Course program and reading list
Semester 1 Year 2023

School: Sammy Ofer School of Communications B.A

Media and Conflicts in the Digital Age

Lecturer:
Prof. Moran Yarchi  myarchi@runi.ac.il

Teaching Assistant:
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Course No.: 7482  Course Type : Lecture  Weekly Hours : 2  Credit: 2

Course Requirements : Paper replacing exam
Group Code : 231748200  Language: English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Media and Conflicts in the Digital Age (7482):

7412 - Politics and the media

Course Description

Course Subjects:
<table>
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<tr>
<th>Readings</th>
<th>Online lesson</th>
<th>Zoom</th>
<th>Week</th>
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Course Goals

Course Description:

21st century conflicts are being fought on both the military and the media battlefields, and actors can no longer prevail solely by militarily overpowering their adversaries. By receiving favorable media coverage, actors can gain public support, which can result in the creation of positive policies towards them and enables them to achieve their goals. The “image war,” in which each side in the conflict attempt to justify their ideas, beliefs, and actions, represents an important front in the comprehensive struggle between antagonists. The course deals with the different aspects of the media's coverage of conflicts in general, and asymmetric conflicts (and terrorism) in particular.

The course is a hybrid online course, which combines recorded theoretical lessons, zoom sessions in which discussions will take place, case study analyzes, and we will work in small groups.

Course Goals:

Provide the students with understanding regarding the media environment of today's conflicts.

Grading

Assignments and Requirements:

- Attendance in class (students who miss more than three classes in a semester will
not pass the course)

- All Required Readings
- Group project (presentation + paper)
- Home assignment

Grade Composition:

- Group project: presentation + paper (20%)
- Home assignment (80%)

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Reading List

Bibliography

What is News?


The media coverage of conflicts


Terror and the media


Promoting messages in the foreign press


The Palestinian Israeli conflict in the media


- **Conflicts in the information age**


- **The media and public opinion**

