

Feminist Media Studies in Israel: A preliminary state-of-the-art look

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The present paper offers a preliminary discussion of the various perspectives concerning women and media studies in Israel. This discussion was initiated in 2011 in a conference entitled "You: Thirty years of feminist media studies" held in Tel Aviv University. I continue this conversation while tackling the following issues: Which academic institutions in Israel teach women studies? To what extent are female scholars who focus on women in the local field of media studies? What sub-divisions of media studies have been influenced by feminism and women studies? I would like to offer a model by which media studies can be analyzed by employing four interconnected dimensions: (1) the institutional-contextual dimension that examines the relationships among various institutional systems, (2) the internal-institutional dimension that focuses on the organizational aspects of higher education, (3) the intellectual-internal dimension that delves into theoretical paradigms, research topics, and their dialogues, and (4) the intellectual-contextual dimension that looks into the relationships within the field of higher education, in particular among conceptually similar disciplines.

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"Paper Ceiling": the representation of women on Israeli postage stamps

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Postage stamps are, in fact, receipts or approvals of payment for postal services. As such, it would be enough to simply display their payment value, without pictures, drawings or other visual or textual aspects. However, postage stamps, in Israel and in other countries, include verbal and visual messages.

The current study sought to examine gender representation on Israeli postage stamps from 1948 until the present.

The findings indicate a significant underrepresentation of women on Israeli postage stamps. Overall, the presence of women on stamps is gradually expanding during the years, but still amounts to less than 8 percent of all stamps issued in Israel. To a large extent, the stamps reflect the gender gap in the Israeli society.

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The Adult-Child Persona in Israeli Television Commercials

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What is the cultural logic underlying commercials in which children promote products intended for adult use? Studies show that cultural texts tend to equate childhood with innocence, and that increasing sophistication is interpreted as a challenge to generational order. Analyzing 15 commercials broadcast on Israeli television during 2012-2016, we identify four generational role-reversals, based on gender – mother-daughter undermining the father; class – a middle class child instructs an adult worker; literacy – a child helps a technologically challenged parent; and functioning – a symbolic child stands for simplicity, honesty and dream fulfilment. In the discussion we distinguish between commercials for physical goods, in which the role reversal is a comic relief in negotiating the multitude of consumer choices available; and commercials for financial goods, in which children in improbable situations persuade the viewers that they have a choice and that they can make a difference in an age of risk and uncertainty.

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“Take care of yourselves down there in the south”: Conversations with radio listeners on emergency broadcasts

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The present study analyzes the discourse between broadcasters and listeners on the educational-community Kol Hanegev radio station at Sapir Academic College (near Sderot) during Operation Pillar of Defense (2012). During the military conflict between Israel and the military wing of Hamas, residents of the Gaza Envelope region lived under a palpable threat to their lives.

The article presents the radio phone-in format of conversations with listeners in times of emergency. The study focuses on an examination of how the principles of personal and community resilience in a state of emergency were manifested in the discourse between broadcasters and listeners. The five principles of resilience were: reinforcing sense of security, calm, efficacy, cohesiveness, and hope. Twenty-four conversations were analyzed for the purpose of the study. The findings show that the majority of listeners who went on the air were past or present students at Sapir Academic College and were out of range of the threat during the conflict, while the broadcasters were broadcasting under fire. The findings indicate, among other things, a reversal of roles between broadcasters and listeners: it was the listeners who “interviewed” the broadcasters and supported their continued activity.

The innovation of the present study is an examination of the discourse aired on radio from a combined perspective of media theories and personal and community resilience theories. The study findings emphasize the dynamic interactive function of the educational-community radio station that was manifested in the relationship between broadcasters and listeners.

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Ribosomes as Current Affairs – The Science of London and Kirschenbaum

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This study examines science reporting in the interview program the London et Kirschenbaum Show (2009-2011) as a case study for the communication of scientific research to the general public. The program is a daily pre-prime time news magazine that is aired (Sunday to Thursday) on a national commercial channel in Israel (Channel 10). Based on content analysis of the items broadcast, interviews with the program team, and a detailed analysis of the interactions between the presenters on selected items, this study identifies their mixing and shifting of scientific and news values. The presentation of science as newsworthy is shown to rely on a variety of editorial and discursive practices that are regularly applied in this program. These include the placement of items in the bulletin, a relatively decentralized decision-making process that enables team members to suggest and judge topics, and the ironic, humoristic style of the presenters. This presentation style is unique to this program that offers a high-brow yet sarcastic view perspective on the events of the day. At the same time, the findings suggest that conventional news values can support the public communication of science and can present complex and basic research as publicly interesting and relevant.

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Capitalism Undercover: 10 Tactics of Generating False Consciousness about the Relations of Production in the Television Series *Undercover Boss*.

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This article is dealing with the cultural discourse that takes place on popular television and assimilates Neoliberal Capitalist concepts, norms and values, in order to perpetuate the domination of the economic system. These manipulations are meant to educate the viewers to see the Neoliberal model as natural, positive, necessary, or at least lacking of any reasonable alternative.

The article is using the TV series “Undercover Boss”, a popular television product, to identify the mechanisms of the ideological manipulations, surrounding the relationship of production and labor in order to generate False Consciousness, as Karl Marx defined those terms in *The Capital*.

The body of research that deals with the impact television has over its viewers have established already that entertaining television shapes the social values of the viewers - thus an effective apparatus of influence on social stances. Researches also show that the social values that television broadcasts are reinforcing hegemonic values, and as such serve the interests of those who control the power centers and the means of production. This article is focusing on the way this manipulation is done.

Through analysis of content, and deciphering of metaphors, discourse and images, we identify in “Undercover Boss” ten techniques that generate false consciousness about work relationships. At the stage of conclusions, the very basic characteristics of Postmodernism – the focus on personal narratives, multitude of equal voices, and obliteration of categories – as a cultural tool that serves the interests of the Neoliberal Capitalism.

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