Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

Dr. Vered Malka
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On:

“Patterns of Israeli media usage among members of the Israeli community of Northern NJ: Influences, Uses and gratifications”.

Tuesday, 23 March 2010, 12:00 a.m., room C-228, Arazi-Ofer Building

Abstract:

The Israeli community of Northern NJ is fascinating and unique in many ways. Among other things, it is characterized by having diverse socio-cultural activities, and by a strong connection to Israel. Community members make a wide, multi-facet usage of different Israeli media, mainly Israeli web sites. This research aims to explore the role of Israeli media in the lives of these immigrants. Special attention has been given to the role of the Internet as a socio-cultural bridge that helps community members to maintain their Israeli identity.