Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

Dr. Ronen Hofman
Lauder School of Government, Diplomacy and Strategy

On:

"Strategic, Cultural and Media-Related Aspects in the Negotiations between Israel and Syria"

Tuesday, May 17th, 2011, 12:00-13:30, Room C-228, Arazy-Ofer Building

Abstract:

With recent developments in Syria, we'll take a close look at the dynamics of the negotiations between Israel and Syria throughout the years: cultural and psychological barriers to reaching a settlement, perception management and psychological warfare, public opinion and propaganda - ethos, narrative and stereotypes.

The lecture will be conducted in Hebrew