

The Israeli local press 2013: Characteristics and trends

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Abstract

Local news media play a critical role in the public sphere, by disseminating information and stimulating public debate about local issues. Public opinion polls demonstrate that local newspapers are widely consumed by the Israeli public. And yet, since Caspi's (1986) seminal research on Israeli local newspapers, the field has remained an uncharted territory. The goal of this study is to fill the void. Based on data from Ifat Media, I'lam Media Center, and data gathered by the authors, the article provides a detailed mapping of Israeli local newspapers. The analysis scrutinizes Israeli local press from several lenses: media ownership, online presence, and regional distribution. We also provide a focused look at local journalism targeted at major Israeli minorities. In the backdrop of shrinking newsrooms and the challenges facing journalism by digital social media, we discuss key trends in Israel local newspapers and offer directions for future research.

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Social protest and media coverage: From Rothschild Boulevard to Zuccotti Square, from the Tents Protest to Occupy Wall Street 2011

Alonit Berenson*

Abstract

This paper analyses how the media portrayed the social protests in Israel and the US during the summer of 2011. These protests focused on political-social-economic policies. This comparative research offers an analysis the news content in the leading media publications in Israel and the US — *Yediot-Achronot* and *Yisrael Hayom* in Israel and the American *New York Times* and *USA Today*. The media coverage is analyzed by means of Reese and Lewis' three-dimensional framing theory (Reese & Lewis, 2009; Reese, 2010). The research findings reveal a different kind of coverage than was previously found in the past decade's research literature, which dealt with global protests against the socioeconomic policies of international financial institutions. In the majority of cases, protest coverage was mostly negative; emphasized the violence of the activists and did not provide a platform to their agenda. However, this research found that when the protest is local, the media sides with the protest issues and even offers a platform for the activists' agenda. During the protests in the summer of 2011, common ground and support for the aims of the protest and the activists was noticeable both in Israel and the US, despite the difference between the countries regarding the socioeconomic concept. The question is - does the type of protest change the type of coverage? Journalists seem to find it easier to identify with local protests when the agenda is clear to everyone. The term "social justice", that has become the slogan for the protests in both countries, has created a broad common ground for citizens in general, including journalists.

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Drama in three parts (and prolog): Israeli television drama's historiography

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Abstract

This article offers a historiography of the drama genre on Israeli television, which, for the first time in Israeli research, focuses on the contents shown on television. Combining research on the media in Israel with research on global television, it will note the unique development of Israeli television on the one hand and the ways in which this development parallels global shifts on the other. The article discerns three central periods in the development of Israeli television (as well as an earlier “pre-historic” era). The first begins with the initiation of broadcasting by Israeli Television (subsequently known as Channel One) and will be called Television *Aleph*(A) or The Period of Single-Channel Consensus. The second, which begins with the launching of Channel Two in 1993, will be called Television *Beit*(B) or The Period of the Dominance of Channel Two. The third begins in 2005 with advanced television services (like cable television’s VOD and satellite television’s YesMax) and will be called Television *Gimel*(C) or the Period of the Television After. The article identifies the regulatory, technological, and cultural reasons for the change that Israeli drama underwent, examines the shifts in viewing patterns, and above all describes the textual characteristics of Israeli television dramas in each period.

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"Let that be a lesson to you": Parents watching *Super Nanny*

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Abstract

The article explores the significance of the television reality show *Super Nanny* for parents, as a function of gender and family structure. It is part of a broader study of the significance of family content on television for parents as audience. We examined the way gender and family structure influenced the impact of the show's content on the family's day to day reality. This is a qualitative study using in-depth interviews with fathers and mothers in various family frameworks. We found that the program significantly contributes to parents' understanding of the best way to conduct family life. It does so through fly-on-the-wall representations of severely dysfunctional families undergoing a process of change and improved parenting, with the help of Super Nanny (Michal Daliot in the Israeli show). Parents viewing the program are able to situate themselves on a continuum between "normal" and "abnormal," and thereby learn about appropriate ways to conduct family life, especially given the centrality of the family in Israeli society. For the most part the impact of the program is to perpetuate the conventional understanding of family in society, with participant parents and viewers alike aspiring to adhere to that understanding so that the program acts as a deterrent against unacceptable behaviors in the family situation.

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