Course program and reading list

Semester 1 Year 2024

School: Sammy Ofer School of Communications B.A

Media and Conflicts in the Digital Age

Lecturer:

Prof. Moran Yarchi   myarchi@runi.ac.il

Teaching Assistant:

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Course No.:	Course Type :	Weekly Hours :	Credit:
7482	Lecture	2	2

Course Requirements :	Group Code :	Language:
Paper replacing exam	241748200	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Media and Conflicts in the Digital Age (7482):

7412 – Politics and the media

◎ Course Description

Course Subjects:

Week	Zoom	Online lesson	Readings
1	Intro	Image war	Roger, N. (2013). Image Warfare in the War on Terror. London: Palgrave Macmillan. 1-7.
2	Image war - case studies	Media coverage of conflicts	Wolfsfeld, G., Frosh, P., & Awabdy, M. T. (2008). Covering death in conflicts: Coverage of the second Intifada on Israeli and Palestinian television. *Journal of Peace Research*, 45(3), 401-417.
3	Ethnocentric coverage – groups 1 and 2	Foreign coverage	Norris, P., Kern, M. & Just, M. (2003). Framing terrorism. In Norris P, Kern M and Just M (eds.) *Framing terrorism*. New York: Routledge, pp. 3-25.
4	Foreign coverage – case studies	Media and terror	Liebes, T. & Kampf, Z. (2007). The PR of terror. In Allan S and Zelizer B (eds.) *Reporting War: Journalism in Wartime*. New-York, NY: Routledge, pp 77–95.
5	Terror & social media	Public diplomacy in times of conflict	Yarchi, M. (2014). "'Badtime' stories: The frames of terror promoted by political actors". *Democracy & Security,* 10 (1), 22-51.
6	Public diplomacy during conflicts	Promoting messages in the online realm	Cortell, A. P., Eisinger, R. M., & Althaus, S. L. (2009). Why Embed? Explaining the Bush Administration's decision to embed reporters in the 2003 invasion of Iraq. *American Behavioral Scientist*, 52(5), 657-677.
7	Embedded journalism	Political Leaders, Media, and Violent Conflict in the Digital Age	Yarchi, M., Wolfsfeld, G., Sheafer, T., and Shenhav, S.R. (2013). "Promoting Stories about Terrorism to the International News Media: A Study of Public Diplomacy". *Media, War & Conflict,* 6(3), 263-278.
	Meetings – working on your group projects		Sheafer, T. & Gabay, I. (2009). Mediated public diplomacy: A strategic contest over international agenda building and frame building. *Political Communication* 26(4): 447–467.
	Meetings – working on your group projects		Baum, M. A., & Potter, P. B. (2008). The relationships between mass media, public opinion, and foreign policy: Toward a theoretical synthesis. *Annu. Rev. Polit. Sci.,* 11, 39-65.

	Students' online presentations
	Students' online presentations
8	Summary and conclusions

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📋 Course Goals

Course Description:

21st century conflicts are being fought on both the military and the media battlefields, and actors can no longer prevail solely by militarily overpowering their adversaries. By receiving favorable media coverage, actors can gain public support, which can result in the creation of positive policies towards them and enables them to achieve their goals. The "image war," in which each side in the conflict attempt to justify their ideas, beliefs, and actions, represents an important front in the comprehensive struggle between antagonists. The course deals with the different aspects of the media's coverage of conflicts in general, and asymmetric conflicts (and terrorism) in particular.

The course is a hybrid online course, which combines recorded theoretical lessons, zoom sessions in which discussions will take place, case study analyzes, and we will work in small groups.

Course Goals:

Provide the students with understanding regarding the media environment of todays' conflicts.

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🅰️ Grading

Assignments and Requirements:

- Attendance in class (students who miss more than three classes in a semester will not pass the course)

- All Required Readings
- Group project (video presentation) + feedback on other students projects
- Home exams

Grade Composition:

- Group project: presentation + paper (20%)
- Home exams (80%)

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💬 Reading List

Bibliography

<u>What is News?</u>

Galtung, J., & Ruge, M. H. (1965). The structure of foreign news: The presentation of the Congo, Cuba and Cyprus crises in four Norwegian newspapers. *Journal of peace research*, *2*(1), 64-90.

Harcup, T., & O'Neill, D. (2016). What is news? News values revisited (again). *Journalism studies*, 1-19.

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<u>The media coverage of conflicts</u>

Althaus, S. L. (2010). The forgotten role of the global newsreel industry in the long transition from text to television. *The International Journal of Press/Politics*, 15(2), 193-218.

Wolfsfeld, G., Frosh, P. & Awabdy M.T. (2008). Covering Death in Conflicts: Coverage of the Second Intifada on Israeli and Palestinian Television. *Journal of Peace Research*, 45 (3) Pp. 401-417.

Liebes, T. (1998). Television's Disaster Marathons. In Liebes Tamar & James Curran (eds.) *Media, Ritual and Identity.* New York, NY: Routledge: 71–86.

Wolfsfeld, G. (1997). *Media and political conflict: News from the Middle East*. Cambridge, England: Cambridge University Press. pp. 13-55.

Cortell, A. P., Eisinger, R. M., & Althaus, S. L. (2009). Why Embed? Explaining the Bush Administration's decision to embed reporters in the 2003 invasion of Iraq. *American Behavioral Scientist*, 52(5), 657-677.

Pfau, M., Haigh, M., Gettle, M., Donnelly, M., Scott, G., Warr, D., & Wittenberg, E. (2004). Embedding journalists in military combat units: Impact on newspaper story frames and tone. *Journalism & Mass Communication Quarterly*, 81(1), 74-88.

Aday, S., Livingston, S., & Hebert, M. (2005). Embedding the truth a cross-cultural analysis

of objectivity and television coverage of the Iraq War. *The Harvard International Journal of Press/Politics*, 10(1), 3-21.

Terror and the media

Roger, N. (2013). *Image Warfare in the War on Terror*. London: Palgrave Macmillan. 1-7.

Ayalon, A., Popovich, E., & Yarchi, M. (2016). From warfare to imagefare: How states should manage asymmetric conflicts with extensive media coverage. *Terrorism and Political violence*, 28(2), 254-273.

Yarchi, M. (2022). The Image War as a significant fighting arena – evidence from the Ukrainian battle over perceptions during the 2022 Russian invasion. *Studies in Conflict & Terrorism*.

Peterson, P. G. (2002). Public diplomacy and the war on terrorism. *Foreign Affairs* 81(5): 74–94.

Norris, P., Kern, M. & Just, M. (2003). Framing terrorism. In Norris P, Kern M and Just M (eds.) *Framing terrorism*. New York: Routledge, pp. 3-25.

Liebes, T. & Kampf, Z. (2007). The PR of terror. In Allan S and Zelizer B (eds.) *Reporting War: Journalism in Wartime*. New-York, NY: Routledge, pp 77–95.

Promoting messages in the foreign press

Yarchi, M., Wolfsfeld, G., Sheafer, T., & Shenhav, S.R. (2013). Promoting Stories about Terrorism to the International News Media: A Study of Public Diplomacy. *Media, War & Conflict*, 6 (3).

Sheafer, T. & Gabay, I. (2009). Mediated public diplomacy: A strategic contest over international agenda building and frame building. *Political Communication* 26(4): 447–467.

The Palestinian Israeli conflict in the media

Gutmann, S. (2005). *The other war: Israelis, Palestinians and the struggle for media supremacy*. San Francisco, CA: Encounter books. PP. 95-144; 145-178.

Gilboa, E. (2006). Public diplomacy: The missing component in Israel's foreign policy. *Israel Affairs*, 12(4), 715-747.

Shenhav, S. R., Sheafer, T., & Gabay, I. (2010). Incoherent Narrator: Israeli Public Diplomacy During the Disengagement and the Elections in the Palestinian Authority. *Israel studies*, 15(3), 143-162.

Yarchi, M. and Ayalon, A. (2020). Fighting over the Image: the Israeli–Palestinian conflict in the Gaza strip 2018-19. *Studies in Conflict & Terrorism*.

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<u>Conflicts in the information age</u>

Archetti C. (June, 2010). Terrorism, communication, and the war of ideas: Al-Qaida's strategic narrative as a brand. Paper presented at the ICA, Singapore.

Sheafer, T. & Shenhav, S. R. (2010). Mediated Public Diplomacy in a New Era of Warfare. *The Communication Review* 12(3): 272–283.

Kalb, M. & Saivetz, C. (2007) The Israeli-Hezbollah War of 2006: The Media as a Weapon in Asymmetrical Conflict. Press/Politics 12(3): 43–66.

Rabasa, A. (2011). Where Are We in the 'War of Ideas'?. In *The Long Shadow of 9/11: America's Response to Terrorism,* Jenkins Brian M. & John P. Godges (eds.) California: RAND Corporation. 61-70.

Weimann, G. (2006). *Terror on the internet: The new arena*, the new challenges US Institute of Peace Press.

Ventsel, A., Hansson, S., & Madisson, M.L. (2019). Discourse of fear in strategic narratives: The case of Russia's Zapad war games. *Media, War & Conflicts.*

<u>The media and public opinion</u>

Baum, M. A., & Potter, P. B. (2008). The relationships between mass media, public opinion, and foreign policy: Toward a theoretical synthesis. Annu. Rev. Polit. Sci., 11, 39-65.

Soroka, S.N. (2003). Media, Public Opinion, and Foreign Policy. *Press/Politics* 8(1): 27–48.

Berinsky, A. J. (2007). Assuming the costs of war: Events, elites, and American public support for military conflict. *Journal of Politics*, 69(4), 975-997.