The Department of Communication

Jerome Bourdon

In 2017, Jerome Bourdon received a two year 240.000 NIS Israel Science Foundation grant as sole investigator for a research project, entitled: "Another Kind of News? A comparative analysis of the reception of Israeli-Palestinian cinema in the USA, the UK, France and Israel, through professional and amateur reviews." The project considers the images of Israel-Palestine beyond the traditional focus on current affairs. It does not analyze cinema content, but cinema reception and "readings", based on material often neglected: the professional reviews that have gained renewed visibility through the use of popular aggregators and platforms, and the rich world of amateur reviews. It will use automated Internet research methods and textual analysis of the reviews. The outcome will be a book revisiting the perspective of Israeli-Palestinian cinema, from a communication perspective.

Professor Bourdon is also developing a new, ambitious perspective on the history of communication entitled "Mediated Togetherness." While the notion of telepresence has been studied in the world of computer-mediated communication, Bourdon claims that such technological communication has very long roots. In particular, he analyzes correspondence in its organization in postal systems, and the text of specific letters, a modest medium which only recently captured the attention of historians. His research aims at showing that social agents have long developed textual and non textual ways to overcome the physical absence of the other. This is part of an ambitious project about the history of the Internet, emphasizing continuity with former media, not radical change as most of the literature does. Two articles developing the framework of this approach have been published or accepted for publication in *Communication Theory*, one of the leading journals of the field.

Nurit Guttman

Reducing the Digital Divide Among Ethiopian Immigrants with Limited Literacy: A team of researchers from the Department of Communication headed by Nurit Guttman and Elad Segev, received a grant of 249,900 INS from the Israel Ministry of Science and Technology. The purpose of the study is to develop a model for community-based training

opportunities aimed at reducing the digital divide among Ethiopian immigrants with limited reading and writing literacy and limited knowledge of Hebrew. One of the project's main goals is to enable this digitally excluded population to use digital information resources created in a previous study in which users can navigate topics with no reading skills. For this purpose, the research team is developing and field-testing a model of an infrastructure with several types of community-based support methods for potential users and for those who can support them, e.g., family members, community workers. The research project is conducted in collaboration with an Ethiopian immigrant community health promotion organization. An interesting development took place during the evolution of the study. Originally, it was intended to focus on providing hands-on training on how to use the health information website to members of the Ethiopian immigrant community with low-literacy. After producing several instructional videos and conducting workshops in community settings, it was found that Ethiopian immigrants—despite limited literacy skills—have mastered the use of the 'WhatsApp Messenger," 'smartphone' application, to communicate with relatives and exchange photos and voice messages. The study currently is exploring how to integrate the use of the information website and provide training support for the immigrants with low literacy within the digital social networks that have developed within the Ethiopian community by using smartphone applications, popular among them, as a prototype.

A study on enhancing communication on advanced directives for end-of-life situations: Nurit Guttman, with Shai Lavi from the Faculty of Law, received a 245,700 INS grant from the Israel Institute for Health Policy Research to conduct a study on information on advanced directives in end-of-life situations for the Israeli public. This is an important challenge because although individuals have the right to decide on the medical treatment they receive in end-of-life situations and can prepare directives for situations when they cannot express their wishes in advance, most people do not want to think about this issue because of various psychological and logistical barriers. The current study, now it its first year, by interviewing people who have already discussed advance directives with their family members, is developing a communication approach based on a social marketing principles to provide members of the public with information on advance directives and will learn about people's preferences regarding communication resources including digital media to express their wishes regarding end-of-life situations. Nurit Guttman serves on the Communication Sub-Committee of the

Ministry of Health's new National Program on End of Life Situations. This study aims to contribute to this National Program. Its preliminary findings have already served as the basis for the development of the communication strategic plan of the end-of-life national program.

Sandrine Boudana

Sandrine won **a** 410,000 NIS, Israel Science Foundation Grant for 2017-2019, for the project, **"How Media Remember: Recycling and Reframing News Photographs in Israel."** Since 2013, she is working with two partners, Professors Akiba Cohen and Paul Frosh, on a large-scale research program on iconic news photographs and collective memory. This research successively received two ISF grants for two studies. The first was a three-year research project titled "'You Must Remember This': Iconic Photographs and Israeli Collective Memory." It was the first systematic multimethod attempt to learn about how people recognize and recall iconic news photographs. The main product of the project was the identification of 30 news images, 15 domestic Israeli and 15 foreign, that are recognized by Israelis as part of their collective memory. An article based on the project was published in *Media, Culture & Society* in 2017, and a second is under review, by the *Journal of Communication*.

In 2017, a second ISF grant was extended to a related project on "How Media Remember: Recycling and Reframing News Photographs in Israel." This study will run through 2019. Through archival research and interviews with journalists and photo editors, the researchers will analyse the institutional and cultural processes that underpin the recycling and republication of the most strongly recollected news photographs identified the earlier study. Special attention will be given to journalistic practices that legitimate and routinized the repeated selection of these images over time, a key characteristic of iconic news photographs. Through textual analysis of the articles in which the recycled photographs appear, and by visual analysis of iconographic variations in their appearance, the team will investigate the shifting potential meanings of the images as they were repeatedly reinserted into public consciousness and discourse in ever changing contexts.

In 2017, Dr. Sandrine Boudana and Dr. Elad Segev have published two papers in Q1 journals in the field of communication. They worked on the conceptualization of provocation narratives in communication and studied the specific role of provocation discourse in international news. They found that North Korea is by far the most frequently mentioned

country in the context of provocation, and that the actions of North Korea are never directly explained or justified. Provocations, they claim, is a powerful term that embeds the meta-narrative of western news, and helps justify the geopolitical ambitions of the U.S. in East Asia.