

"His blood constantly cries out from the ground": Law, media and memory in the Danny Katz affair*

Ravit Tovly and Oren Meyers *

Abstract

This research is anchored within the conceptual approach that explores the media and the legal system as interpretive agencies that bestow meanings upon social events and cultural phenomena. The research implements this approach through an examination of the ways in which these two interpretive agencies – law and media – constructed and framed the memory of the 1983 murder of Danny Katz, a 14 years old boy from Haifa, Israel. Such an investigation enables us to decipher the manner in which these two institutions operate as memory agents, and specifically the representation of legal verdicts in the media, alongside the representation of the media in legal writing. Common scholarly criticism leveled against the media coverage of the legal affairs argues that journalists tend to internalize the values of the legal system, and thus abandon their critical stand as external observers. The findings of this study, point at an opposite pattern: throughout 27 years of coverage, the dominant journalistic voice challenged the rulings of the legal system in a comprehensive manner, offering an exonerating narrative that contradicted the actual convicting verdicts offered by the legal system. By doing so, the journalists undermined the “redressive rituals” offered by the legal system, in order to appease the tensions that aroused around this complex affair. We argue that in many respects, this kind of journalistic criticism became possible due to the fact that throughout the years voices from within the legal system challenged the formal verdicts and questioned the guilt of the convicted murderers. And so, echoing findings from political communication research, there is a close connection between the exposure of internal disagreements within authoritative systems and the willingness of journalists to challenge them.

* Ravit Tovly (ravit@tovly.co.il) is an advocate (LL.B) and she holds an MA degree from the Department of Communication, University of Haifa. Dr. Oren Meyers (omeyers@com.haifa.ac.il) is Senior Lecturer at the Department of Communication, University of Haifa.

The medium is the (advertising) message?

Advertising appeals in traditional and new media

Roth-Cohen Osnat and Zimand-Sheiner Dorit*

Abstract

The new media are challenging the advertisers who try to capture the consumers' attention in the rapidly and continuously changing media channels. This study is a first attempt to investigate the impact of the media used on the choice of message appeals in advertising campaigns. 249 campaigns combining traditional and new media were analyzed. The findings indicate the following: (1) The appeals used in campaigns using newspapers and internet tend to be more emotional than rational; (2) In about half of the campaigns, the advertising message appeal changes across different media channels. These results emphasize the duality between identifying the media as a significant factor based on the ads' creative expressions and adjusting the creative message appeal according to the consumers' preferences.

*Dr. Osnat Roth-Cohen (osnatrc@ariel.ac.il) School of Communication, Ariel University. Dr. Dorit Zimand-Sheiner (doritzs@ariel.ac.il) School of Communication, Ariel University.

From Art to Industry: Milestones in the Evolution of the Israeli Advertising Industry

Osnath Roth-Cohen and Yehiel (Hilik) Limor*

Abstract

Advertisements can be found everywhere and they surround us constantly. They target us from all printed, broadcast and online media. Despite its importance in modern daily life, the history of the advertising industry in Israel aroused little interest among researchers. No comprehensive research has been conducted to describe and explain the development of the advertising industry in Israel, and no analyses and findings are available to examine the causes and circumstances which influenced and currently influence the development of the advertising industry and its patterns of functions and action. This study highlights milestones in the evolution and development of the advertising industry in Israel as well as examines five main factors – economics, media, technology, sociology and globalization - that influenced these processes, from the birth of the advertising in Erez Israel (in 1863) until today.

* Dr. Osnat Roth-Cohen (osnatrc@ariel.ac.il), School of Communication, Ariel University. Prof. Yehiel (Hilik) Limor (hilik43@013.net.il), Department of Communication, Tel-Aviv University.

The fight between Israel and the Palestinian terrorist organizations over the conflict's coverage in the foreign press

Moran Yarchi*

Abstract

In addition to a military confrontation, the Israeli-Palestinian conflict is being fought in the image front. Each side attempts to justify its ideas and actions in the foreign media. The study's goal is to examine the messages political actors involved in the Israeli-Palestinian conflict are trying to promote regarding terrorism, and the circumstances that lead to success or failure in promoting those messages to the foreign press. The study focuses on the second Intifada (2001-2006). First, the messages Israelis and the Palestinian terror organizations are trying to promote are presented (N=285), divided into three elements: problem cause and solution (in accordance to Entman's definition of framing). In order to better understand the circumstances that may explain actors' success in promoting their messages in the foreign press, the coverage in the American, British and Indian media (N=2730) was examined. The study presents the way events occurring in the conflict, the identity of the perpetrators and the target country experience in dealing with terrorism explain the way the foreign media covers the conflict.

* Moran Yarchi (myarchi@idc.ac.il) is an Assistant Professor at the Sammy Ofer School of Communications, Interdisciplinary Center, Herzliya. This study was supported by the Smart Family Institute of Communications, and the Levi Eshkol Institute at the Hebrew University of Jerusalem.