

# Contents

Acknowledgements	ix
Sources	xi

## Part 1: Introduction

1. The Study of Language and Communication  
in Israeli Social Sciences  
Theories and Practice 3  
A Road Map of the Book 15  
*Hanna Herzog and Eliezer Ben-Rafael*

## Part 2: Language and Communication in Daily Life

2. *Lefargen*: A Study in Israeli Semantics of Social Relations 31  
*Tamar Katriel*
3. That's How We Were: Individual, Group, and Collective 53  
in the Tel Aviv of "Late Summer Blues"  
*Haim Hazan*
4. "You Gotta Know How to Tell a Story": Telling Tales, and 77  
Tellers in American and Israeli Narrative Events at Dinner  
*Shoshana Blum-Kulka*
5. In-Group Humor of Immigrants from the Former Soviet 129  
Union to Israel  
*Narspy Zilberg*
6. A Symbolic Interactionist User's Guide to the Answering 151  
Machine: 22 Reflections on Vocal Encounters in an  
Emerging Social World  
*Aviad E. Raz and Rina Shapira*

## Part 3: Language in a Pluralistic Society

7. A Sociological Paradigm of Bilingualism: English, 175  
French, Yiddish, and Arabic in Israel  
*Eliezer Ben-Rafael*

8.	Attitudes toward Foreign Words in Contemporary Hebrew <i>Haya Fisherman</i>	207
9.	Bilingualism in a Moroccan Settlement in the South of Israel <i>Yaakov Bentolila</i>	243
10.	"Secularism Is the Root of All Evil": The Haredi Response to Crime and Delinquency <i>Gerald Cromer</i>	259
11.	The Construction of Identity in a Divided Palestinian Village: Sociolinguistic Evidence <i>Muhammad Amara and Bernard Spolsky</i>	273
12.	Jews and Arabs in Israel: The Cultural Convergence of Divergent Identities <i>Eliezer Ben-Rafael and Hezi Brosh</i>	289
<b>Part 4: Electronic Media and Social Diversity</b>		
13.	Twenty Years of Television in Israel: Are There Long-Run Effects on Values and Cultural Practices? <i>Elihu Katz and Hadassah Haas</i>	313
14.	Video Watching and Its Societal Functions for Small-Town Adolescents in Israel <i>Rafael Schneller</i>	331
15.	VCR Narrowcasting in the Kibbutz <i>Dov Shinar</i>	347
<b>Part 5: In Times of Elections</b>		
16.	Voters as Consumers: Audience Perspectives on the Election Broadcasts <i>Gadi Wolfsfeld</i>	371
17.	Was It on the Agenda? The Hidden Agenda of the 1988 Campaign <i>Hanna Herzog</i>	389
18.	The Silenced Majority: Women in Israel's 1988 Television Election Campaign <i>Dafna Lemish and Chava Tidhar</i>	413
<b>Part 6: In the Shadow of the Israeli-Arab Conflict</b>		
19.	Decoding Television News: The Political Discourse of Israeli Hawks and Doves <i>Tamar Liebes</i>	435

20. The Intifada as a Meta-Televisual Dialogue	461
<i>Yosefa Loshitzky</i>	
21. One of the Bloodiest Days: A Comparative Analysis of Open and Closed Television News	479
<i>Itzhak Roeh and Akiba A. Cohen</i>	
22. Terrorism as Theater: Mass Media and Redefinition of Image	497
<i>Gabriel Weimann</i>	
<b>Part 7: Society, State, and Mass Media</b>	
23. Protest, Television, Newspapers, and the Public: Who Influences Whom?	519
<i>Sam Lehman-Wilzig</i>	
24. Inherent Contradictions of Democracy: Illustrations from National Broadcasting Corporations	535
<i>Eva Etzioni-Halevy</i>	
25. The In/Outsiders—Political Control on Media in Israel: A Theoretical Framework	557
<i>Dan Caspi and Yehiel Limor</i>	
26. Speech Presentation in the Israeli News: Ideological Constraints and Rhetorical Strategies	577
<i>Itzhak Roeh and Raphael Nir</i>	
27. The Rabin Myth and the Press: Reconstruction of the Israeli Collective Identity	599
<i>Yoram Peri</i>	
<b>Part 8: Thinking about the Future</b>	
28. Greetings from a Viewer from Afar: The Objectives of Israel's Sociology of Language	625
<i>Joshua A. Fishman</i>	
29. An Agenda for the Sociology of Communication in Israel	633
<i>Elihu Katz</i>	
Selected Bibliography in English	643
List of Contributors	653