

Shaping a regulatory regime: Policy development for product placement on commercial television in Israel

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Abstract

This paper addresses public policy aspects of surreptitious advertising (product placement) in commercial television in Israel. It traces the main phases of the policymaking process in which regulation of this practice was shaped; analyzes the positions taken by the various stakeholders in the process; and offers an explanation for why a "conservative-restrictive" approach was proposed. The research is based on the analysis of policy documents of two regulatory authorities: The Second Authority for Television and Radio and the Cable and Satellite Broadcasting Council, as well as on the minutes and report of the (public) Kasher Commission and the formal positions submitted to the Kasher Committee by stakeholders. The proposed explanation for the regulatory policy is based on the institutional theory of public policy. This explanation emphasizes the central role of the regulators in the policy process, the importance of framing the issue according to the regulators' interpretation of the public interest, and the existence of policy discourse in which various stakeholders participate while following the regulators' interpretation.

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Regulatory tools for dealing with product placement in commercial broadcasts: What is missing from the current arrangement and what should be added as a complementary model?

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Abstract

This paper deals with the need for a revised product placement (PP) regulation in Israeli commercial broadcast television. It reviews current literature in the field within the broader context of integrated marketing communication (IMC), which demonstrates that expanded use of the PP technique is not only a result of changing consumer habits, such as skipping traditional commercials, but also a well-planned marketing strategy aimed at maximizing interaction between products and customers. The literature shows that both PP in and of itself and as a part of IMC have extensive influence on customers' positions toward branded products. The paper offers a critical comparative review of current regulatory approaches to PP in the EU, Britain, and Israel. We conclude that the liberalized regulation in the EU and Britain that will probably be "imported" to Israel has some flaws. Therefore, we develop a complementary regulatory model that not only deals with genres and types of products for which PP is forbidden but rather refers to "brand time", a notion that calls for a "holistic" regulatory approach towards traditional commercials and PP aired simultaneously. We refer to the regulatory duty in the EU regulation to air a "P" sign wherever PP appears, and argue that because this approach is not sensitive enough, different stages of intensity of PP should be taken into account and the be included within the general rating system.

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The Mall Model: Regulating the broadcasting and distribution of audiovisual content on demand

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Abstract

In recent years many countries have been coping with challenges presented by processes of digitalization, technological and economic consolidation and changes in media configurations. Among other things, policy setters and regulatory bodies around the globe must deal with the matter of regulating audio-visual services by means of sophisticated platforms that make it possible to distribute non-linear television broadcasting. Accordingly, the present article set out four objectives. First, it surveys the justification for regulating audiovisual on-demand broadcasting (such as opening the field to competition and dealing with pirate downloading of free television content from cooperative networks). Second, it deals with the influence of new media on formulating regulatory principles (for example, establishing regulatory flexibility and cooperation, as well as agreements regarding the separation between media platforms and content). Next, it presents the major regulatory possibilities that have been developed involving the distribution of on-demand audiovisual services. The fourth objective was to examine existing technological options for the distribution of on-demand audiovisual services. Finally, based on the above, an innovative model is presented for the regulation of on-demand audiovisual services, namely the Mall Model.

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Between the sacred and the profane: The rhetoric of Jewish ultra-Orthodox newspaper advertisements

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Abstract

The article presents a study of the advertising rhetoric used in the printed press of the Jewish ultra-orthodox community in Israel between 1998-2008. The study point to the tension between two directions in the strategy used in such advertising: on one hand, it promotes conservatism and introversion, and on the other hand it is open to the modern-secular world. The findings demonstrate that most advertisements present basic household products, suitable to a community that is mostly of low socioeconomic status. In addition, the content used is suitable to the values upheld by this community, such as religious symbols, Kosher stamps, and quotes form canonic Jewish texts. Visually, the advertisements contain only masculine images and completely exclude feminine images in order to preserve feminine modesty. The study also found advertisements which include products, messages and representations contradicting religious existence. These are expressed mostly in advertisements for communications and cellular phones, which open a window to the secular world; in messages discussing the pleasures of life; in masculine images; and in complete advertisements with no religious characteristics. Advertisements, which have begun to take a meaningful place in the social-cultural discourse of the ultra-orthodox community, demonstrate that its leaders' espoused ideology of separation from secular the society is breaking up. The printed advertisement has broken through the barrier closing in ultra-orthodox society, reflecting its transition into a modern consumer society.

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