

First Day, Wednesday , July 1, 2009

IDC Herzliya, Chaise Auditorium, CL05, School of Communications Building

09:00-09:30 Gathering & refreshments

09:30-11:00 First Session: **The Culture of Digital Communications**

Chair: > **Dr. Noam Lemelshtrich Latar**, IDC Herzliya

Speakers: **Prof. Akiba Cohen**, Tel - Aviv University
> *How Did We Manage Without It: Mobile Phone Culture in Israel*

Dr. Atara Frenkel-Faran, Sapir Academic College
> *Connected/ Detached: The Socio-Political Blogosphere and the Israeli 2009 Election*

Dr. Doron Friedman, IDC Herzliya
> *Human-Machine Confluence*

Dr. Ayelet Kohn, Hadassah College & the David Yellin College
> *Between Proximity and Intimacy: Civilian Participation through the Visible Arena of YouTube as an Allegedly Political Activity*

Discussant: > **Prof. Sheizaf Rafaeli**, University of Haifa

11:00-11:30 Coffee Break

11:30-13:00 Second Session: **Culture and Communications: Interfaces or Confrontations?**

Chair: > **Dr. Yariv Ben-Eliezer**, IDC Herzliya

Speakers: **Dr. Yair Amichai-Hamburger**, IDC Herzliya
> *The Internet as an Informative and Entertainment Tool: A Report on a Worldwide Comparative Study*

Dr. Yaron Ariel, Emek Yezreel Academic College: *Interactions, Usages and Users in the Online Space*

Prof. Nissim Calderon, Ben-Gurion University of the Negev
literature and Media

Dr. Galit Nimrod, Ben-Gurion University of the Negev
> *Seniors' Online Communities: The Talk and the Joke*

- Discussant: > **Prof. Hanna Adoni**, IDC Herzliya
- 13:00-14:00 Lunch Break
- 14:30-16:00 Third Session: **Communications and Israeli Identities**
- Chair: **Prof. David Nahmias**, IDC Herzliya
- Speakers: **Dr. Nelly Elias**, Ben-Gurion University of the Negev
Dr. Orly Soker, Sapir Academic College
> *Back to the Melting Pot? Boundaries of the Israeliness in the Reality Shows*
- Dr. Gadi Taub**, The Hebrew University of Jerusalem
Israeli Identity: Multiculturalism versus Solidarity
- Dr. Orly Tsarfaty**, Emek Yezreel Academic College
> *The Discourse on Memorial Days in the Jewish Ultra-Orthodox Media as a Means to Constructing Ultra-Orthodox Community Identity*
- Dr. Irit Zeavi**, Emek Yezreel Academic College & Oranim Academic College
> *Israeli Identity in War: The Transformations of Israeli Identity as Reflected by the Rhetoric of Wartime Advertising*
- Discussant: **Prof. Gideon Doron**, Tel-Aviv University
- 16:00-16:30 Coffee Break
- 16:30-18:00 Panel: **High Culture in the New Media Era**
- Moderator: > **Dr. Yuval Karniel**, IDC Herzliya
- Panelists: > **Dr. Suzan Hazan**, The Israel Museum, Jerusalem
> **Mr. Itay Mautner**, Producer, Curator
> **Prof. Hillel Nossek**, The College of Management Academic Studies
- Mr. Rubik Rozental**, Journalist and Author
- Mr. Noam Semel**, Director General, The Cameri Theatre of Tel Aviv

Mr. Yoav Toker, Journalist

> **Mr. David Witztum**, Journalist Channel 1

Second Day, Thursday, July 2, 2009

The Van Leer Jerusalem Institute, Jerusalem

09:00-09:30 Gathering & refreshments

09:30-11:00 First Session: **Youth Culture and Communications**

Chair: **Prof. Shoshana Blum-Kulka**, The Hebrew University of Jerusalem

Speakers: **Dr. Keren Eyal**, IDC Herzliya
> *The Role of Television in the Sexual Socialization of Teenagers*

Dr. Tali Te'eni-Harari, Bar-Ilan University
> *Ad Effectiveness among Young People: Mobile Phones versus Other Products*

Prof. Chava Tidhar, Kinneret College
> *Childhood with Converging Screens: Challenges Prospects and Risks*

Dr. Oren Zuckerman, IDC Herzliya
> *Youth Participation Patterns in the Scratch Online Community*

Discussant: > **Dr. Nurit Guttman**, Tel Aviv University

11:00-11:30 Coffee Break

11:30-13:00 Second Session: **Media and Minorities**

Chair: > **Prof. Charles Salmon**, IDC Herzliya

Speakers: **Prof. Anat First**, Netania Academic College
> *Still Lost in the Periphery: Israeli-Arab Citizens' Representation in the Israeli News*

Dr. Amit Kama, Emek Yezreel Academic College

> *Symbolic Erasure of Persons with Disabilities: The Roles of Disabling Media Practices*

Dr. Amit Lavie-Dinur, IDC Herzliya

Dr. Yuval Karniel, IDC Herzliya

> *Entertainment and Stereotype: Representation of the Arab in Reality Show on Israeli Television*

Dr. Nataliya (Narspy) Zilberg, Kinnert College

> *Changes and Developments in Russian Media in Israel (back to "kitchen talks"?)*

Discussant: > **Prof. Dan Caspi**, Ben-Gurion University of the Negev

13:00-14:30 Lunch Break

14:30-16:00 Panel: **Visual Communications – Producers and Consumers**

Moderator: > **Dr. Miri Gal-Ezer**, Emek Yezreel Academic College

Panelists: **Dr. Tamar Ashuri**, Ben-Gurion University of the Negev

Dr. Galia Bar-Or, Museum of Art Ein-Harod

> **Dr. Ruth Oren**, University of Haifa

16:00-16:15 **Dr. Amir Har-Gil**, Netanya Academic College

> *Ethical consideration in pressing the zoom button*

16:15-17:15 A film by **Dr. Amir Har-Gil**, Netanya Academic College

> *Good Morning Israel (2007)*

17:15 Greetings & Closing remarks

> **Prof. Hanna Adoni**, IDC Herzliya