

Eva Berger
School of Media Studies
College of Management Academic Studies

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CURRICULUM VITAE

1. Personal Details

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2. Higher Education

A. Undergraduate and Graduate Studies

1982-1985	Tel Aviv University	Film and Television	B.A. (cum laude)	1986
1985-1987	New York University	Media Ecology	M.A.	1987

B. Doctoral Degree and Post-Doctoral Studies 1988-1991 New York University Media Ecology Ph.D. 1991

C. Other Education Course: Mediation and Conflict Resolution, Israeli Academic Research Institute of Conflict Resolution and Mediation.

2002 Course: "The Craft and Commerce of Cinema" – Hollywood Studios, LA (With NYU Stern School of Business, Department of Entertainment, Media and Technology)

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Institution and Department	Rank/Position
1989-1991	New York University, Department of Culture and Communication	Teaching Fellow
1991-1996	Tel Aviv University, Department of Film and Television	Assistant Professor
1991-1992	Levinsky Teachers Seminar	Adjunct
1992-2000	School of Media Studies College of Management Academic Studies	Tenured Assistant Professor
1993-1994	New York University, Department of Culture and Communication	Visiting Professor

1994-1995	Sam Spiegel Film School, Jerusalem	Adjunct
1994-1996	Tel Aviv University, Journalism Studies (Diploma)	Adjunct
1995	New York University, Department of Culture and Communication	Visiting Professor – Summer Course
2002-2006	The College for the Teaching of Technology, Department of Film and Communication	Adjunct
2005-2006	Tel Aviv University, Department of Film and Television	Adjunct
2005-2007	IDC – Interdisciplinary Center – Herzliya, International School of Government	Adjunct
2000-Present	School of Media Studies College of Management Academic Studies	Tenured Senior Lecturer (Assistant Professor)
2013- Present	Tel Aviv Jaffa College	Adjunct

4. Offices in Academic Administration

- 1992-2000 Head, Communication and Persuasion Track
- 2006-2012 Dean, School of Media Studies
- 2006-Present Member of the Academic Board
- 2014-2019 Head, Content and Production Program of Study

5. Scholarly Positions and Activities outside the Institution

- 2000 Judge - Peer Review Process - *Patuah* (a journal about politics, communication and society), No. 4, September, 2000.
- 2004-2005 Member of the Competitive Program Review Committee, MEA: Media Ecology Association, for National Communication Association Convention
- 2005-2013 Member of the Editorial Board of EME: Explorations in Media Ecology (The Journal of the Media Ecology Association).
- 2008-2009 Judge - Peer Review Process – Competitive Papers. Israel Communication Association (ISCA) Yearly Conference.
- 2008-2014 Member – Board of Trustees
ETC.: A Review of General Semantics
- 2009-Present Member – Board of Trustees

Institute of General Semantics

- 2010 Judge – Peer Review Process – Journal of the Israel Communication Association.
- 2011 Judge - Peer Review Process – MEA Convention Proceedings.
- 2011-Present Member of Editorial Board of *Giluy Daat: A Multidisciplinary Journal on Education, Society and Culture*. Seminar Hakibbutzim Publishers.
- 2020-Present Member of Editorial Board of *New Explorations journal: Studies in Culture and Communication*. New Explorations Association (www.newexplorations.net). Online ISSN: 1234-5678 <https://jps.library.utoronto.ca/index.php/nexj/issue/view/2280>

6. Participation in Scholarly Conferences

a. Active Participation

Date	Name of Conference	Place	Title of Presentation	Role
INTERNATIONAL				
October 12-14, 1990	New York State Speech Communication Association	Catskills, NY	Technology and Metaphors of Mind	Research Paper Presenter
October 16-21, 1994	European Society for Social Pediatrics	Jerusalem	Electronic Media: The Disappearance of Childhood?	Research Paper Presenter
July 1998	International Communication Association	Jerusalem	Heroism and the Media in Jewish and Israeli History	Research Paper Presenter
November, 1998	Media Ecology Conference	Williams Lake, NY	The Heroes of Judaism: Communication and Cultural Context	Research Paper Presenter
April 2002	Eastern Communication Association	New York	It's a Small World After All: Imagining the Global Village	Panel participant
November 2003	National Communication Association	Miami, FL	Literacy as Metaphor: A Multi-Ordinal Analysis	Research Paper Presenter
July 2004	IAMCR	Porto Alegre, Brazil	Conservative Outlook and Liberal Reflection: Homosexuals in Israeli Television Commercials	Research Paper Presenter
July, 2005	IAMCR	Taipei	Reversal of Values: The Concept of the Family in Israeli Television Commercials	Research Paper Presenter
July, 2007	IAMCR	Paris	Carmel Diaries: A Monopoly of Public Affairs on the Big Screen	Research Paper Presenter
July 2008	IAMCR	Stockholm	Military Macho to Moronic Metrosexual: The Portrayal of Men in Israeli Television Commercials	Research Paper Presenter

November 14-16, 2008	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	In Praise of Delayed Reactions: Israel and the Culture of Talkbacks.	Research Paper Presenter
September 11-13, 2009	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	Combat Cuties: Representations of Women Soldiers in the Israeli Press	Research Paper Presenter
May 2-5, 2010	Inter-disciplinary.net Conference on Evil, Women and the Feminine	Prague	Sanctioned Female Violence	Research Paper Presenter
July 2010	IAMCR	Minho, Braga, Portugal	Narrative Medicine in Pediatrics	Research Paper Presenter
October 30th, 2010	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	Ami's Story: Narrative Medicine in Pediatrics	Research Paper Presenter
June 14-15, 2013	The George Gerbner Conference on Communication, Conflict and Aggression	Budapest, Hungary	The Normalization of Violence and War Photojournalism in Israel	Research Paper Presenter
October 24-26, 2014	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	The Communication Panacea: General Semantics and Pediatrics	Research Paper Presenter
October 2-4, 2015	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	The Humanizing of Medicine through General Semantics	Research Paper Presenter
October 21-23, 2016	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	Orality, Literacy and Cultural Identity: Spanish and Guarani in Paraguay	Research Paper Presenter
June 27-30, 2019	Media Ecology Association	University of Toronto	Response to the 2018 Korzybski Lecture, "Amazing Ourselves to Death"	Research Paper Presenter
June 27-30, 2019	Media Ecology Association	University of Toronto	Social media and ethics in an age of no-context	Research Paper Presenter

IN ISRAEL				
December 5, 1999	Israel Communication Association	Haifa	The Heroes of Judaism: Communication and Cultural Context	Research Paper Presenter
November, 2002	14 th International Conference of the Israeli Society for Quality	Jerusalem	The Concept of Quality in Advertising	Research Paper Presenter
June 13, 2004	Israeli Association for the Study of Language and Society	Beit Berl College	The Exhaustion of the Literacy Metaphor in Education	Research Paper Presenter

8. Research Grants

a. Submission of Research Proposals – Not Funded

Role in Research	Co-Researchers	Topic	(Not) Funded by	Year
Main Researcher	Alex Levac	History of War Photojournalism in Israel	The Tami Steinmetz Center for Peace Research	2009
Main Researcher	Alex Levac	History of War Photojournalism in Israel	Shpilman International Prize for Excellence in Photography	2010
Main Researcher	Alex Levac	History of War Photojournalism in Israel	ISF	2011

b. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by/Amount	Year
Main Researcher	Alex Levac	History of War Photojournalism in Israel	COMAS President Grant-40,000 NIS (book rejected by 2 publishers)	2012

9. Teaching

a. Courses Taught in Recent Years

Year	Course Name	Type: Lecture/Seminar/Workshop/High Learn Course/Introduction	Degree
2013-2015	Communication in Management	Lecture	B.A.
Multiple times throughout the years	Heroes, Media and Culture	Seminar	B.A.
1992-2000	History of Communication	Introduction	B.A.
Multiple times over the years	Issues in Persuasive Communication	Lecture	B.A.
Multiple times throughout the years	Media Criticism	Seminar	B.A.

Multiple times throughout the years	Perspectives on Communication	Lecture	B.A.
Multiple times throughout the years	Language, Thought and Culture	Seminar	B.A.
Multiple times throughout the years	The Image of the Journalist in Popular Culture	Seminar	B.A.
Multiple times throughout the years	Media and the Senses	Seminar	B.A.
2012-Present	Technology, Culture and Digital Media	Introduction	B.A.
1994-2000	The "Grammar" of Television	Seminar	B.A.
1994-2000	TV Genres: The Sitcom	Seminar	B.A.
2015-	The Stories We Tell	Introduction	B.A.
2014-Present	Tell and Sell: Narrative and Values in Advertising	Seminar	B.A.
2012-Present	The Image of Advertising and PR on Film and TV	Seminar	B.A.
2016	Soft Skills (Habilidades Blandas)	Development and Teaching of course for SNPP (Servicio Nacional de Promoción Profesional) in Asunción, Paraguay (In Spanish).	

b. **Supervision of Graduate Students**

Name of Student	Title of Thesis	Degree	Completion Date / in Progress	Students' Achievements
Anat Ringel-Raveh Tel Aviv University Faculty of the Arts	Surf and Think: Tools for Critical Thinking in the Internet Age	M.A.	June 19,2012	Thesis Grade: 92 Degree Grade: 95 (Cum Laude)

10. Professional Experience

- 1995 Member, Steering Committee on the Teaching of Media in High school, Department of Technological Education, Israel Ministry of Education
- 1995 Advisor, JCS Television, New Program on Local and Specialized TV Stations.
- 1999 Academic Advisor to Educational Television's Staff of Program on Media and Violence
- 1999 Advisor, Adler, Chomsky & Warshawsky advertising agency, various projects: Modification of driving patterns in Israel (with Israel Discount Bank), Branding, Israel Business Conference (with Glob's newspaper)
- 2000 "Pras Mefaked Galey Zahal" (Army Radio Best Programs Prize for the year), Judge (with Attorney Eli Zohar and Mr. Eitan Haber)
- 2000 Member of Steering Committee on Media and Communication, Herzliya Conference on National Strength and Security, of the Interdisciplinary Center, December 2000
- 2000 Peres Center for Peace, participation in "Changing Mindsets: Film and TV Projects for Peace" panel and working group, in the framework of the 3rd Annual Meeting of the International Board of Governors, Tel Aviv, September 11, 2000
- 2000-2002 Member of IDF Spokesman Think Tank
- 2000-2004 Advisor, Israel Educational Television, Selection of Children's Programs Purchased from Abroad
- 2000-2006 Member of Israeli Film Board
Member of Criteria Committee
- 2002 Advisor and Guest Commentator on Israel's Channel 1 on Media Matters, Elections and Propaganda
- 2002 Judge, Ad Competition of Schocken Chain of Newspapers.
- 2003 Member, MOFET Research Center, Committee on the Teaching of Media in Teachers' Colleges.
- 2004 Consultant to Production Team and Talent of "EXIT" (a controversial TV Program for Children and Youth).
- 2004-2007 Member of Advisory Board – Israel's 2nd TV and Radio Authority, Strategy and Research Department
- 2005 Expert Witness for Lawsuit in Israel's Superior Court on Media, Social Marketing, and Traffic Accidents
- 2005 Writing of Narration and Voice Over for Documentary Film by Director Dani Eshet. A film About Philosopher Ben-Ami Scharfstein (Israel Prize Laureate 2005)
- 2005 Consultant to Israel's 2nd TV and Radio Authority toward the 2005 TV Tender
- 2007-2013 Member - Board of Trustees
"Women in the Picture" (Nashim Batmuna)
Organization for the Advancement of Women in the Visual Arts

2009	Member of the Board – Film and Television Schools Section, "Minhal Hatarbut," Israel Ministry of Culture
2009	Consultant to Public Diplomacy and Branding team, Israel Foreign Ministry
2011	Head of Steering Committee – Journalism Section Israel's 100 most influential women of the century "Onlife" Website
2011-2013	Member of Assembly (Representative – Public at Large) Israel Press Council
2011- Present	Board Member – Israel Peace Initiative
2013	Appointment by the Minister of Communication as member of the Search Committee for candidates for the position of Chair of the Council for Cable and Satellite Communications.
2013-Present	Member of the Board "Women in the Picture" (Nashim Batmuna) Organization for the Advancement of Women in the Visual Arts
2019-Present	“Cafecito” Web Series Concept and Creation
2019-Present	WTFMOM Podcast Creator and Co-Host

PUBLICATIONS

* = Since previous academic rank

A. Ph.D. Dissertation

Title: Metaphor, Mind and Machine: An Assessment of the Sources of Metaphors of Mind in the Works of Selected Educational Theorists.

Date: 1991

Length: 309 pages

Language: English

Institution: New York University

Advisors: Prof. Christine Nystrom, Prof. Neil Postman

B. Scientific Books (Refereed)

a. Authored Books

Published

1. *Berger, E. & Berger, I. (2014). *The Communication Panacea: Pediatrics and General Semantics*. TX: The New Non-Aristotelian Library, Institute of General Semantics. [143 pp.]
2. *Berger, E. (2020). *Context Blindness: Digital Technology and Our New Impaired Human Condition*. (working title, submitted for publication).

b. Other Scientific Publications:

Published

1. Berger, E. (1994). *Introduction to Communication*. Tel Aviv: Misrad Habitahon (Ministry of Defense Publishers) [82 pp.]

C. Articles in Refereed Journals

Published

1. *Berger, E. (2004). "The Exhaustion of the Literacy Metaphor in Education." in *EME: Explorations in Media Ecology*, 2004, Vol. 3, No. 2, pp. 131-137.

2. *Shoval, G., Zalsman, G., Polakevitch, J., Shtein, N., Sommerfeld, E., **Berger, E.**, Apter, A. (2005). "Effect of the Broadcast of a Television Documentary about a Teenager's Suicide in Israel on Suicidal Behavior and Methods" (co-author) in *Crisis* 2005; Vol. 26, Number 1, pp. 20-24. Hogrefe & Huber Publishers.
3. *Berger, E., Lavie-Dinur, A. (2007). "Conservative Outlook and Liberal Reflection: Homosexuals in Israeli Television Commercials." in *EME: Explorations in Media Ecology*, 2007, Vol. 6, No. 1, pp. 35-48.
4. *Berger, E. (2009). "Timebinding Lost: Readers' Forums and the Decline of Rational Debate in Israel." in *ETC: A Review of General Semantics*, Vol.66, No. 1, January 2009.
5. *Berger, E. (2010). "Recapitulation, Medical Imaging Technologies and Media of Communication: The Medium is the Message." in *EME: Explorations in Media Ecology*, Vol. 9, No. 4, pp. 225-237.
6. *Berger, E., Na'aman, D. "Combat Cuties: Photographs of Israeli Women Soldiers in the Israeli Press since the 2006 Lebanon War." *Media, War and Conflict* (SAGE), Vol. 4, #3 (December 2011), pp. 269 – 286.
7. *Berger, E. (2018) Book Review of Moran, T.P. (2010). *Introduction to the History of Communication: Evolutions and Revolutions*. New York: Peter Lang. In *Explorations in Media Ecology* Vol. 16, #4. Intellect Ltd. pp. 361-363.
8. *Berger, E., Logan, R., Miroshnichenko, A., & Ringel, A. (2019). MEDIACY: A way to enrich media literacy. *Journal of Media Literacy Education*, 11(3), 85-90.
9. *Berger, E. (2020). "Contextualizing Monuments and Movies: Iconoclasm through the Lenses of Media Ecology and General Semantics." *Anekaant: A Journal of Polysemic Thought*, #12, 2020-21 (Autumn), 35-38.

D. Articles or Chapters in Scientific Books

Published

1. *Berger, E. "Quality Radio in an Age of Multiple Channels" in *Galey Zahal – Speaking From the Front*, (2002). Tel Aviv: Miskal – Yedioth Aharanoth Books and Chemed Books. [Hebrew]
2. *Berger, E. "Orality v. Monotheism or Media v. Narratives: Biblical Heroes and the Media Environment of the Spoken Word." In Drucker, S. and Gumpert, G., *Heroes in a Global World*. (2008). NJ: Hampton Press.
3. *Berger, E. "The Postmanian Dialogue: Education on TV, for TV and About TV." In Aloni, N. (Ed.). *Empowering Dialogues in Humanistic Education: Theoretical and Practical Aspects*. (2008). Bnei Brak: Hakibbutz Hameuchad Publishers, Ltd., Sifriat Kav Adom. [Hebrew]
4. *Berger, E., Berger, I. "Hassan, Ami and Dalia's Mom: Narrative Medicine in Pediatrics." In

Ahmed, R. and Bates, B. (Eds.). (2012). *Medical Communication in Clinical Contexts*. Dubuque, IA: Kendall Hunt.

E. Articles in Conference Proceedings

Published

1. Berger, E., Berger, I. "Electronic Media: The Disappearance of Childhood?" in *Anales Medicos: Revista de la Asociacion Medica del American British Cowdray Hospital*. Vol. 42, Number 3, July-September 1997. [Spanish]
2. *Berger, E. "It's a Small World After All: The Language of Globalization." in *the Speech Communication Annual*, Vol. XVI, 2002, pp. 123-130.
3. *Berger, E. "Military Macho to Moronic Metrosexual: The Portrayal of Men in Israeli Television Commercials." in *Gender and Media*, 2008. Moscow: Faculty of Journalism, Lomonossov Moscow State University.
4. *Berger, E. "In Praise of Delayed Reactions: Israel and the Culture of Talkbacks." in *General Semantics Bulletin*, Vol. 74/75, 2007/2008.

F. Other Scientific Publications

Published

Textbooks and programs of study

1. "History of Communication" in *Teachers Guide for the Teaching of Media in High school* (12th Grade), (1995), Ministry of Education, Culture and Sports, Science and Technology Department, The Center for Technological Education, Holon, Israel. [Hebrew]
2. **Media and Society: Teachers Guide for the Teaching of Media in High school* (co-author), Ministry of Education, Mapat-Amal, 2001. [Hebrew]
3. **Environments Speak: Education in the Media Age*. (Co-author). Tel Aviv: Mofet Publishers, 2003. [Hebrew]

G. Other Publications

Newspaper Articles (Print and Electronic)

1. *"Photo-Op for the Israeli Secret Service." Ynet, Yedioth Aharonot Daily Newspaper On-line Edition. June 26, 2001.
2. *"The Media's Dual Game: Television's Role in the Coverage of U.S. Elections in 2004." Yedioth Aharonot Daily Newspaper, Weekend Magazine, November 5th, 2004.

3. *"A Good Start: Cameras for Sderot Youth." Yedioth Aharonoth Daily Newspaper, January 31, 2008.
4. *"Soldier, Tidy Up!: You're on Reality TV." NRG, Ma'ariv Daily Newspaper On-line Edition. March 9, 2008.
5. *"Blue-Eyed Four-Year-Olds." Yedioth Aharonoth Daily Newspaper, August 19, 2008.
6. *"Passivity Kills." Yedioth Aharonoth Daily Newspaper, November 30th, 2008.
7. *"Between Propaganda and Information." Yedioth Aharonoth Daily Newspaper, January 7th, 2009.
8. *"Down the Vulgar Slippery Slope." Yedioth Aharonoth Daily Newspaper, August 30th, 2009.
9. *"Sara's Voice in Israel's Modern Day Binding of Isaac." Ynet, Yedioth Aharonot Daily Newspaper On-line Edition. April 16th, 2011.
10. *"From Slavery to Freedom: An Empty Metaphor in Israel's Media This Passover." The Seventh Eye (Media Criticism Site). June 6th, 2011.
11. *"The Race to Doom: Nowhere to Run " Yedioth Aharonoth Daily Newspaper, February 13th, 2012.
12. *The media wars in Israel towards the March 2015 elections – An interview on Al Jazeera English's *The Lighting Post*.