

# Curriculum Vitae

## Noa Lavie

Noa Lavie, Ph.D.

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### High Education

| Period Of Study (Dates) | University (Incl. City And Country)                                | Subject                | Degree | Date Awarded |
|-------------------------|--|------------------------|--------|--------------|
| 1998-2001               | Tel Aviv-Yaffo Academic College,<br><i>Magna Cum Laude</i>         | Government and Society | B.A.   | 6\2001       |
| 2001-2005               | Tel Aviv University,<br>Tel Aviv, Israel<br><i>Summa Cum Laude</i> | Sociology              | M.A.   | 6\2005       |
| 2006-2012               | Tel Aviv University,<br>Tel Aviv, Israel                           | Sociology              | Ph.D.  | 6\2012       |

### Title of Doctoral Dissertation

"Israeli Drama": The Construction of the Israeli Television Drama Series into an Art Form

Supervisors: Prof. Motti Regev and Prof. Hanna Herzog.

### Academic and Professional Experience

| Period    | Name Of Institution                             | Department                       | Rank/ Function                |
|-----------|---|----------------------------------|-------------------------------|
| 2001-2010 | The Open University of Israel, Israel.          | Sociology                        | Adjunct lecturer              |
| 2001-2011 | Tel Aviv-Yaffo Academic College, Jaffa, Israel. | School of Government and Society | Research & Teaching Assistant |

|             |   |   |                               |
|-------------|---|---|-------------------------------|
| 2006 - 2010 | Tel Aviv University, Tel Aviv, Israel.              | Department of Sociology and Anthropology            | Research & Teaching Assistant |
| 2007-2011   | Tel Aviv University, Tel Aviv, Israel.              | Department of General Studies                       | Adjunct Lecturer              |
| 2007-2013   | COMAS College of Management, Rishon Lezion, Israel. | Department of Interior Design                       | Adjunct Lecturer              |
| 2011-2013   | Tel Aviv-Yaffo Academic College, Jaffa, Israel.     | School of Government and Society                    | Assistant Professor 50%       |
| 2013-2019   | Tel Aviv-Yaffo Academic College, Jaffa, Israel.     | School of Government and Society                    | Assistant Professor 100%      |
| 2019-       | Tel Aviv-Yaffo Academic College, Jaffa, Israel.     | School of Government and Society                    | Senior Lecturer 100%          |
| 2019-2020   | The University of Chicago                           | Near Eastern Languages and Civilizations Department | Visiting Scholar 100%         |

## **Academic and Professional Awards**

- 1999 – 2001 **Full tuition Scholarship for Outstanding B.A Students**, The Tel Aviv-Yaffo Academic College.
- 2001 **Hammer Scholarship for Outstanding Graduates Students from Colleges continuing their Graduate Studies at a University**, (80,000 NIS for two years) Israeli Ministry of Education
- 2002 **Levinson Foundation Grant** for “Weaving Globalization: Globalization, the State, and the Israeli Textile Industry”
- 2004 **Excellence Award**, Faculty of Social Sciences, Tel Aviv University
- 2005 **Jonathan Shapiro Award for Outstanding M.A. Proposals**. Proposal title: “Weaving Globalization: Globalization, the State, and the Israeli Textile Industry”
- 2006 **Full Ph.D. Dissertation Fellowship** (for four years), Department of Sociology and Anthropology, Tel Aviv University
- 2009 **Ph.D. Excellence Award**, Faculty of Social Sciences, Tel Aviv University
- 2009 **Scholarship for Ph.D. Dissertations** Supervised by Open University Faculty, Open University of Israel
- 2013 **Hammer Research Scholarship** (20,000 NIS for two years), Second Authority for Television and Radio, awarded for the study: “Between Quality and Trash: Israeli Reality Television”
- 2014 **ISF (Israel Science Foundation) Book Publication Grant** (17,500 NIS) Book title: Israel produces drama: How Israeli television series became an Art form.

- 2017 **ISF (Israel Science Foundation) Research Grant** (660,000 NIS for three years), awarded for the study: Minorities in the precarious labor market of cultural industries: The case of Palestinian-Israeli actors and actresses in the Israeli television market. A joint study with Prof. Amal Jamal from the Tel Aviv University.
- 2018 **Gandy Research Grant** (10,000 NIS for one year) for the study: The Y Generation Myth: Perceptions and Behaviours of Young Israelis in the "Emerging Adulthood" Phase toward Family Life. A joint study with Dr. Amit Kaplan from the Academic College of Tel Aviv-Yaffo.
- 2018 **Israel Institute Visiting Faculty Grant** for a visiting faculty position In the University of Chicago for the year 2019-2020.
- 2019 **The Tel Aviv-Yaffo Academic College inner research excellence grant** (15.000 NIS for two years) for the study: 'Generating Change' – 'Foreign Language' Series in the Age of Netflix.

## **Membership in Academic/Professional Societies and Other Academic Activities**

Member of the ICA – International Communication Association

Member of a Research Group on "Cultural industries and Technology", The University of Haifa Communication department (2015-2018)

Member of the Israeli Sociological Association  
Member of the Israeli Communication Association

Member of the international research group: Narratives of Identity, School of Social and Political Science, University of Lincoln, UK.

Member of SCMS – Society of Cinema and Media Studies.

## **Publications**

### **Book Chapters**

1. Lavie, Noa (Forthcoming). 'Reality as a game' in "*Games*", Tel-Aviv: Modan. {In Hebrew}.
2. Lavie, Noa (2013). "What I Have Learned from Avishai Ehrlich." In N. Ehrlich, L. Marks, and N. Yuval-Davis (eds.), *The Work of Avishai Ehrlich: Political Sociologist, Activist and Public Intellectual*. Newcastle: Cambridge Scholars Publishing, pp. 179-184.

## **Books**

1. Lavie, Noa. (2015). *Israel produces drama: How Israeli television series became an Art form*. Tel-Aviv: Resling. {**The book was published with the support of the Israel Science Foundation**}.

## **Articles in Refereed Journals**

### **Published**

1. Lavie, Noa (2020). Trapped in Reality: Justification and Capitalism in the Discourse of Reality TV Creators in Israel, *Media Industries*, 7(1): DOI: <https://doi.org/10.3998/mij.15031809.0007.101>
2. Jamal, Amal & Lavie, Noa (2020). Resisting subalternity: Palestinian mimicry and passing in the Israeli cultural industries. *Media, Culture & Society*. <https://doi.org/10.1177/0163443720919375> (online first).
3. Jamal, Amal & Lavie, Noa (2020). Subaltern Agency in the Cultural Industries: Palestinian Creative Labor in the Israeli Series Fauda. *Journal of Communication*, 14, 2403–2421.
4. Lavie, Noa & Jamal, Amal (2019). Constructing ethno-national differentiation on the set of the TV series, Fauda. *Ethnicities*: <https://doi.org/10.1177/1468796819857180> (online first).
5. Lavie, Noa & Varialle, Simone (2019). Introduction, In: Global tastes: the transnational spread of non-Anglo-American culture. *Poetics*. Vol. 75.

6. Lavie, Noa (2018). Between Drama and Reality: Israeli television creators talk, *Israeli Sociology*. 19 (2): 99-120. [In Hebrew].
7. Lavie, Noa. (2017). Justifying Trash: Regulating Realty TV in Israel. *Television & New Media*, DOI: 10.1177/1527476417742970.
8. Lavie, Noa. (2016). 'Reality' Television Critique in Israel: How 'Quality' Became 'Morality'. *Cultural Sociology*, 10(4), 502–522 .
9. Lavie, Noa. & Dhoest, Alexander. (2015). 'Quality Television in the Making': The Cases of Flanders and Israel. *Poetics*, 52: 64-74.
10. Lavie, Noa (2015). 'Israeli Drama': Constructing the Israeli Drama Series as an Art Form. *Media, Culture & Society*, 37(1): 19–34.
11. Lavie, Noa. (2006). Tailoring Globalization: Globalization, the State and the Israeli Textile Industry [In Hebrew]. *Theory and Criticism*, 29: 103-124.

### **Accepted for Publication**

1. Gozanski, Yuval and Lavie, Noa. TV creators' social justification: Israeli television creators' self-perceptions, *Journal of Popular Communication*, (Accepted with Minor Revisions).

### **Editing Books and Special Issues**

1. Lavie, Noa and Varialle, Simone (eds.) (2019). Global tastes: the transnational spread of non-Anglo-American culture. *Poetics*, Vol. 75.

### **Book Reviews**

1. Review of Motti Regev's *Pop-Rock Music: Aesthetic Cosmopolitanism in Late Modernity* [Hebrew]. *Israeli Sociology* 16:2 (2014), pp. 444-446.
2. Review of Uri Ram's (2006). *McWorld in Tel Aviv, Jihad in Jerusalem: Globalization in Israel* [Hebrew]. *Israeli Sociology* 9:1, pp. 198-201.

### **Reports**

1. Lavie, Noa, Kaplan, Amit and Tal, Noy (2019). *The Y generation myth: Perceptions and Behaviors of Young Israelis toward Family Life*, Gandyr Foundation Publishing.
2. Lavie, Noa (2015). *On the legitimation of reality TV in Israel*, Jerusalem: The Second Authority for Television and Radio.
3. Lavie, Noa and Herzog, Hanna (2006). "An Assessment of Women's Machinery: The Israeli Case.", submitted to the UN.

### **Other Scientific Publications**

1. Lavie, Noa (2019). *The Netflix Effect: The Israelization of TV Drama*, *Tel Aviv Review of Books*, 1(1).
2. Lavie, Noa (2018), *Media in Israel, Informationen zur politischen Bildung* No. 336 „Israel“, ed. by the Bundeszentrale für politische Bildung/bpb, Bonn.

### **Under Review**

1. Lavie, Noa and Jamal, Amal. "We are merely furniture": Palestinian Actors and Actresses react to rationalization and racialization processes in the Israeli TV market, *European Journal of Cultural Studies*.
2. Jamal, Amal and Lavie, Noa. *Dilemmas of Self-Categorization in the Cultural Industries: Palestinian Women Filmmakers in Israel*, *Ethnic and Racial Studies (RNR)*.
3. Lavie, Noa, Kaplan, Amit and Tal, Noy. *The Y Generation Myth: Perceptions of Young Israelis towards Gender and Family Life*, *Journal of Youth Studies (RNR)*.
4. Lavie, Noa. *The Quality of Foreign-Language TV on Netflix: A Bourdieusian Case Study*. *Poetics*.

### **Articles In Preparation**

1. Lavie, Noa (In Preparation). *Flows and Contra Flows in the Discourse of Quality TV: Non-English TV series on Netflix*.
2. Lavie, Noa and Jamal, Amal (In Preparation). *The Insider-Outsider Debate: Conducting an Inter-Ethnic Study in a state of Conflict*.
3. Jamal, Amal and Lavie, Noa (In Preparation). *Material and Symbolic Violence in cultural production in protracted conflict zones: Lessons from Israel*
4. Jamal, Amal and Lavie, Noa (In Preparation). *The sociology of hope and ethical agentic power in the cultural industries in conflict zones: Lessons from Israel*

### **Books Under Review**

1. Lavie, Noa (Under Review). *Israel Goes Netflix*, Brandies University Press.

### **Presentations at Conferences, Colloquia and Symposia**

- 2020**      Colloquium: *From Fauda to Shtisel: Minorities on Israeli TV*, (Jewish studies and Sociology, The University of California, Davis).

- 2020** Conditional Empowerment? Palestinian-Israeli Film Makers in the Israeli Cultural Industries. Culture and Conflict in Palestine/Israel, University of Florida, Gainesville, Florida.
- 2020** The Y Generation Myth: Perceptions of Young Israelis towards Gender and Family Life, conference of the Israeli Sociological Association, Bar-Ilan University, Israel.
- 2019** Subaltern Agency in the Cultural Industries. ICA (International Communication Association) Annual Conference, USA, Washington DC.
- 2019** Capitalism in the Discourse of Israeli TV Creators. ICA (International Communication Association) Annual Conference, USA, Washington DC.
- 2019** Constructing ethno-national differentiation on the set of the TV series – Fauda. ICA (International Communication Association) Annual Conference, USA, Washington DC.
- 2019** Colloquium – Constructing ethno-national differentiation on the set of the TV series, Fauda. School of Government and Social sciences, Lincoln University, Lincoln, UK.
- 2019** Fauda: Between submission to otherness. **Keynote lecture**, Fiction – The Israeli conference for Television studies, Tel Aviv University, Tel Aviv.
- 2018** To Justify Reality: Justifications, victimhood and presumed quality in the discourse of Israeli Reality show creators. International Communication Association (ICA), Prague.
- 2018** 'Creating Fauda: The conflicting experience of Palestinian-Israeli television actors and actresses, Media Industries conference, Kings College, London.
- 2017** How to perform your academic work in the media? A seminar for young scholars, The Israeli Communication Association, Bar Ilan University.
- 2017** 'Justifying Trash': Regulating Reality TV in Israel, International Communication Association (ICA), San Diego. **Winner of Best Poster Presentation** for the Popular Communication division.
- 2017** Justification discourse of Reality TV creators in Israel, Israeli Communication Association annual conference, Sapir College, Israel.
- 2017** The Second Authority's discourse about Reality TV, Israeli Sociological Association annual conference, Raanana, Israel.
- 2016** 'Quality Television in the Making': The Cases of Flanders and Israel, the BSA (British Sociological Association), Bourdieu Study Group's Inaugural Biennial Conference, Bristol, UK.
- 2016** Critics discourse about 'Reality television' in Israel, "Fiction" 6, The annual Television studies conference, The school for Film and Television, The Tel –Aviv University.
- 2015** On the 'legitimation' of "Reality" television in Israel, Capitalism, culture and the media, University of Leeds, England.

- 2015** "Operation 'Protective edge': A disaster marathon, ESA (European Sociological Association) Annual conference.
- 2015** "Reality television" in Israel: Between 'trash' and 'quality'. Atiner (Athens Institute of Education and Research) Conference on Sociology.
- 2015** On the legitimacy of Israeli 'Reality Television'. The founding conference of the research group for culture and consumption in the Israeli Sociological association, Raanana.
- 2014** "Making 'Art' Television' in Small-Scale Capitalist Markets: The Cases of Flanders and Israel." The International Association of Media and Communication Research (IAMCR), Hyderabad, India.
- 2014** "Optimism and Subversion in the Sociology of Pop and Rock Music." Symposium for Motti Regev, Open University of Israel.
- 2014** "Constructing 'Quality' Television in Israel and Belgium: A Comparison." Department of Communications, Emek Yisrael College.
- 2013** "Israeli Drama: Constructing the Israeli Television Drama Series as an Art Form." International Communication Association (ICA), London.
- 2012** "Israeli Drama: Constructing the Israeli Television Drama Series as an Art Form." "Artistic Practices": Annual Conference of the Sociology of Art European Research Network, Vienna.
- 2005** "The Israeli Kibbutz: Dilemmas of Representation." Annual Conference of the Israeli Sociological Association.
- 2004** "Weaving Globalization: Globalization, the State, and the Israeli Textile Industry." Annual Conference of the Israeli Sociological Association.

### **Administrative Positions and Tasks:**

- 2016- Head of the "Young Studies" Program at the Tel Aviv-Yaffo Academic College.
- 2013- Head of the Political Communication Unit at the School for Government and Society at the Tel Aviv-Yaffo Academic College.

### **Teaching**

- 2020 - Introduction to Young Studies (MA in Family Studies), The Academic College of Tel Aviv-Yaffo. Seminar: Creative Industries in Tel Aviv, The Academic College of Tel Aviv-Yaffo. From Theory to an Item: a workshop in journalism, The Academic College of Tel Aviv-Yaffo.
- 2019-2020 The University of Chicago: 'From seclusion to global success': Creativity and Politics on Israeli TV; The Sociology of Israeli Culture.
- 2011- Present Introduction to Sociology, Tel Aviv-Yaffo Academic College Introduction to



Sociological Theories A, Tel Aviv – Yaffo Academic College. Creativity and Politics in Television, Tel Aviv-Yaffo Academic College

- 2012 - 2019        Media and Protest, Seminar: Media, Society and Politics in Israel, Tel Aviv-Yaffo Academic College. Political Communication, Tel Aviv-Yaffo Academic College. Qualitative Research Methods, Tel Aviv-Yaffo Academic College. Mass Media, Tel Aviv-Yaffo Academic College. Media and Globalization, Tel Aviv-Yaffo Academic College Media and Media Institutions, Tel Aviv-Yaffo Academic College
- 2007-2011        Critical Reading and Writing, Tel Aviv-Yaffo Academic College
- 2007-2011        Television Theory and Methodology, General Studies, Tel Aviv University  
Social Justice in Israel, General Studies, Tel Aviv University
- 2007-2011        Introduction to the Social Sciences, Department of Interior Design, COMAS College of Management. Winner of Dean's Award for Teaching Excellence, 2007 and 2009.
- 2007-2010        Media, Politics and Television Workshops, Dov Lautmann Program for Science-Oriented Youth, Tel Aviv University
- 2002-2009        Introduction to Sociology, Open University of Israel
- 2001-2011        Teaching Assistant: Introduction to Sociology, Introduction to Mass Media, Classical Sociological Theories, Historical and Intellectual Sources of the Social Sciences, Qualitative Research Methods, Tel Aviv-Yaffo Academic College
- 2005-2006        Teaching Assistant Coordinator: Introduction to Sociology, Tel Aviv University
- 2001-2005        Teaching Assistant: Introduction to Sociology, Historical and Intellectual Sources of the Social Sciences, Tel Aviv University

### **Teaching Awards**

- 2018            Teaching Excellence Award, Tel Aviv-Yaffo Academic College
- 2017            Teaching Excellence Award, Tel Aviv-Yaffo Academic College
- 2016            **National Teaching Excellence Award**, National Student Union.
- 2016            Teaching Excellence Award, Tel Aviv-Yaffo Academic College
- 2014            Teaching Excellence Award, Tel Aviv-Yaffo Academic College
- 2013            Teaching Excellence Award, Tel Aviv-Yaffo Academic College
- 2012            Teaching Excellence Award, Tel Aviv-Yaffo Academic College
- 2007, 2009      Teaching Excellence Award, Department of Interior Design, COMAS College of Management

## **Areas of Interest**

Media and Culture  
Cultural Industries  
Television Studies  
Political Media and Communications  
Media and Globalization

## **Languages**

Hebrew (native speaker)  
English (highly proficient)  
German (proficient)

**Date:** October, 19, 2020.