

Name: Ella Ben Atar

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CURRICULUM VITAE

1. Personal Details

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2. Higher Education

Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2012-2016	Bar-Ilan University, Department of Political Studies Thesis title: 'The contribution of the media to community resilience: The role of educational radio in states of emergency' Advisors: Prof. Asher Cohen and Dr. Hanan Nave	PhD	2016
2007-2010	Bar-Ilan University, Department of Political Studies and Communication, thesis track Thesis title: 'Salience and marginalization: The representation of social groups in Israel – a case study: The struggle of naval commandos and fishermen in the Kishon affair' Advisor: Prof. Asher Cohen	MA	2010
2005-2007	Ben-Gurion University of the Negev, Department of Education	Teaching Certificate	2007
2003-2006	Sapir Academic College, Department of Communication, Creativity and Critique	BA	2006

3. Academic Ranks and Tenure in Institutions of Higher Education

Dates	Name of Institution and Department	Rank/Position
2007-present	Sapir Academic College, Communications Department	Associate lecturer

4. Offices in Academic Administration

- 2021-present A representative of the associate faculty staff who is not appointed on the academic council of Sapir Academic College
- 2020-present Head of radio and digital broadcast track, Communications Department, Sapir Academic College
- 2019-present Teaching certificate track coordinator, Communications Department, Sapir Academic College
- 2015-present Head of Heznek (*Start Up to Academy*) program, Multidisciplinary High School, Ofakim

5. Scholarly Positions and Activities outside the Institution

- 2022-present Information officer in the reserves at the Home Front Command, Negev Province
- 2022-present Israel Press Council: Public representative
- 2019-present Sapir Academic College: External Education Unit: teaching professional development courses for teachers on media, podcasts and new media
- 2006-present Shaar Hanegev High School: Coordinator and teacher in the radio and communications track
- 2009-2012 Maof School for gifted children: Communications teacher
- 2007 Makif Alef High School, Beer Sheva: Establishing the school's educational radio, 106 FM
- 2006-2008 Makif Alef High School, Beer Sheva: Radio and communication teacher

6. Participation in Scholarly Conferences

a. Active Participation

Conferences in Israel

Date	Name of Conference	Place of Conference	Subject of Lecture /Discussion	Role
2022	The 24 th conference of the Israeli communication association.	Hebrew University of Jerusalem	Offensive TikTok videos against Bedouin female students as a clash mechanism of social punishment	Co-speaker with Druker-Schitrit, S. and Ben-Asher, S.
2022	The 20 th conference of the Israeli Association for the study of language and society	Ben-Gurion University of the Negev	“Is that how you dress? Shame! Go back to the village!”: Powerful language expressions in Tiktok towards Bedouin young women who go out to acquire higher education	Co-speaker with Druker-Schitrit, S. and Ben-Asher, S.
2022	The Biannual Conference of the Israeli Association of Criminology Contemporary Challenges in Criminology and Law Enforcement	Ramada Hotel, Netanya	“Put on a strong perfume to seduce the driver”: Online bullying on TikTok against Bedouin young women.	Co-speaker with Druker-Schitrit, S. and Ben-Asher, S.
2021	The Israeli Sociology Association. The 52 nd conference. Sociology in crisis	Sapir Academic College	“We are not Pawns on a Chessboard”: Voices of Gaza Perimeter residents clash with the institution’s voice in the social media	Speaker

2020	The 5 th Kinneret Conference for Society-Military Studies in Israel: Society-Military Relationships in Time of Social Polarization, Competing Narratives, and Post-Truth	Kinneret College	“When we hear ‘relax’ we wait for the next boom”: Voices of Gaza Perimeter residents clash with the institution’s voice in the social media	Speaker
2018	Conference for qualitative research	Ben-Gurion University of the Negev	“Sapir is home”: Educational radio in states of emergency	Speaker
2017	The 48 th conference of the Israeli Sociology Association	Open University of Israel, Raanana	Educational radio: Broadcasting under fire in post-heroic military conflicts	Speaker
2016	The conference for qualitative research	Ben-Gurion University of the Negev	“Slammed in Gaza is the new reality show”: The role of educational community radio in building community resilience in states of emergency	Speaker
2015	Study day and academic panel. The Israeli association for sociology, military and security community	Sapir Academic College	The role of Kol Hanegev educational community radio in building resilience in states of emergency	Speaker
2014	The 11 th conference for media research	Haifa	Broadcasting in Gaza Strip: Between public and private in the voices of radio hosts in Kol Hanegev educational radio	Speaker

2014	The conference for qualitative research	Ben-Gurion University of the Negev	Solidarity and alienation in the local press coverage of the Kishon fishermen's struggle	Speaker
2013	Conference: Israelis support each other	Orot College	The media as a platform for glorifying and excluding social groups: Analysis of the struggle of naval commandos and fishermen in the Kishon Affair	Keynote Speaker
2013	The 17 th conference of the Israeli communication association	Bar-Ilan University	Elite versus marginal groups: The struggle of naval commandos and fishermen over the media coverage – the Kishon River affair as a case study	Speaker
2012	The 11 th conference of the Israeli Association for the study of language and society	Open University of Israel, Raanana	Marginalization and Salience in social media coverage of social groups	Speaker
2012	The conference for qualitative research	Ben-Gurion University of the Negev	The role of group narrative in media positioning: The struggles of naval commandos and fishermen in the Kishon River affair	Speaker

International Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture /Discussion	Role
May 2022	IRCEELT 2022 12 th Conferences	International Black Sea University, Georgia	'Gender-based violence expressed in abusive TikTok videos directed against female Bedouin students'	Co-speaker with Druker-Schitrit, S. and Ben-Asher, S.

2014	MeCCSA Conference 'Media and the Margins'	Bournemouth University	'Disparity in Israeli daily newspaper. Coverage between fishermen and naval commandos as cancer victims, due to environmental pollution'	Co-speaker with Ben- Asher, S.
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b. Organization of Conferences or Sessions

Date	Name of Conference	Place of Conference	Subject of Conference/ Role at Conference/ Comments	Role
30.11.2022	The power of radio	Sapir Academic College	The capabilities of radio as a rehabilitative ,therapeutic, educational tool with a significant contribution to the personal resilience of its broadcasters and listeners	Member of the organizing committee, Chairman, lecturer

7. Invited Lectures\Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
2022	Ministry of Education, Arts Department (online)	Conference for entrepreneurship and research	Podcasts as a tool for meaningful learning
2022	Ramla Resilience College	Leadership workshop of the Negev region, Home Front Command	"Living in the Story": Screen addiction and digital life
2021	Tel Aviv University, Department of Communication	Launching of Keshet 57 journal	When the media meets rape: The Ayia Napa Case
2021	Sapir College	Conference for Ministry of Education inspectors	Podcast as an educational tool

2021	Sapir College	Released soldiers conference	'Living in the Story': The power of social media
2021	'Friend of Education'	Immunization is only good when it comes with community resilience	The contribution of the <i>Slammed in Gaza</i> radio to community resilience
2021	Sapir College	Conference for soldiers towards end of service	'Living in the Story': The power of social media
2019	Merom Golan	Workshop and lecture for spokesmen for Community Emergency and Resilience Teams about live broadcast and emergency conduct	'Broadcast under fire'
2017	Departmental seminar, department of sociology and anthropology, Ariel University		Educational radio – Broadcasting under fire and community resilience in a post-heroic conflict: Kol Hanegev radio station during the military conflicts in Gaza Strip 2008-2014
2017	Natal	Israeli association for treating national trauma, Tel Aviv	The contribution of media outlets to building community resilience: The role of the educational radio <i>Kol Hanegev</i> in states of emergency
2015	Ben-Gurion University	Guest lecture in the course 'Media and Disasters'	'Relatively protected': The voices of educational radio hosts in a state of emergency

9. Scholarships, Awards and Prizes

Year	Foundation/ Organization	Funded by/ Amount
2021	Ministry of Education	Special bonus for outstanding teachers, 12,000 NIS
2020	Ministry of Education	Special bonus for outstanding teachers, 12,000 NIS
2019	The Fund for Innovative Education and the Ministry of Education	Grant for the initiative of radio as a tool for promoting children with ADD, 12,000 NIS

10. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course Lecture/Seminar/ Workshop/High Learn Course/ Introduction Course (Mandatory)	Degree	Number of Students
2022	Life on the web: Media literacy in the 21 st century	Young in Sapir – elective	BA in communication	31/semestrial
2021	Pro-seminar – teaching communication in high school	Pro-seminar	BA in communication	12/semestrial
2020-present	How to speak so that others will listen: The foundations of podcasts	Course	BA in communication	91/semestrial
2020-present	Creation and critique – final project	Workshop	BA in communication	15/yearly

2017-2020	Communication, community resilience and states of emergency	Elective	BA in communication	50/semestrial
2018-2017	Topics in morality and ethics in the media	Elective	BA in communication	35/semestrial
2014-present	Radio hosting and narration: Start up for the future	Course + workshop	Academy start up project	17/yearly
2014-present	Radio journalism start up for the future	Course + workshop	Academy start up project	17/semestrial
2009-2011	Workshop for teaching radio	workshop	BA in communication	17/semestrial

PUBLICATIONS

The order of the listed authors in joint publications is according to their relative contribution.

A. Ph.D. Dissertation

The contribution of the media to community resilience: The role of educational radio in states of emergency, 2016, 302 pages, Hebrew, Bar-Ilan University, Supervised by Prof. Asher Cohen and Dr. Hanan Nave.

B. Scientific Books (Referred)

A. Authored Books – Published

1. **Ben-Atar, E.** (2019). *Broadcasting under fire: Educational Radio in States of Emergency*. Pardes. [200 pages].

B. Edited Books

1. Levin, D., & Hasid-Levi, M. (2020). *Communicating*. Textbook for communication studies in high school. **Ben-Atar, E.** (Scientific Ed.). Kinneret Zmora-Bitan Dvir. [221 pages].

C. Book Review

1. **Ben-Atar, E.** (2017). Online communities. Lev-On, A. (Ed.). *Social Issues in Israel*, 23, 195-198.

D. Articles in Refereed Journals

Published

1. Druker-Schitrit, S., **Ben-Atar, E.**, & Ben-Asher, S. (2022). Offensive TikTok videos against female Bedouin students as a backlash mechanism of social penalty. *Media Frameworks*. <https://mediaframes.sapir.ac.il/tiktok/> [Hebrew].
2. **Ben-Atar, E.** (2021). The podcast as a tool in innovative pedagogy. *Lexi-Kaye*, 15, 17-20. <https://kaye.ac.il/magazine/> [Hebrew].
3. **Ben-Atar, E.**, Gez-Lengerman, R., & Ben-Asher, S. (2021). “We are not Pawns on a Chessboard”: Voices of Gaza Perimeter residents clash with the institution’s voice in the social media. *Studies in Language and Society*, 14(1), 110-117. [Hebrew].

4. **Ben-Atar, E.**, Dayan-Gabai, A., & Yunes-Aharoni, G. (2021). "They are part of us": The dynamic media coverage around the social taboo of gang rape: The Ayia Napa case. *Kesher*, 57, 8-30. [Hebrew].
5. **Ben-Atar, E.** (2019). Radio start: The radio as a tool for promoting students with learning difficulties. *Educational Counseling*, 21, 35-56. [Hebrew].
6. **Ben-Atar, E.** (2018). On-air under fire: Media and community resilience in postheroic wars. *Israel Affairs*, 24(1), 593-614. doi:10.1080/13537121.2018.1478781. IF=0.366 (Q1)
7. **Ben-Atar, E.**, & Ben-Asher, S. (2018). Spontaneous discourse of the radio announcers in a state of security emergency: Advancing or impairing resilience? *Radio Journal: International Studies in Broadcast & Audio Media*, 16(2), 207-227. doi:10.1386/rjao.16.2.207_1. SJR 0.29 (Q1)
8. **Ben-Atar, E.**, & Ben-Asher, S. (2017). Gaza Strip or Gaza slammed: Spontaneous discourse of educational radio hosts during a state of emergency. *Studies in language and Society*, 11(1), 127-145. [Hebrew].
9. **Ben-Atar, E.** (2017). "Take care of yourselves there in the south": Role reversal in the discourse between hosts and listeners of educational radio in a state of emergency. *Media Frameworks*, 16, 61-84. [Hebrew].
10. **Ben-Atar, E.** (2016). Educational community radio. *Lexi-Kaye*, 6, 22-23. <https://did.li/hz5ql> [Hebrew].
11. Ben-Asher, S., & **Ben-Atar, E.** (2016). The attitude of the local press to marginal groups: Between solidarity and alienation. *Israel Affairs*, 22(2), 528-548. doi:10.1080/13537121.2016.1140344. IF=0.366 (Q1)
12. **Ben-Atar, E.**, & Ben-Asher, S. (2015). The media as a platform for glorifying and excluding social groups: Analysis of the struggle of naval commandos and fishermen in the Kishon Affair. *Emdot*, 7, 31-40. [Hebrew].
13. **Ben-Atar, E.** (2013). Above and below the water: Gaps in the daily press coverage of the struggle of naval commandos and fishermen in the Kishon affair. *Israelis – Multidisciplinary journal for the study of Israel*, 5, 132-161. [Hebrew].
14. **Ben-Atar, E.**, & Ben-Asher, S. (2012). The role of the narrative in the positioning of a group. In: The space of public media discourse: Case study of the struggle of naval commandos and fishermen in the Kishon affair. *Studies in society and language. Interdisciplinary Electronical Journal for the Study of Language and Society*, 4(2), 10-30. [Hebrew].

Accepted for Publication

1. **Ben-Atar, E.**, Ben-Asher, S., & Gez-Langerman, R. (in press). Messages on online media during security threats – The voice of the establishment and the voice of citizens. *Journal of Community Practice*. IF=1.2 (Q2)
2. **Ben-Atar, E.**, Ben-Asher, S., Dahan Gabay, O., & Jonas Aharoni, G. (in press). Taboo and dynamic social representations in the media coverage of gang rape: The Ayia Napa case. *Feminist Media Studies*. IF=1.953 (Q1)
3. **Ben-Atar, E.**, & Ben-Asher, S. (in process). Teachers' transformative learning on digital afterlife. *Journal of Digital Learning in Teacher Education*. IF=1.66 (Q1)

E. Articles or Chapters in Scientific Books

Published

Book chapters

1. Ben Asher, S., & **Ben-Atar, E.** (2016). Solidarity and alienation in the local press coverage of the Kishon fishermen's struggle. In E. Shoham & S. Doron (eds.), *Between over-exposure and transparency: Attitude towards the other in Israeli society* (pp. 68-95). Ashkelon Academic College, Shaam Institute, Bialik Publishing.

F. Articles in Conference Proceedings

Conference books

1. Ben-Asher, S., & **Ben-Atar, E.** (2014). *Disparity in Israeli daily newspaper coverage between fishermen and naval commandos as cancer victims, due to environmental pollution* (p. 55). MeCCSA Conference 'Media and the Margins'.

G. Other Publications

Publications in non-refereed journals

1. **Ben-Atar, E.** (2022). "What will our end be like?" Transformative learning of teachers about digital inheritance. *Mofet Institute Journal – Discussion Stage: Digital Information and Media Literacy in an Age of New Reality*, 68. <https://bitaon.macam.ac.il/articles/13935>
2. **Ben-Atar, E.** (24.11.20). Hybrid radio: This is how you can create podcasts with your students in 10 simple steps. *It's Time for Education*. <https://www.edunow.org.il/article/3968>

3. **Ben-Atar, E.** (7.10.2019). Truth is war's first casualty. *The Seventh Eye*.
<https://www.the7eye.org.il/347030>
4. **Ben-Atar, E.** (11.2.2014). The voice of solidarity. *The Seventh Eye*.
<http://www.the7eye.org.il/94413>

K. Submitted Publications

1. **Ben-Atar, E.** (under review). On a different frequency: Podcasts as a tool for promoting and empowering students with learning difficulties. *Shaanan*.
2. **Ben-Atar, E.,** Druker-Shitrit S., & Ben-Asher, S. (under review). Offensive TikTok videos against Bedouin female students serve as a backlash mechanism of social penalty. *Journal of Broadcasting & Electronic Media*. IF=1.917 (Q1)
3. **Ben-Atar, E.** (under review). Using Podcast radio to promote students with learning difficulties. *Journal of Education in Black Sea Region*. IF=1.814

L. Summary of my Activities and Future Plans

My academic career began at Sapir College in the radio track of the Department of Communication. In parallel, during the third year of my bachelor's degree, I studied for a teaching certificate in communication at Ben-Gurion University. By the time of my master's degree studies in the public communication track of the Political Science Department at Bar-Ilan University, my main areas of interest began to crystallize: The uses of media in social and pedagogical contexts. My MA thesis, which I completed with honors, dealt with the prominence and exclusion of social groups in the Israeli media, focusing on the case study of navy seals and fishermen in the Kishon case. The work was guided by Prof. Asher Cohen, who specializes in divisions in Israeli society. I published five articles based on the thesis and follow-up studies on the exclusion of the Kishon fishermen from the struggle of the navy seals to get the state to assume responsibility for the failure that led to the cancer of which they became victims. I chose to continue my doctoral studies at Bar-Ilan University, in a field combining two areas of interest: educational radio as a communication medium and a tool for building (function) or harming (dysfunction) mental resilience. I used the case study of the Kol HaNegev radio station and residents of the areas adjacent to the Gaza Strip during security conflicts. My doctoral thesis was supervised jointly by Prof. Asher Cohen and Dr. Hanan Naveh. Five articles and the book *Educational Radio Broadcasting under Fire in Emergency Situations* (Pardes Publishing, 2019) have been published to date based on my doctoral dissertation.

My research combines diverse qualitative and quantitative methods and triangulation of data. This methodology requires in-depth knowledge of all types of media and various research methods (bricolage, structured studies, action studies, and field studies).

My academic research covers three main areas that I combine and integrate, depending on the research questions:

1. Resilience communication and emergency situations, for example, a study focusing on the Twitter messages conveyed to the residents of the communities surrounding the Gaza Strip during the period of the “return marches” and incendiary balloons vs. the messages conveyed through the institutional tools; research dealing with the contribution of the media to resilience in emergency situations, with an emphasis on the advantages of radio.
2. Communication as a tool for empowering disadvantaged populations, for example, a study that dealt with the media exclusion of the Kishon fishermen and the attitude of the press toward their struggle; a study dealing with the case of the suspected rape in Cyprus; and a study that focused on female Bedouin students who were harmed by shaming TikTok videos, endangering their lives.
3. The use of communication and various skills as a pedagogical tool in educational processes, for example, a study that dealt with radio as a tool for the advancement of students with learning difficulties and a study that examined the transformative learning of teachers regarding the issue of digital inheritance.

Another of my academic contributions is the editing of a communication textbook, *Communicating*, intended for high school students. It is the first and only textbook that serves all Israeli students studying communication for the matriculation examination at a level of 5 units.

Contribution to education. I started teaching at Sapir College in 2009, and at the same time established the radio track at the Shaar HaNegev high school. Additionally, I launched two unique educational initiatives:

1. ‘Springboard to academia’ – a program that I am leading for the seventh year. In this program, high school students from the Amal Multidisciplinary School in Ofakim can take two academic courses at Sapir College in the field of communication and radio journalism. These courses grant credits that will be available to students when they begin their studies for a bachelor's degree, after high school and military service. The courses offer a first exposure to academic studies.
2. ‘Young at Sapir’ – a unique course intended for 11th-grade students studying communication in high schools in the southern part of the country. This course has been

recognized by the Chief Supervisor for Communication and Cinema Studies, students who successfully complete it receive an exemption from one study unit in the matriculation examination in communication at the level of 5 units, in addition to academic credit.

In the coming academic year, I will lead another project in which 8th graders studying in advanced placement classes will attend academic courses in the field of communication and radio at Sapir College.

Professional development of teachers and educators

Another of my contributions is the initiative to train communication teachers. This is carried out at Sapir College in collaboration with the Open University.

Over the last four years, I have developed several teacher training courses through the Professional Development and Extension Studies unit at Sapir College. The training courses dealt with podcasts as a teaching tool for a variety of subjects, media literacy, and the power of social networks and their impact on the lives of young people. These training courses were held at several PISGA centers throughout the country, and in the last four years over 400 teachers who teach in primary and secondary schools across the country have undergone training there. I also served as a professional consultant for the establishment of a community radio station in the Golan Heights. This station operates according to the principles of resilience that can be expressed in community civil public broadcasting, as explored in my doctoral thesis.

Civil activity

Starting in 2022, I participate as a public representative in the Press Council and a member of the audit committee of the Council.

I recently returned to serve in the reserves of the Home Front Command as an information officer. This position reflects the combination of knowledge in the fields of communication, security stress situations, and the promotion of individual and group resilience.

Emerging research and future research directions

The field of communication is continually renewing itself. It presents challenges in identifying its advantages, but also in recognizing misrepresentations, fake news, and consciousness engineering, which develops awareness that leads to critical consumption.

My research focuses on communication as an educational tool for advancement (for example, developing the use of podcasts), and at the same time, increasing knowledge about

the use of social networks as potentially damaging (for example, ongoing research on gender-based violence by means of media tools against Bedouin women). An important emphasis for me is the promotion of media literacy of educators and students as part of the technological change in our world.

My future studies will continue to integrate a perspective of communication use with social aspects and pedagogies, especially in the case of the underprivileged and vulnerable populations, or in situations where communication may affect quality of life of individuals or of the community. All these I consider in relation to overt and covert social processes.