



שגרירים ברשת
Ambassadors Online



אוניברסיטת חיפה
University of Haifa



THE ELIZABETH AND TONY COMPER
INTERDISCIPLINARY CENTER FOR THE
STUDY OF ANTISEMITISM AND RACISM



מרכז המחקר לחקר
אנטישמיות ורדיסטיה

Ambassadors Online - Public Diplomacy and Israel Advocacy

"Ambassadors Online" (Shagririm Bareshet) 2012 - syllabus

Academic supervisor: Dr. Eli Avraham, Department of Communications

Project Staff: David Gurevich, Daniel Peleg, Rachel Berger

Lectures and Workshops

Session	Date	Lecturer	Lecture
1.	11.3.12	Opening session, introduction and presentation of the program.	
		Dr. Eli Avraham Department of Communications, University of Haifa	Coverage of the middle east conflict in the global media.
2.	18.3.12	Col. (res.) Miri Eisin Former Israel PM's consultant and spokesperson of the Israeli government to international media	<u>Lecture and Workshop</u> From the war of independence to the Second Lebanese War: - Key events in the history of the conflict - Boundaries - Major issues in peace negotiations. - Terms: Settlements, west bank, east Jerusalem, the security fence, the road map, areas A, B, C.
3.	25.3.12	Dr. Arnon Golan Department of Geography, University of Haifa	Palestinians refugees as issue of the public diplomacy.
		Dr. Ruth Avidar Department of Communications, University of Haifa	<u>Workshop</u> : Online public relations and social media.
4.	1.4.12	Dr. Reda Mansour Former Israeli Ambassador in Ecuador and Consul General to the U.S Southeast	Israel's image on campuses abroad (Europe, USA and Latin America).
		Mr. Stuart Palmer Chairman of the CoHAV www.cohav.org	<u>Workshop</u> : Finding reliable information on the web.
		Project's staff	<u>Workshop</u> : Practice Debate



שגרירים ברשת
Ambassadors Online



אוניברסיטת חיפה
University of Haifa



THE ELIZABETH AND TONY COMPER
INTERDISCIPLINARY CENTER FOR THE
STUDY OF ANTISEMITISM AND RACISM



מרכז המחקר לחקר
אנטישמיות ורייזם

Ambassadors Online - Public Diplomacy and Israel Advocacy

5.	15.4.12	Mr. Tomer Ashur Chairman of Wikimedia Israel	Wikipedia - How to change the world with slippers
		Mr. Lior Zagury	<u>Workshop</u> : Meeting - Israel through the eyes of Palestinians
6.	22.4.12	Mr. Itamar Marcus Director of the "Palestinian Media Watch"	Israel in the Palestinian's education system and media
		Mr. Tomer Ashur and experts Wikimedia Israel	<u>Workshop</u> : Correcting biased entries about Israel on Wikipedia
7.	29.4.12	Prof. Hanan Alexander Dean of students, University of Haifa	Mature Zionism - criticize the state of Israel without de-legitimacy.
		Dr. Eli Avraham Department of Communications, University of Haifa	What Israel can learn from other countries on public diplomacy?
8.	6.5.12	Mr. Yinon Tanger Debate LTD, Ministry of Public Diplomacy and Diaspora	<u>Workshop</u> (4 hours): tools for creating a positive public opinion on Israel
9.	13.5.12	Mr. Neil Lazarus An external consultant to the Ministry of Foreign Affairs, Prime Minister's Office and the Ministry of Tourism	<u>Workshop</u> : New Media as a tool for public diplomacy
		Mr. Yoram Morad Ms. Elia Benditovich Ministry of Foreign Affairs	New Media at the Israeli foreign service
10.	20.5.2012	Mr. Yossi Mostaki Greece flotillas war room manager Ministry of Foreign Affairs	Flotillas - The facts, the media and activists
		Mr. Ilan Yavelberg Spokesman,	<u>Workshop</u> : Journalistic writing and working on final project.



שגרירים ברשת
Ambassadors Online



אוניברסיטת חיפה
University of Haifa



THE ELIZABETH AND TONY COMPER
INTERDISCIPLINARY CENTER FOR THE
STUDY OF ANTISEMITISM AND RACISM



אגודת הסטודנטים
אניברסיטת חיפה

Ambassadors Online - Public Diplomacy and Israel Advocacy

		University of Haifa	
11.	10.6.12	Mr. Edi Fraiman Ministry of Public Diplomacy and Diaspora	The activity of the Ministry of Information and Diaspora. Students' delegations integration options.
		Dr. Emmanuel Navon Tel Aviv University	The Struggle for Israel's image in the world: new strategies in public diplomacy
12.	17.6.12	Project's Staff	Closing session

Educational excursions

	Date	Tour	Tour's description
1.	2.4.2012 (Passover break)	Tour in Jerusalem <u>Guide:</u> Mr. David Gurevich Project's Coordinator	Geopolitical tour in Jerusalem: the Temple Mount, , "City Line" dividing Jerusalem until 1967, Sheikh Jarrah. Visit at the Ministry of Foreign Affairs.
2.	6.6.2012	Tour to the Israel's agency for international development cooperation (MASHAV)/ www.mctc.co.il <u>Guides:</u> Ms. Shula Ferdman Manager of training programs	Visit the Mt Carmel Training Center Golda Meir of MASHAV in Haifa, Ministry of Foreign Affairs. Explanation of Israel's activities in aid to developing countries and meeting with senior key people from abroad who study in the center.

Final projects

As a final project the students will write an opinion article, will create graphics or produce a video clip of any topic related to the Israeli public diplomacy, the State of Israel, the Israel – world relations, coexistence of the Arabs and Jews living in the country. The best projects will be presented at the board of governors' event and will be published on the Internet.

Comper Interdisciplinary Center for the Study of Anti-Semitism and Racism. Eshkol Tower, 22th
Floor, University of Haifa, Mount Carmel, 31905 Haifa | Tel: 972-4-8240613, Fax: 972-4-829010.
Mail: shagririm.haifa@gmail.com