish Religion and the Israeli Media	Talmon, 2013
18	Monday, October 27	Jewish Religion and the Israeli Media (cont.)	Choen, 2005; Urian, 2004
19	Wednesday, October 29	Children, Youth and the Israeli Media	Lemish & Pick-Alony, 2013
20	Monday, November 3	Children, Youth and the Israeli Media (cont.)	Warshel, 2007
21	Wednesday, November 5	Israeli Society and Digital Media	Khvorostianov, Elias & Nimrod, 2012
22	Monday, November 10	Israeli Society and Digital Media (cont.)	Cohen, 2012; Neriya- Ben Shahar & Lev-On, 2011
23	Wednesday, November 12	Hand out assignments; Presentations	-
24	Monday, November 17	Presentations	-
25	Wednesday, November 19	Presentations	-
26	Monday, November 24	Presentations	-
	Wednesday, November 26	No class – thanks giving	-

27	Monday, December 1	Presentations	-
28	Wednesday, December 3 – Last Class	Presentations	-
Exam	Wednesday, December 10	Submit Final Exam	-