School of Communication

FAIR MEDIA
CENTER FOR THE STUDY
OF CONFLICT, WAR AND
PEACE COVERAGE

Summary of Activities 2009-2010

June, 2010
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Background

"Fair Media": The Center for the Study of Conflict, War, and Peace Coverage began operations at Netanya Academic College's School of Communications in the Spring of 2007, headed by Professor Dov Shinar. The reasoning behind the establishment of the Center was the notion that despite experience garnered by the Israeli and international media in coverage of conflicts, wars and peace processes, research in this field has revealed professional, institutional, and functional constraints that prevent media professionals from performing their mission: providing credible and relevant information, and clarifying the contexts of conflicts and peace processes in a fair and accurate manner. The Center's goal is to study the workings of the media and improve their performance under conditions of war, peace processes and social conflict, and broaden the scope of research, teaching and publishing on these topics.

The Center is based on a multidisciplinary approach provided by the faculty in the School of Communication and other schools at the College as well as by external Israeli and foreign academics, professionals, and institutions. In this endeavor, the Center encourages the active participation of younger faculty and students in its activities. All faculty members of the School of Communication are, as a matter of course, members of the Center. In addition, scholars from other institutions, including students at various levels of their studies, are also involved in the Center's work.

In the 2009/10 academic year the following were members of the Center:
School of Communications, Netanya Academic College:

Professor Dov Shinar  
Dr. Motti Neiger  
Dr. Amir Har-Gil  
Dr. Reuven Pedatzur  
Dr. Arad Nir  
Dr. Yuval Dror  
Dr. Carmit Wiesslitz  
Hanna Kalderon  
Mushon Nachmias  
Meirav Paritzky  
Tally Gross  
Sagit Yakobovich  
Professor Anat First  
Dr. Lea Mandelzis  
Dr. Eyal Zandberg  
Dr. Muli Peleg  
Dr. Michal Hamo  
Att. Moshe Negbi  
Dr. Sharon Remer-Biel  
Keren Dvir  
Haim Hagai  
Elie Friedman  
Nimrod Shavit

Researchers from other institutions:

Professor Arye Naor, School of Administration, Ben-Gurion University  
Dr. Roei Davidson, Department of the Communications, Haifa University  
Dr. Dalia Liran Alper, School of Communications, College of Management (Academic Program)  
Meir Shlomo, Doctoral student, Paris 8 University

The activities of the center are funded through grants, internal and external sources, and donations.
A. Research and Publications

Public Diplomacy Project

With the conclusion of the study and formal delivery of the research report, including its detailed recommendations (The “Neaman Document”) to The Samuel Neaman Institute at the Technion and to the management at the Ministry of Foreign Affairs (see [www.neaman.org.il](http://www.neaman.org.il)), the report has enjoyed high demand, as detailed by the entries and downloads from the Samuel Neaman Institute web site, where the report is published.

The leading publications of the Samuel Neaman Institute in 2009 were as follows:

<table>
<thead>
<tr>
<th>Name of the Publication</th>
<th>Number of Downloads</th>
</tr>
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<tbody>
<tr>
<td>Differences in the quality of higher education between Universities and Colleges: Evaluation based on contribution to the workforce</td>
<td>14576</td>
</tr>
<tr>
<td>A secular, liberal, modern vision of Israel</td>
<td>13437</td>
</tr>
<tr>
<td>The Neaman Document - A study on Israeli Public Diplomacy; A Joint Project of the S. Neaman Institute, Technion And the Ministry of Foreign Affairs, Israel.English downloads: 6849 Hebrew downloads: 2786</td>
<td>9635</td>
</tr>
<tr>
<td>Innovating During Global Recession - Transforming Risk into Opportunity</td>
<td>5080</td>
</tr>
<tr>
<td>Evaluation of Israel R&amp;D Plan – “Magneton”- Summary report</td>
<td>3707</td>
</tr>
<tr>
<td>Enlarging Water supply in Israel through Non Revenue Water (NRW) Reduction and Prevention of Sewage Leakage</td>
<td>2951</td>
</tr>
<tr>
<td>Evaluation of the Space Industry’s Impact on the Israeli Economy</td>
<td>2660</td>
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Members of the Center from the School of Communications and other institutions (Prof. Anat First, Prof. Arie Naor, Prof. Lea Mandelzis, Dr. Roee Davidson, and Dr. Dalia Liran-Alper) completed their work on the Public Diplomacy Project headed by Professor Dov Shinar. The project was initiated and funded by the Samuel Neaman Institute for Advanced Studies in Science and Technology at the Technion, in cooperation with Israel's Ministry of Foreign Affairs. The project sought to study, analyze and recommend policy guidelines for effective Israeli public diplomacy that will address Israel’s needs in this sphere, based on field work and existing data.
Publications of Members of the Center in their Specific Fields


Opinion Pieces on the Internet (MAKO web site) – on the Television Series “Kidnapped”, invited by the “Keshet” Company

A. Har-Gil, The Series “Kidnapped” compared to the movie “Prisoners of War”

E. Zandberg, “Sleeping with the enemy”: kidnapped or suspects? Why “Kidnapped” and not “Prisoners of War”?  

M. Hamo, The truth of Haim Cohen and the fabrication of Yael Ben-Horin.

S. Yakobovich, Nimrod is allured to the past, Uri chooses life.

M. Nachmias., “Kidnapped”: to be or not to be.

M. Neiger, When the myth comes down from the airplane plank; POWs in Ethos; “I will die and keep on going”: between the world of the living and world of the dead; Name as fate: Is Nimrod the rebel and Uri the mythological Tzabar?; The secret charm of the Kidnapped.

A. First, I gave a flower to Nurit that she threw away in the yard.

S. Remer-Biel, “Kidnapped”: What are Nimrod and Uri hiding?
B. Research Grants and Development

**War and peace coverage:** Prof. Dov Shinar completed and submitted an outline for the development of a course in public diplomacy, within the framework of the faculty enrichment program sponsored by the government of Canada and the Israeli Association for Canadian Studies (grant 4,800 Canadian dollars).

**The representation of “regular people” in conflict situations:** Dr. Motti Neiger and a group of researchers from Universidade Complutense in Spain submitted a request to Spain’s Ministry of Education entitled: A proposal for investigating the representations of “ordinary people” during conflict (24,000 Euro).

**Critical Consumption of Media within the context of the conflict:** the Center received from the European Union (through a partnership with the Vento Region in Italy and the *Palestine-Israel Journal*) a grant of approximately 90,000 Euro for the development of educational materials on the topic of critical consumption of media within the context of the Israeli-Palestinian conflict and pilot projects in Israeli and Palestinian teacher-training institutions. Prof. Dov Shinar is coordinating the project with members of the Center: Dr. Lea Mendelzis, Haim Hagay, and Elie Friedman, as well as external staff, such as Carol Daniel-Casbari. Jewish and Arab students will take part in the project.

**Project for the training of Israeli and Palestinian journalists in conflict coverage:** Prof. Dov Shinar was appointed to the advisory committee to a project sponsored by the Search for Common Ground International NGO, for the training of young Palestinian and Israeli journalists in the coverage of conflict. The committee includes
media personnel, businessmen, and academics (Israeli and Palestinian). The committee convened for the first time on the Jordanian side of the Dead Sea in January, 2010, and formulated an action plan for the project.

**People to People Platform (PtPP) : A Revival of Community Video?** Following the UNESCO Power of Peace Network (PPN) call for proposals, the center submitted a proposal for the funding of a project that will advance civilian communication between populations divided by hostility and policy. The use of new technologies is expected to rejuvenate community media, following its downgrading at the end of the previous century.

In parallel, a proposal was submitted to the organization Open Video to hold a workshop during a conference that will take place in New York in October, 2010. The proposal was submitted by Dr. Amir Har-Gil, Mr. Moshe Nachmias, and Prof. Dov Shinar, in partnership with researchers from the Veneto region in Italy. If the project will be approved, the initiators plan to request support for research to evaluate the project through an analysis of content, discourse, form, and technology.
C. Lectures and Conferences in which Members of the Center took Part

Members of the Center participated and presented their papers at numerous conference and meetings in Israel and abroad, dealing with the activities topics of the Center, including:

First, A. (May, 2010) Enemies, friends, and what is between them: the representation of Arabs in the media over the last decade within the framework of multiculturalism, seminar at the School of Communication, The Interdisciplinary Center, Herzlia.

First, A. (April, 2010) Within the framework of the Walter Lebach Institute, Tel-Aviv University.


Neiger, M. (November 2009) - Invited key-note on "Journalism and the Military", Universidad Complutense, Aranjues Campus, Spain.


Shinar, D. (sabbatical September-December 2009), taught Graduate Course on Political Communication (International Communication), New York University Steinhardt School, Department of Media, Culture and Communication


Shinar, D., and V. Bratic. (May, 2010), "Asymmetric Peace in the Middle East and the Western Balkans: Real Realities and Media Realities", Conference on "Media, Psychology and Representations in Asymmetric Conflict", Smart Institute, Hebrew University of Jerusalem.

Shinar, D.,(June 2010), "What Do We Really Know About War and Peace Coverage"? Training Project for Young Israeli and Palestinian Journalists by the Search for Common Ground International Organization, Tel Aviv.

D. Guests

Arturo Marzano – a research fellow at University of Pisa, Italy, at “Yad V’Shem”, and at the Hebrew University of Jerusalem. Expert in the field of Italian Jewry and in the Israeli-Palestinian conflict.

Clark McCauley – professor of social psychology at Bryn Mawr College in the United States, Co-director of the Solomon Asch Center for Study of Ethnopolitical Conflict, founding editor of the journal *Dynamics of Asymmetric Conflict: Pathways toward Terrorism and Genocide* and consultant for the evaluation of research proposals for the Harry Frank Guggenheim foundation.

Viktor Mayer-Schonberger – a professor for public diplomacy, Director of the Director of the Information and Innovation Policy Research Center at the LKY School of Public Policy, National University of Singapore and lecturer at Harvard University. Owner of a start-up company, consultant to businesses, governments, and international organizations. Author of the book *Delete: The Virtue of Forgetting in the Digital Age*, which the author presented at a joint event of the School of Communication, the Strategic Dialogue Center, and the “Fair Media” Center at Netanya Academic College on 15.6.2010, followed by a discussion with the participation of Dr. Yuval Dror, Mr. Giora Rosen, and Prof. Elihu Katz.
E. Activities in the Field of Instruction

Dr. Lea Mendelzis, Dr. Reuven Pedatzur, and Prof. Dov Shinar teach in the School of Communication courses and seminars dealing with war and peace in the media, the media coverage of security issues, Israel’s security approach, and the media and nuclear issues in the Middle East.

Within the framework of the grant awarded by the European Union (see above), Dr. Lea Mendelzis is developing the course: “critical consumption of media within the context of the Middle East conflict”, which will be used as a pilot for research activities.

Assistance to Masters and Doctoral Students

Prof. Dov Shinar

The following PhD. theses were approved:

- **Dr. Rachel Baruch** (supervision with Dr. Eli Kozminsky, Ben Gurion University) – “Gender and information technology: characteristics of approaches, attitudes, and discourse of teaching students within online learning environments”.

- **Dr. Carmit Weislitz** (supervision with Prof. Binyamin Gidron, Ben Gurion University) – “Internet, democracy, and civil society – online activities of civil society organizations in Israel”.

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• **Dr. Keren Tamam** (supervision with Prof. Elie Podeh, Hebrew University of Jerusalem) – “The civilian aspect of foreign news during periods of war and peace – the Israeli-Arab conflict as a test case”.

• **Dr. David Meron** – supervision of post-doctoral work at Ben Gurion University.

Works in progress:

• **Ms. Adi Zamir Nizan** (supervision with Prof. Noah Ephron, Bar Ilan University)

  – “Conflicts on the Internet and the Internet in conflicts: the Israeli-Palestinian case.”

**Dr. Motti Neiger**

*Karni Rimer* (thesis at University Haifa with Uzi Elida, completed in January, 2010): “The war that wasn’t in the news – representations of nationalism in daily newspaper supplements in Israel during the Second Lebanon War.”
F. Future Plans

- Submitting proposals for future projects and studies.
- Continuation of producing publications and participation in conferences.
- Increase of cooperation with bodies in Israel (the Strategic Dialogue Center) and abroad (universities, UNESCO, the European Union, and foundations).
- Increase in cooperation with researchers and professionals from Israel and abroad.
- Broadening and deepening of cooperation with Masters students in the Center's projects.

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