Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

Dr. Yair Galily

The Sammy Ofer School of Communications, IDC Herzliya

On:

"From Motion to Emotion: The Changing Face of Television Coverage of the Olympic Games"

Tuesday, 10 November 2009, 10:00 a.m., room C-228, Arazi-Ofer Building

Abstract:

By using a rare documentary from behind the scenes of the four recent summer Olympics (Atlanta 1996, Sydney 2000, Athens 2004 and recently Beijing 2008), an attempt will be made to demonstrate the process by which television coverage of the Olympic Games has undergone an intended alteration. While introducing a new form of storytelling, Olympic coverage has in recent Games become not just dynamic, dramatic, colorful, simple, and appealing to a variety of audiences, but more humanized and spiritual, turning the medium almost well-done…