

## **Public seclusion: depression narratives in blogs**

Dan M. Kotliar\*

### **Abstract**

Although depression is known to be one of the most common mental disorders, there is no unequivocal explanation to account for it. Based on that fact and on the known relationship between illness narratives and the experiences of the ill (Kleinman, 1988), this article focuses on depression narratives published on weblogs, and on the ways in which the bloggers describe, understand and explain their depression. Furthermore, this article seeks to explore the different communicative possibilities that form in the context of depression blogs. Using a qualitative content analysis, the article shows how depression blogs constitute a unique and paradoxical space in which female blogger can stay in her safe and private sphere and at the same time expose herself to others and befriend them. In this delicate equilibrium the writers can share their illness narrative with their readers and form an online community that offers them unparalleled empathy and support. In addition, the analysis shows how the blogosphere can be revealed as a "narrative testing arena" in which the bloggers examine different explanatory models for their depression and share it with their readers. Thus, the article highlights different societal and discursive aspects of the blogosphere and examines the intricate ties that form between depression, narrative and online communication.

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## Resilience against the "Stealing Thunder" persuasive appeal

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### Abstract

Persuasive attempts are common in our daily life both in interpersonal communication and in the mass media. There are numerous persuasive tactics used when attempting to persuade, to change attitudes and modify behavior. "Stealing Thunder" (McElhaney, 1987) is a persuasive tactic that relies on the individual's revealing negative information about himself/herself before the other side does it. Most studies examined the effectiveness of this tactic in a courtroom setting but it is often used in other contexts as well (political campaigns, advertising, interpersonal relationships, etc.). Williams et al., (1993, 2001, 2003) examined the effectiveness of the tactic used in a jury-based system. Mock juries were asked to evaluate the defendant and the victim after being exposed to the "Stealing Thunder" tactic (the defendant reveals negative information about himself/herself). The present study examines the limits of the tactic when used on professionals and individuals experienced with exposure to persuasive tactics. Thus, the experimental design involves a comparison of the tactic's impact on professional judges and matched group of individuals who are not judges but share the same demographic characteristics. The results show significant differences in the effectiveness of the tactic when it was used on professional compared with "regular" individuals. The conclusion is that acquaintance with the tactic and repeated exposure to it reduces the tactic's effectiveness. Therefore, professional or experienced populations are more resilient against the "Stealing Thunder" persuasive appeal.

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## **Rallying around two flags: Palestinian media coverage of IDF's targeted killings**

Yonatan Gonen\*

### **Abstract**

This study examines how the Palestinian newspapers covers and frames the Israeli targeted killings in the Gaza Strip and the West Bank since Hamas took over Gaza in June 2007 and until 2012. The importance of the study stems from the fact that very few studies sought to monitor and analyze the Palestinian media's coverage of the Israeli-Palestinian conflict. This study analyzes reports, articles, images and caricatures that were published in three Fatah-affiliated newspapers and two Hamas-affiliated newspapers about three cases of Israeli targeted killings. The analysis reveals a double and not monolithic trend in the coverage. On the one hand, the Palestinian newspapers recruit themselves for the defense of the national interest, call for reconciliation internally and absolutely condemn Israel, using demonic descriptions and images saturated with blood. On the other hand, they take the opportunity to criticize the opposing group and blame it for on the situation.

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## **Intervention or involvement: regulatory processes in Israeli cellular communications industry**

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### **Abstract**

This article examines the public policy that was formulated in Israel of 2010-2012, in the field of mobile communications (cellular phones). The article presents an overview of the rules and regulations that were established in Israel during the period 2010-2012 and, in addition, describes the changes in the three most prominent companies (Pelephone, Cellcom and Partner). These major changes that clearly exhibit profit loss for the companies, are examined comparatively, revealing the different impact they had on each company. In addition the study indicates the counter measures taken by each of the companies in response to the regulations in order to regain their profit loss. The article concludes with a discussion of the guiding government policy, that is the core of the regulation, and finds that in the Israeli cellular market, the policy was government "involvement" and not regulatory "intervention". The policy presented is consistent with the economic policies of the neo-liberal regimes, a policy that advocates the use of indirect instruments of regulation in an industry experiencing a state of crisis.

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