## Cover Sheet: Request 11095

**HBR3XXX Hebrew News and Media**

### Info

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<td>Submitter</td>
<td>Amberson, Deborah <a href="mailto:dambers@ufl.edu">dambers@ufl.edu</a></td>
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<td>Created</td>
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<td>Description of request</td>
<td>Introduces and analyzes a selection of Hebrew texts representative of various venues in the Hebrew press and electronic media. These will include some of the main Israeli Newspapers (Haaretz, Yediot, TheMarker), newscasts, and talk shows on the main television and radio channels in Israel.</td>
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### Actions

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| Department    | Approved | CLAS - Languages, Literatures and Cultures 011686001 | Amberson, Deborah     | This item has been conditionally approved by the CCC. Please make the following changes:  
• syllabus not needed on 3000-level submission  
• many policies need to be moved from syllabus to UCC1 form  
• Prerequisite: correct the course number here  
• rationale: do not state that the course is essential unless you plan to submit a change in the major making it required | 9/7/2016  |
<p>| College       | Recycled | CLAS - College of Liberal Arts and Sciences | Pharies, David A |                                                                 | 10/17/2016 |
|               |         |                                                |                       | No document changes                                                     |          |
| Department    | Approved | CLAS - Languages, Literatures and Cultures 011686001 | Amberson, Deborah     |                                                                 | 10/17/2016 |
|               |         |                                                |                       | No document changes                                                     |          |
| College       | Approved | CLAS - College of Liberal Arts and Sciences | Pharies, David A |                                                                 | 10/18/2016 |
|               |         |                                                |                       | No document changes                                                     |          |
| University Curriculum Committee | Comment | PV - University Curriculum Committee (UCC) | Case, Brandon | Added to the November agenda.                                           | 10/25/2016 |</p>
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Course|New for request 11095

Info

Request: HBR3XXX Hebrew News and Media
Description of request: Introduces and analyzes a selection of Hebrew texts representative of various venues in the Hebrew press and electronic media. These will include some of the main Israeli Newspapers (Haarertz, Yediot, TheMarker), newscasts, and talk shows on the main television and radio channels in Israel.
Submitter: Amberson, Deborah dambers@ufl.edu
Created: 11/8/2016 12:07:44 PM
Form version: 9

Responses
Recommended Prefix: HBR
Course Level: 3
Number: XXX
Category of Instruction: Intermediate
Lab Code: None
Course Title: Hebrew News and Media
Transcript Title: Hebrew Media
Degree Type: Baccalaureate

Delivery Method(s): On-Campus
Co-Listing: No

Effective Term: Earliest Available
Effective Year: Earliest Available
Rotating Topic: No
Repeatable Credit: No

Amount of Credit: 3

S/U Only: No
Contact Type: Regularly Scheduled
Weekly Contact Hours: 3

Course Description: Introduces and analyzes a selection of Hebrew texts representative of various venues in the Hebrew press and electronic media. These will include some of the main Israeli Newspapers (Haarertz, Yediot, TheMarker), newscasts, and talk shows on the main television and radio channels in Israel.

Prerequisites: HBR2221 or equivalent
Co-requisites: None

Rationale and Placement in Curriculum: This course is designed to allow students to reinforce their language skills while developing their knowledge of the Israeli news media as well as acquiring a solid familiarity with broader theories of media. As such, the course would be strongly recommended for students majoring in Hebrew and recommended for those minoring in Hebrew.

Course Objectives: By the end of this course, it is expected that students will be able to:
- identify and define the different functions of media
- map and discuss the media market in Israel
- demonstrate familiarity with the history of Israeli Media
- Identify and distinguish between national and cultural representation
- demonstrate familiarity with a number of trends in Reality Television
- demonstrate familiarity with a number of trends in News-casting
- discuss ethnic and gender representation in the media in general, and in Israeli
media in particular.

• McLuhan, M. (1964), Understanding Media: The Extensions of Man, MIT Press. 3-5, 7-21.

Weekly Schedule of Topics HEBREW NEWS AND MEDIA
Generally speaking, our Tuesday classes will be dedicated to the analysis of our assigned readings while Thursday class time will be spent working with illustrative samples from the news and media. In order to ensure that these samples are as topical as possible, they will be provided at the beginning of the week in which they are to be analyzed.

WEEK 1: Introduction
No reading
08.25 Course Introduction; 08.27 Media Samples TBD

WEEK 2: Understanding Media Globally
09.01; 09.03 Media Samples TBD

WEEK 3: Cable TV in Israel
09.08 Assignment 1; 09.10 Media Samples TBD

WEEK 4: American in Israeli Media
09.15; 09.16 Media Samples TBD

WEEK 5: Quizzing Globalization
09.22 Assignment 2; 09.24 Rosh HaShana

WEEK 6: Audience Trends
09.29; 10.01 Media Samples TBD

WEEK 7: Accessing World News
10.06; 10.08 Samples

WEEK 8: News and Reality TV
10.12; Midterm Paper 10.14; Media Samples TBD

WEEK 9: Islam on Israeli TV
10.20; 10.22 Media Samples TBD

WEEK 10: Representing Arabs
10.27; 10.29 Media Samples TBD

WEEK 11: Ethnicities
Reading: Rattner, Weimann, & Fishman, “Cross-Ethnic Identifications and Misidentifications by Israelis,” Sociology & Social Research, 74.2 (1990): 73-79
11.03 Assignment 3; 11.05 Media Samples TBD

WEEK 12: Inequalities
Reading: Bloch, & Lemish, "I Know I'm a Freierit, But...": How a Key Cultural Frame (En)genders a Discourse of Inequality," Journal of Communication, 55.1 (2005): 38-55.
11.10; 11.12 Media Samples TBD

WEEK 13: Gender
11.17 Assignment 4; 11.19 Media Samples TBD

WEEK 14: Review/No reading
11.24 Media Samples TBD; 11.26 Thanksgiving

WEEK 15: Review/No reading
12.01 Review; 12.03 Review

WEEK 16: Conclusions/No reading
12.08 Final Paper

Links and Policies Attendance and Make-up policy:
Attendance is mandatory and will be assessed by class roll at the beginning of each class. Students are permitted one unexcused absence beyond which each additional unexcused absence will result in a lowering of the final grade by 1%. Students should note that there is no limit to these deductions and, as such, a consistently poor attendance record will result in a significantly lower grade or even a fail. Moreover, students should note that failure to attend class can result in them being dropped from the course. Tardiness will also have a negative impact on your final grade. Students will lose .5% from their final grade each time they arrive late. Like the deductions for unexcused absences, these deductions will continue, if necessary, beyond the 20% allotted to attendance. Absences will be excused in accordance with UF policy. Students who need to miss a class for a legitimate reason should, if possible, send an email to the instructor ahead of time. Acceptable excuses include illness, religious holidays, military obligation, & 12-day rule: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

MAKE-UP POLICY: Should you miss a class for any reason, you are responsible for informing yourself as to what was covered in class. Except in the case of a certified illness or other UF-accepted excuse, there will be no make-up option for missed or late assignments. Where possible, make-ups should be arranged prior to the expected absence. In case of illness, student should contact me as soon as possible. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

GRADING SCALE (& GPA EQUIVALENT)
A 93-100 (4.0); A- 90-92 (3.67); B+ 87-89 (3.33); B 83-86 (3.0); B- 80-82 (2.67); C+ 77-79 (2.33); C 73-76 (2.0); C- 70-72 (1.67); D+ 67-69 (1.33); D 63-66 (1.0); D- 60-62 (.67); E 0-59 (0)

Note: A grade of C- is not a qualifying grade for major, minor, Gen Ed, or College Basic distribution credit. For further information on UF’s Grading Policy, see: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx; http://www.uisf.edu/ugrad/current/regulations/info/attendance.aspx

Academic Honesty: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/scrr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

Accommodations for Students with Disabilities Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must provide this documentation to the instructor when requesting accommodation. Contact the Disability Resources Center (http://www.dso.ufl.edu/drc/) for information about available resources.

Counseling & Mental Health Resources: Students facing difficulties completing the course or who are in need of counseling or urgent help should call the on-campus Counseling and Wellness Center (352-392-1575; http://www.counseling.ufl.edu/cwc/).
Online Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu.

**Grading Scheme** Course Assignments

1. ATTENDANCE & PARTICIPATION (20%):
   Attendance: Attendance is mandatory and will be assessed by class roll at the beginning of each class. Students are permitted one unexcused absence beyond which each additional unexcused absence will result in a lowering of the final grade by 1%. Tardiness will also have a negative impact on your final grade. Students will lose .5% from their final grade each time they arrive late to class. Absences will be excused in accordance with UF policy. Students who need to miss a class for a legitimate reason should, if possible, send an email to the instructor ahead of time. Acceptable excuses include illness, religious holidays, military obligation, & 12-day rule: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.
   MAKE-UP POLICY: Should you miss a class for any reason, you are responsible for informing yourself as to what was covered in class. Except in the case of a certified illness or other UF-accepted excuse, there will be no make-up option for missed or late assignments. Where possible, make-ups should be arranged prior to the expected absence. In case of illness, student should contact me as soon as possible.

Participation: Class will consist more often of discussion and activities than class lecture. Students are therefore expected to come to class prepared and ready to participate. Your ability to participate meaningfully in our discussions depends on your preparation of the homework assignments. At the beginning of each class, your familiarity with the materials will be tested by a series of basic questions relating to the content of the assigned readings. These questions might address the central thesis of the assigned essay, the basic field of study, and any anecdotal examples provided by the author. If you prove unable to answer these questions, I will assume that you have not prepared the homework and will dock you 1% of the homework preparation grade. The participation grade also depends on your contribution to in-class discussion and it is expected that each student make at least 1 substantive and well-informed contribution per class meeting. A well-informed contribution reflects knowledge of the reading assignments. An A in participation will be earned by students who prove able to answer the basic questions that open our class and who consistently make well-informed contributions to our class discussion (at least 1 per class meeting).

2. WRITTEN ASSIGNMENTS (20%): There will be four short individual written assignments. In these assignments students will be asked to respond to a short question or statement about one of the texts. Written assignments must be typed and should be 2 pages in length (double-spacing; 1 inch margins, 12 pt font). Assignments will be graded not only for content and grammar, but also for presentation. Each essay is worth 5% of the final grade. See course calendar for specific deadlines.

PROFESSIONAL PRESENTATION: It is expected that all written assignments, including the midterm and final papers, be professional in presentation. What this means is that the individual student's name should appear clearly on the first page together with the course name and number and a reference to which assignment it is (assignment 1, final paper, etc.). In addition, the paper on which the assignment is printed should be fresh and unstained. Finally, the assignment should not be folded or bent before being submitted. The formatting guidelines (double-spacing; 1 inch margins, 12 pt font) should be followed and the chosen font should be clear and simple (I recommend times new roman or cambria). If an assignment falls below this standard, there will be a penalty of up to 10% from the total percentage allotted to that assignment. For example, if a paper is presented without a student name and course number, 2% will be docked. If the assignment information is not provided, 2% will be lost. If a paper is stained or the paper
is not previously unused 2% will be docked. If a paper is folded or bent, 2% will be docked. If the formatting guidelines are not followed, 2% will be docked. If an individual student’s paper manifests all of these lapses, the full 10% will be deducted. Further guidelines will be provided in written form in class.

3. MIDTERM PAPER (25%): Each student will choose, in consultation with the instructor, a paper topic that addresses some of the concepts and texts discussed in class. The midterm paper will be submitted and returned with a midterm grade and feedback. The paper should be 5-6 pages in length (double-spacing; 1 inch margins, 12 pt font). This paper will be revised, developed, and resubmitted at the end of the course (hopefully) for a higher grade.

4. FINAL PAPER (35%): The final paper will be a revised and expanded version of the midterm paper. The paper should be developed in accordance with the feedback provided at midterm and should be 7-8 pages in length (double-spacing; 1 inch margins, 12 pt font).

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C- 70-72 1.67
D+ 67-69 1.33
D 63-66 1.0
D- 60-62 .67
E 0-59 0

Instructor(s) Dr. Dror Abend-David.