



**Name:** Alina Bernstein

**Date:** 24.2.22

## **CURRICULUM VITAE**

### **1. Personal Details**

Electronic Address: BernshteinA@colman.ac.il

### **2. Higher Education**

- A. Film and Television Dept., Tel Aviv University, Israel 1982-1985 BA *cum laude*
- B. Sociology and Anthropology Dept., Tel Aviv University, Israel 1985-1989 MA
- C. Centre for Mass Communication Research (CMCR), University of Leicester, England  
1990-1997 PhD

### **2. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Dates</b>	<b>Institution and Department</b>	<b>Rank/Position</b>
1985/6-2007  2014/5- to present	Film and Television Dept., Tel Aviv University*	Lecturer since 1997
1995-2000/1	Communications Dept., Sapir Academic College	
2001/2 to present	School of Media Studies, College of Management Academic Studies (COMAS)	Senior Lecturer since 2007

\*Currently The Steve Tisch School of Film and Television, Tel Aviv University

### **4. Offices in Academic Administration**

Student Affairs Commissioner and Advisor Film and Television Dept. Tel Aviv University  
Student Affairs Commissioner School of Media Studies, College of Management Academic  
Studies (COMAS) 2013-2016; 2018 (replacement)



## 5. Scholarly Positions and Activities outside the Institution

### Editorial Boards

*Communication and Sport* (Sage Publications) <http://www.sagepub.com/journals/Journal202136>

*Sociology of Sport Journal* (Sage Publications) <http://journals.humankinetics.com/ssj>

*Communication, Culture & Critique* ([Wiley-Blackwell](http://www.wiley.com))

<http://eu.wiley.com/WileyCDA/WileyTitle/productCd-CCCCR.html>

\*See below details about roles in the International Association for Media and Communication Research (IAMCR)

## 6. Participation in Scholarly Conferences

### a. Active Participation

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2021	IAMCR	Online hosted by Nairobi, Kenya	Gender Divide: How Male and Female Sports Journalists Use Twitter Differently in Israel (with Hagay, H.)	Section Head
2020	IAMCR	Online hosted by Tampere University (Finland)	The Rise of Mothers in Elite Sports" – Gender, Media and Sport	Section Head
2019	IAMCR	Madrid (Spain)	Israeli sportswomen self-representation on Instagram	Section Head
2019	ICA	Washington (USA)	Toilets and the Shifting Cultural Politics of an Ordinary Practice (with Byerly, C. M.)	
2017	IAMCR	Cartagena (Colombia)	The Male and Female Sports Journalists Divide on the Twittersphere (with Hagay, H.)	Section Head



2016	IAMCR	Leicester (England)	Separatism and Integration in Sports Discourse: Talkbacks on the Soccer Cup Victory of an Arab Club in the Jewish State	Section Head
2015	IAMCR	Montreal (Canada)	Do they even know the national Anthem? Minorities in service of the Flag – Israeli Arabs in the national football Team" (with Tamir, I.)	Section Head

**b. Organization of Conferences or Sessions**

1990–present member of the International Association for Media and Communication Research (IAMCR). Since 1999 head of the “Media and Sport” Section currently the “Media, Communication and Sport” section; since 2000 member of the IAMCR International Council. As such organising every year the section’s programme.

**7. Invited Lectures\ Colloquium Talks**

Date	Place of Lecture	Name of Forum	Presentation/Comments
2012	Oslo, Norway		Meeting towards a research project submitted to the Norway Research Authority (resulted in a book)
2015	Malmo, Sweden	European college of sport science	Invited to discuss research projects
2020	ICA conference (online)	Sports Communication Playing Field: Leading International Scholars Consider the Research Agenda	<a href="https://www.youtube.com/watch?v=sRoTTRUJplQ&amp;feature=youtu.be">https://www.youtube.com/watch?v=sRoTTRUJplQ&amp;feature=youtu.be</a>
2020	The University School of Mass Communication (USMC) Guru Gobind Singh Indraprastha University, New Delhi (online), India	"Mediamorphosis: Contemporary Perspectives from Media Industry & Academia "	Speaker: "The Rise of Mothers in Elite Sport-Women, Media and Sport"

**8. Research Grants**

**a. Grants Awarded**



<b>Role in Research</b>	<b>Co-Researchers</b>	<b>Topic</b>	<b>Funded by/Amount</b>	<b>Year</b>
Researcher	Dalia Liran-Alper	Israeli Teen Drama Series	10,000NIS COMAS research authority	2015

## 10. Teaching

### a. Courses Taught in Recent Years

<b>Year</b>	<b>Course Name</b>	<b>Type: Lecture/Seminar/Workshop/High Learn Course/Introduction</b>	<b>Degree</b>	<b>No. of Students</b>
Since 2015	Introduction to Media Studies – Theories and Models	Introductory Course	BA	200
	Television Drama Series	Seminar		25
	Comedy on the Television and the Web (previously Sitcom)	Seminar	BA	25
	Media and Sport – the technology, the economics and the narrative	Seminar	BA	20
	What is there to eat? Food in Culture and the Media	Online course	BA	60
	The truth and lies in Reality shows	Online course	BA	60
	Reality Television	Elective course	BA (TAU)	80
	British Television	Elective course	BA (TAU)	80
	Sport on Television and the Web	Elective course	BA (TAU)	70
	Comedy on the Television and the Web	Elective course	BA (TAU)	70

### b. Supervision of Graduate Students

<b>Name of Student</b>	<b>Title of Thesis</b>	<b>Degree</b>	<b>Completion Date / in Progress</b>	<b>Students' Achievements</b>
Yasmin Sasson	Rape around the corner: The Representation of Rape in British and Israel Soap Operas	MA	2007	Completed (co-supervised with Prof. Orly Lubin)
Zohar Zer	Female representation in	MA	2007	Completed



	Mexican Telenovelas 1995-2005			
Ayelet Bargur	Place and non-place in the Israeli telenovela and soap opera	MA	2008	Completed

## **11. Miscellaneous**

In 2004 I gave birth to twins, during the pregnancy and the early childhood of our children my research has slowed down considerably.

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## **PUBLICATIONS**

### **A. Ph.D. Dissertation**

British and Israeli Coverage of the 1992 Barcelona Olympics: A Comparative Analysis, December 1997, 275 pages, in English, University of Leicester, England

Supervisor: Dr. Olge Linne

### **B. Edited Books and Special Journal Issues – Published**

#### **Published**

1. Bernstein, A. and Blain, N. (eds.) (2003) Sport, media, culture: Global and local dimensions. London: Frank Cass [263 pages]  
1a Bernstein, A. and Blain, N. (eds.) (2002) "Sport, Media, Culture: Global and Local Dimensions" (special issue) Culture, Sport, Society, Volume 5 Autumn 2002 No. 3
2. Sandvoss, C, Real, M., **Bernstein, A.** (eds.) (2012) Bodies of Discourse: Sport Stars, Mass Media and the Global Public. USA: Petel Lang publishing [236 pages]

### **D. Articles in Refereed Journals**

Coverage of Israel's Football Team Attempt to Qualify for Euro 2000" in Sport & Politics and Society in the land of Israel: Past and Present (special issue) Israel Affairs Vol. 13, No. 3 July (pp. 653-664)

1a Also published as a book chapter: **Bernstein, A.** (2009). Running Nowhere': National Identity and Media Coverage of the Israeli Football Team's Attempt to Qualify for EURO 2000. In Galily, Y & Ben-Porat, A. (Eds.) Sport, Politics and Society in the Land of Israel - Past & Present. pp. 146-157. London: Routledge

2. **Bernstein, A** and Galily, Y. (2008) "Games and Sets: Women, Media and Sport in



- Israel" Nashim: A Journal of Jewish Women's Studies & Gender Issues 15 (1) 176-195
- Galily, Y. and **Bernstein, A.** (2008) "High five: The local, the global, the American and Israeli sport on Israeli Television" Sport in Society 11 (1) pp. 1-18
  - Bernstein, A.** and Mandelsiz L. (2009) "Bnei Sakhnin through the Documentary Looking Glass: Telling the Story of Arab Football in a Jewish State", in Yair Galily and Amir Ben-Purat (guest eds.) "60 years of sports in the Israeli State", a special issue of Sport in Society Volume 12 No. 8 October
  - Kian, E. M., **Bernstein, A.** and McGuire, J. S. (2013) "A Major Boost for Gender Equality Or More of the Same? Television Coverage of Female Athletes at the 2012 London Olympic Games" Journal of Popular Television Vol. (1) pp. 143-149
  - Tamir, I. and **Bernstein, A.** (2014) "Do they even know the national anthem? Minorities in service of the flag – Israeli Arabs in the national football team", Soccer and Society pp. 1-20
  - Mandelzis, L., **Bernstein, A.**, & Ringel, S. (2017). Critical reading of talkbacks discourse as separatist integration: on the Israeli 2004 Football Cup victory. Israel Affairs, 1-17

## **E. Articles or Chapters in Scientific Books**

### **(which are not Conference Proceedings)**

#### **Published**

- Bernstein, A.** (2012) "'One of Us': construction and Israelification of a soccer star", in Cornel Sandvoss, Michael Real, Alina Bernstein (eds.) Bodies of Discourse: Sport Stars, Mass Media and the Global Public. USA: Peter Lang publishing
  - Sandvoss, C., Michael, R. and **Bernstein, A.** (2012) "Introduction: The Politics of Transnational Stardom", in Cornel Sandvoss, Michael Real, Alina Bernstein (eds.) Bodies of Discourse: Sport Stars, Mass Media and the Global Public. USA: Peter Lang publishing
  - Bernstein, A.** (2012) "Women in Sports Media: Time for a Victory Lap?", in Donnelly, Peter (Ed.) Taking Sport Seriously (third edition). Canada: Thompson Educational
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## Publishing

4. **Bernstein, A.**, Mandelsiz L. and Shenhar, I. (2012) "Constructing National Identity in the Subculture of Football: The story of an Arab Cup-Holder in a Jewish State" in Roy Krøvel and Thore Roksvold (eds.) We Love to Hate each Other - Mediated Football Fan Culture. Oslo: Nordicom
5. **Bernstein, A.** and Kian Edward (2013) "Gender and Sexualities in Sport Media", pp. 319-327 in Paul M. Pedersen (ed) Routledge Handbook of Sport Communication. London: Routledge
6. Galily, Y., Tamir, I & **Bernstein, A.** (2014) "Utilizing sport to foster peaceful relations: the Israeli case". In Pedersen, P. M., Parks, J. B., Quaterman, J., & Thibault, L. (Eds.). Contemporary sport management. Human Kinetics. Pp. 40-41
7. **Bernstein, A.** (2020) "Undermining female athleticism in sport media: 'Serena Williams demolishes fellow mum'" in O'Brien, J., Holden, R., & Ginesta, X. (Eds.) Sport, Globalisation and Identity: New Perspectives on Regions and Nations. Routledge.
8. Hagay, H. and **Bernstein, A.** (2021) "The Male and Female Sports Journalists Divide on the Twittersphere", in Butterworth, M. (ed.) The Handbook of Communication and Sport. USA: Mouton de Gruyter publishers

## **F. Articles in Conference Proceedings**

### **Published**

1. Mandelzis, L. and **Bernstein, A.** (2013) "Foreigners in the Homeland: Documenting Conflicted National Identity on the Football Field" in Phillip Drummond (ed) The London Film and Media Reader 1. The London Film and Media Conference (e-book)
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## **G. Entries in Encyclopedias**

Bernstein, A. (2004) "Steven Bochco", in Horace Newcomb (ed.) The Encyclopedia of Television. USA: Museum of Broadcast Communications, vol. 1 A-C (pp. 280-282) refereed

Bernstein, A. (2006) "Florentin", in David Gerstner (ed.) The Routledge International Encyclopedia of Queer Culture, 1 vol. (p. 200) London and New York: Routledge referred

Bernstein, A. (2013) "Women's Sports, Media Coverage of", in David Levinson and Karen Christensen (eds.) Berkshire Encyclopedia of World Sport. USA: Berkshire Publishing refereed

Bernstein, A. (2020) "Women, sport and media" in Ross, K. et al. (eds.) The International Encyclopedia of Gender, Media, and Communication. London: John Wiley & Sons Inc refereed

## **H. Other Scientific Publications**

Daniel Jackson, **Alina Bernstein**, Michael Butterworth, Younghan Cho, Danielle Sarver Coombs, Michael Devlin, Chuka Onwumechili (eds.) Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport <https://olympicanalysis.org/>

Also contributed to the above report an entry titled The male and female sports journalists divide on the Twittersphere during Tokyo 2020 (with Haim Hagay)

## **I. Other Publications**

## **L. Summary of My Research Activities and Future Plans**

2. Toilets and the Shifting Cultural Politics of an Ordinary Practice” presented at ICA in 2019 (with Prof. Carolyn M. Byerly)
  3. Working on an article “Serving TV Dinner Realness from Classic TV Cooking Programmes to Reality TV Cooking Competitions” (working title)
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The College  
of Management  
Academic Studies