

The social protest of summer 2011 in the Israeli women magazines

Einat Lachover*

Abstract

This study analyzes the discourse of the social protest in the summer of 2011 as presented in commercial women magazines in Israel: *La'Isha*, *At* and *Lady Globes*. The analysis of this discourse enables us to reveal the built-in socioeconomic and gender ideology of these publications. The research adopted the ideological criticism approach which seeks to understand how relationships based on injustice are perceived or presented as natural and unavoidable. The analysis examined a variety of verbal and visual texts using the critical focus methodology. Nevertheless, it also took into account the context of the production processes of these popular women magazines. The coverage of the social protest in these magazines offers us an interesting case study of the encounter between the popular media and the civil political arena. In contrast to the public image of women magazines as apolitical and perhaps even anti-political, this study shows that these magazines did not ignore the social protest and that all of them reported and discussed it. Nevertheless, the research found that the civil and political discourse offered by these publications was limited in scope and circumscribed in the messages it conveyed. The discussion and conclusion sections examine the political potential inherent in the genre of commercial women magazines.

* Dr. Einat Lachover (einatl@mail.sapir.ac.il) is a senior lecturer in the School of Communication, Sapir Academic College.

"I feel comfortable speaking to you softly": Patterns of usage and avoidance of new media among stutters

Hananel Rosenberg & Ayelet Kohn*

Abstract

Media technologies, such as telephones or microphones often challenge stutters (people who suffer from verbal fluency disorders). Other media, especially various applications of new media such as SMS, Internet forums and social networks enable stutters to express themselves fluently. This study looks into the multifaceted meanings of the encounter between stammers and new media, focusing on applications which enable speech through writing, and the "Stutters" (Megangemim) forum in "Tapuz" website. This forum serves as platform for reflexive debate on the meaning of new media opportunities and as a case study for their modes of usage among stutters. The study focuses on issues such as anonymity, the "noise" of various media and the ways in which new media help to improve the users quality of life, but at the same time might lead them to reduce their social life to an alternative "verbal ghetto", confined to the borders of the new media platform.

* Hananel Rosenberg (hananelr@yahoo.com) is a doctoral candidate in the Department of Communication and Journalism, The Hebrew University. Dr. Ayelet kohn (ayeletkohn@gmail.com) is a senior lecturer in the Department of Photographic Communication, Hadassah Academic College.

Taming the shame: Body excretions, advertising, and cultural messages

Amit Kama & Sigal Barak-Brandes*

Abstract

Despite recent burgeoning of interest in the body as a culturally constructed project, little research attention has been paid to bodily excretions (sweat, urine, feces, menstrual blood, saliva, mucus, skin oil, semen, etc.) and their social implications. The present study addresses this lacuna. Since advertising for hygiene products reflects prevailing ideas regarding the body and the regulation of its excretions, this research focused on two questions: What messages are conveyed by advertisements for products that regulate excretions? How is shame constituted? 168 ads published in Israeli newspapers were analyzed. Results indicate that shame or regulation of the body's orifices and wastes do not constitute a frame for promoting hygiene products. Cleaning one's body for hygienic purposes is covert. Rather, the ads reflect a hedonistic cult of the self. This apotheosis of the body implies that pampering oneself requires constant investment, including the purchase of products that only incidentally serve a hygienic purpose.

* Dr. Amit Kama (amit8860@yahoo.com) is a senior lecturer in the Department of Communication, Emek Yezreel Academic College. Dr. Sigal Barak-Brandes (brandes1@zahav.net.il) is a lecturer in the School of Media Studies, College of Management, Academic Studies.

The relationship of verbal and nonverbal discrepancy and non-discrepancy to journalists' reactions: Hassan Nasrallah's television appearances during the Second Lebanon War

Tsfira Grebelsky-Lichtman*

Abstract

The study presents an integrative theoretical-methodological model for examining an enemy leader's televised appearances during wartime. The model simultaneously examines the two communication modes (verbal and nonverbal) and defines their relationship, e.g. discrepancy when there are contradicting each other and non-discrepancy when they are consistent. The model characterizes patterns of discrepancy and non-discrepancy and analyzes them while addressing diverse target audiences. Based on the model, the journalists' reactions to an enemy leader's televised appearances at times of war are likewise analyzed. The study examined Hassan Nasrallah's TV appearances during the Second Lebanon War, appearances that were accorded a substantial media echo in Israel. The findings indicate significant differential behavioral patterns in appealing to different target audiences. The most interesting patterns were characterized by discrepancy between the verbal and the nonverbal messages. An analysis of the journalists' reactions indicate that non-discrepant patterns encouraged essentially rational reactions toward the verbal channel, whereas discrepant patterns generated emotional reactions that commented primarily on the nonverbal message. The theoretical and methodological implications of the model are discussed.

* Dr. Tsfira Grebelsky-Lichtman (Grebelsky@netvision.net.il) is a lecturer in the Department of Business Administration, Ono Academic College.

