

First, Ph.D. – Curriculum Vitae and List of Publications (July 2020)

1. Personal Details

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2. Higher Education

Period of Study	Name of Institution and Department	Degree	Year of Approval of degree
1974-1977	Tel-Aviv U., Department of Political Science and Labor Studies	B.A.	1978
1978-1981	Tel-Aviv U., M.A. Department of Labor Studies	M.A.	1982
1988-1994	Hebrew U., Department of Communication	Ph.D.	1995

B. Post Doctoral studies

Period of Study	Name of Institution, Department and host	Degree	Year of Completion
1995-1996	University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, Prof. Donald Shaw	Visiting Scholar	1996

3. Academic Ranks and Tenure in Institutes of Higher Education

Date	Name of Institution and Department	Rank/Position
1994-1995	School of Communication, College of Management Academic Studies	Lecturer
1996-1997	Department of Communication, Hebrew University.	Lecturer
1997-1998	School of Communication, College of Management Academic Studies	Lecturer
1998-2001	School of Communication, Netanya Academic College.	Lecturer
1996-2001	Tel-Aviv University, Department of Communication.	Adjunct Lecturer

2001-2008	School of Communication, Netanya Academic College.	Senior Lecturer
2004	Rutgers University, New Jersey, Department of Journalism and Media Studies.	Visiting Scholar
2008-2010	School of Communication, Netanya Academic College.	Associate Professor
2010	University of Maryland, College Park, Maryland, Department of Israel Studies.	Visiting Professor
2011	University of Waikato, Hamilton, New Zealand, Department of Management Communication	Visiting Professor
2011-	School of Communication, Netanya Academic College.	Associate Professor
2016	School of Communication, Netanya Academic College.	Full Professor

4. Offices in Academic Administration (Netanya Academic College)

1998 - Member of the Curriculum Committee, School of Communication.

2004 - Member of Academic Council.

2004-2010; 2018- Dean, School of Communication.

2012-2014 Advisor to the College President on Gender Affairs.

2013- Head of the M.A. Program, School of Communication.

2018- 2020 Commissioner on Sexual Harassment; Advisor to the College President on Gender Affairs

2018 – Member of the Appointments Committee

5. Scholarly Position and Activities outside the Institution

A. Projects

- 2003-4 Academic advisor for research on the representation of minority groups, for the Second Television and Radio Authority (Israel).
- 2003-2006 Academic coordinator for a research project analyzing the contribution of sphericule media to the construction of group identities in Israel. Chaim Herzog Institute for Media, Politics and Society, Tel Aviv University.
- 2005 Participation, both as a member and as a lecturer, in peace promotion and dialogue with Palestinians seminars, organized by Neve Shalom-Wahat al-Salam in Cyprus.
- 2007-2009 Member of the project: *Public Diplomacy in the 21th Century: The Israeli Case*. Samuel Neaman Institute and the State of Israel Ministry of Foreign Affairs.
- 2011-2013 Project manager and Academic advisor for research on the representation of minority groups, for the Second Television and Radio Authority (Israel).
- 2012 Project Advisor: International Cooperation Work Programme “Media in Conflict and Peace building”.
- 2013 Project member: International Cooperation Work Programme “Media in Conflict and Peace building” (EU).
- 2014 - Heading: "The Changing Roles of Women in the Middle East". Union for the Mediterranean project.

B. Council for Higher Education and Ministry of Education

- 1999-2005 Member of curriculum committee for a new communication & society teaching program in high-schools, Israel Ministry of Education.

- 2009 Presented the Netanya Academic College, School of Communication, in an Orientation day entitled "Quality Assessment and Assurance", operated by the Council for Higher Education.
- 2011- Member of curriculum committee for a new communication & society teaching program in high-schools, Israel Ministry of Education.
- 2013-14 Academic advisor to the Council for Higher Education regarding School of Communication Nazareth.

D. Reviewer for National and International Journals and member in Editorial Boards

- 2001 - Peer reviewer for the following journals: *Megamot* (in Hebrew); *Media frames* (in Hebrew); *International Journal of Public Opinion Research*; *Sex Roles*; *Howard Journal of Communication*; *International Journal of Conflict & Violence*; *Journal of Ethnic and Migration Studies*; *Journal of Children and Media*; *Ethnicities*; *Critical Studies in Media Communication*; *European Journal of Cultural Studies*; *Journalism, International Journal of Cultural Studies*; *Israel Studies Review*; *Journalism and Mass Communication Asian Journal of Communication*; *Feminist Media Studies*; *Conflict and Communication Online*; *Communication Theory*.
- 2005 - Member of *Kesher* editorial board.
- 2013 - 2015 Member of *Journalism and Mass Communication* editorial board.
- 2015 – Member of *Journalism & Communication Monographs* editorial board.

E. Supervising at Academic Institutes

Assessments

- 2002-2003 Writing reports for the Israel Science Foundation.
- 2006 Assessment of PhD dissertation submitted to Tel Aviv University.
- 2009 Assessment of PhD dissertation submitted to Bar Ilan University.
- 2009 Member of the Israel Science Foundation Grants Committee (Communication and Media Studies).
- 2012 Recommendation letter for promotion (Associate Professor) Hadassah Academic College.
- 2012 Member of promotion committee (Associate Professor), Ben Gurion University of the Negev.
- 2012 Assessment of MA dissertation submitted to Tel Aviv University, Department of Communication.
- 2015 Assessment of Ph.D. dissertation submitted to Haifa University, Department of Communication.
- 2015- Head of two promotion committee (Assistant Professor) Hadassah Academic College and College of Emek Yezreel, Member in promotion committee (Associate Professor) The college of Management Academic Studies.

6. Participation in Scholarly Conferences (refereed,selected)

International Conferences

Date	Name of Conference	Place of Conference	<u>Subject of Lecture</u>	<u>Role</u>
1996, May	ICA	Chicago	Women and the news agenda: Coverage of women in foreign news – A	Presenter (with D. Shaw)

			1995 Multi-National Study	
1996, August	² AEJMC	San Antonio	Not yet there: Coverage about and by women in foreign news – A multi-national study	Presenter (with D.Shaw)
1997, May	³ WAPOR	Pamplona, Spain	Television and the construction of social reality: An Israeli case study.	Presenter
1998, July	ICA	Jerusalem	Where have all the women gone?: The presentation of women in foreign news	Poster (with D.Shaw)
2000, December	⁴ AIS	Tel Aviv	American images in Israeli advertising	Presenter (With E. Avraman)
2000, February	Beryl Stone Symposium	Taba, Egypt	Are they still the Enemy?: The representation of Arabs in the Israeli news	Presenter
2000, June	ICA	Acapulco	An Israeli community theatre as a site of feminine self-image reconstruction	Presenter
2000, July	⁵ IAMCR	Singapore	The transitional nature of representation: The coverage of Arabs in the Israeli news	Presenter
2001, May	ICA	Washington	"I buy American": The	Presenter

		, DC	American image as reflected in Israeli advertising	(With E. Avraman)
2001, May	ICA	Washington, DC	The coverage of the US elections by the Israeli media	Presenter (With T. Liebes)
2001, September	IAMCR	Budapest	American image as reflected in Israeli advertising	Presenter (With E. Avraman)
2001, December	AIS	Sderot	The Hidden Israel: The representation of the Israeli Arabs in the Israeli news	Presenter
2002, September	British Film Institute	London	Mirror, mirror on the wall, who is the cruelest of them all? Muhammad A-Dora in the discourse of global media	Presenter (With T. Liebes)
2003, May	ICA	San Diego	Changes in the political, cultural, and media environment and their impact on the coverage of conflict	Presenter (With E. Avraman)
2003, May	ICA	San Diego	America in Jerusalem: Reflections of the American image in Israeli advertising	Presenter (With E. Avraman)
2003,	GIF	Berlin	The whites of their eyes:	Presenter

December	German-Israeli Foundation		The presentation of labor migration in Israeli media	
2004, June	AIS	Jerusalem	Present but still absent?! The representation of Mizrahim on prime-time TV	Presenter (With E. Avraman)
2005, May	ICA	New York	Media, power and place image: Ways of constructing the periphery as the Other	Presenter (With E. Avraman)
2005, May	ICA	New York	The never-ending story: Coping with structural dilemmas of the communication field	Presenter (with H. Adoni)
2006, June	ICA	Dresden	National identity, globalization/Americanization, and representation of the land in Israeli advertising	Presenter (With E. Avraman) <u>Top paper</u>
2007, June	AIS	Raananna	Does the perceived identity of the regulator affect programming decisions?	Presenter (With E. Avraman)
2007, July	Cultural Studies Now	London	"Banal nationalism" and popular culture	Presenter (With T. Herman)
2008, May	AIS	New York	A "banal nationalism" representation of Zionism	Presenter (With

				Herman)
2010, June	ICA	Singapore	"No home away from home": The discourse of home in ads for third-age housing	Presenter
2012, June	IAMCR	Durban	Cracks in the hegemony? Multi-cultural representation in prime-time Israeli television representation	Presenter
2013, June	IAMCR	Dublin	Multi-cultural representation	Commentator
2013, June	ICA	London	Communication field in Israel: From growth to consolidation, from uniformity to diversity	Presenter (with H. Adoni)
2015, June	AIS	Montreal	Banknotes and the representation of borders	Presenter (with N. Sheffi)
2016 , June	ICA	Japan	Dove campaign in Israel	Commentator
2016, August	Culture in Urban Space	Copenhagen	A new urban pattern: East Jerusalem in Israeli banknotes	Presenter (with N. Sheffi)
2017, June	The Asian Conference on Cultural Studies	Kobe' Japan	And of milk and honey: Israeli landscapes and flora on banknotes	Presenter (with N. Sheffi)

2017, July	IAMCR	Cartanega, Colombia	Fake News: What is it, who is responsible, and what can be done about it	Chair and respondebt
2018, May	Center for Israel Studies	Ben Gurion University	The Power of Hegemony: Human Figures on Israeli Banknotes	Presenter (with N. Sheffi)
2020 , July	IAMCR on line	Tampere Finland	The Aging <i>Sabra</i> : Representations of elderly men and masculinity in Israeli TV Drama	Presenter (with Remer-Biel)
2021, June	Center for Inter-American Studies on line	University of Graz, Austria,	“The most important thing in life is not being young but being right”: Representations of Aging Men in Israeli TV Series in the Third Millennium	Presenter (with Remer-Biel)

1 ICA - International Communication Association

2_AEJMC - Association for Education in Journalism and Mass Communication

3. WAPOR - World Association for Public Opinion Research

4. AIS – Association for Israel Studies

5. IAMCR – International Association for Media and Communion Research

National Conferences

1998, February	¹ ISSA	Haifa	Women's representations in foreign news from a normative sociology viewpoint	Presentor
1999, March	ISSA	Rishon Lezion	Women's representations in foreign news	Presentor
1999, July	ISSA	Tel Aviv	Those who are muted: In-group and out-group communication among Mizrahi women	Presentor (with S. Lev-Aladgem)
1999, December	² ISCA	Haifa	From internal to external communication	Presentor (with Lev-Aladgem)
2000, June	ISCA	Tel Aviv	The representation of Arabs in the Israeli news	Presentor
2002, March	Israeli Association for the Study of Language and Society conference	Ramat-Gan, Bar Ilan U	Muhammad A-Dora and the Ramallah lynching in the discourse of global media	Presentor (With T. Liebes)
2003, April	ISCA	Ramat-Gan, Bar	Representing the Other in time of conflict:	Presentor (with E.

		Ilan U	Representation of the Arab population in the TV news	Avraham)
2004, February	ISSA	Be'er-Sheva	The transparent "Other": The presentation of labor migration on Israeli TV	Presentor
2005, April	Feminism, Law and Social Change conference	Tel Aviv	From the normative and operative: How punishment for violence against women reconstructs the patriarchal structure of Israeli society	Presentor (with M. Gonen-Agmon)
2006, April	ISCA	Jerusalem	When the "Holy Land" turns into real estate: Representation of the land in Israeli advertising	Presentor (with E. Avraham)
2006, December	Minerva Center for Human Rights,	Tel Aviv	Is a car worth more?: Women's rights as human rights	Presentor (with M. Gonen-Agmon)
2007, March	ISCA	Raananna	The depiction of old age in the satirical program 'Eretz Nehederet' during the 2006 Israeli elections	Presentor (with S. Remer-Biel)
2008, February	ISSA	Tel-Aviv	Enemies, partners, or forgotten in the periphery: Arab citizens' representation in Israeli	Presentor

			media during the Second Lebanon War	
2009, November	Ageism in Israeli Society conference	Jerusalem, Van Leer	“No home away from home”: The discourse of home in ads for third-age housing	Presentor (with S. Remer-Biel)
2010, February	ISSA	The West Galilee College	The place where you sought a place: Between home and house in ads	Presentor (with S. Remer-Biel)
2010, March	ISCA	Herzelia,	It is worth leaving home for such a home?: Home in ads for third-age housing	Presentor (with S. Remer-Biel)
2012, April	ISCA	Tel Aviv	From the American myth to the green myth in Israeli ads	Presentor (with E. Avraham)
2012, April	ISCA	Tel Aviv	Ageism in advertising for the elderly	Presentor (with S. Remer-Biel)
2014, April	ISCA	Netanya	Still absent from prime time: Representation of groups results from the studies of the Second Authority	Presentoe
2014, March	The Border Conference	Sderot	Ideology in the pocket	Presentor

				(with N. Sheffi)
2015, April	ISCA	Raananna	Doctoral dissertations in Israel	comentator
2015, April	ISCA	Raananna	The communication field in 2025	Chair
2016, Februar	Television Studies	Tel Aviv University	Adolescent's Drama	Chair
2016, Februar	Gender Studies	Ramat-Gan, Bar Ilan U	Exclusion: Mediated Representations of Minority Groups	Presentor
2017, October	the 4 th Annual Israel Conference on Environmental History	Tel Aviv University	For as the Days of a Tree Shall Be the Days of My People	Presentor (with N. Sheffi)
2018, May	Israel Political Science Association	Sapir Academic College, Sderot	Leaders Figures on Israeli Banknotes	Presentor (with N. Sheffi)
2021, October	The Feminist Forum	Sapir Academic College, Sderot	Representations of Aging Men in Israeli TV Series in the Last 2 Decades	Presentor (with S. Remer-Biel)

7. Invited Lectures/Colloquium (last few years)

Date	Place of Lecture	Name of Forum	Presentation/Comments
<u>2009, April</u>	Haifa, University, Department of Communication	Seminar	America in Jerusalem: Globalization vs. national identity in Israeli advertising
2010, December	Southern Illinois University	The Global Media Research Center	America in Jerusalem: Globalization vs. national identity in Israeli advertising
2010, December	University of Maryland	Philip Merrill College of Journalism, MA Students	Enemies, fellow victims, or the forgotten?: News coverage of Israeli- Arabs in the 21st century
2011, *March	Waikato Management School, University of Waikato, New Zeland	Seminar	America in Jerusalem: Globalization, national identity and the Israeli advertising
2011, November	Tel Aviv University	Thirty years of Israeli feminist research	Wherefrom and whereto: Short summary of thirty years of Israeli feminist communication

			research
2012 December	Knesset	Stats of Women committee	The representation of women in the media
2013, January	Haifa University	Herzl Institute	Multiculturalism in the Israeli media
2015, May	Netanya Academic College	Sochool of Communication (All Students and Faculty)	Exclusion: Mediated representations of minority groups
2016, Jenuary	Hadassah Academic College	An Interdisciplinary Seminar	The representation of Arab citizens in the third millennium: More than Enemies.
2016, May	The Hebrew University	Fifty Years of Communication Research at the Hebrew University	50 years of Communication Research in Israel (with H. Adoni)
2019, December	IDC Herzliya	In honor of t Prof. Hannah Adani	Representation in the Media Today

8. Reserch Grants (After receiving a Ph.D).

a. Grants Awards

Role in Research	Co- Researchers	Topic	Funded by/Amount	Year
Main researcher		Representation of women in the media	Levy Eshkol Institute, Hebre U, 1000\$	1996
Main researcher		Representation of Arabs in the media	Smart Institute of	1996

			Communication Hebrew U 2000\$	
Main researcher		The role of Arabs in the media	Smart Institute of Communication Hebrew U 2000\$	1998
Main researcher	Adoni Hanna	The history of the communication field in Israel	Smart Institute of Communication Hebrew U 4000\$	2003
Researcher	Avraham Eli	Representation of minority groups on Prime Time	Second Television and Radio Authority, 30,000 \$	2003
Researcher	Hanna Adoni	The history of the communication field in Israel	Smart Institute of Communication Hebrew U 6600\$	2004
Researcher	Hanna Adoni	The history of the communication field in Israel.	Smart Institute of Communication Hebrew U 500\$	2005

Researcher	Dov Shinar et al.	Public diplomacy.	Institute for Advanced Studies in Science and Technology, 4,500 \$ (My part)	2007
Main researcher		Representation of minority groups on prime time. Main	Second Television and Radio Authority, 10,000 \$ Main	2012

C. Submission of Research Proposal-Not Funded

Role in research	CO-Researchers	Topic	Funded	Year	Score
Researcher	Eli Avraham and Christina Holtz-Bacha	Dream of America: How Americanization in advertising reflects changing national identity in Israel and Germany	GIF	2004-5	Very-Good-
Researcher	Eli Avraham	When was Americanization born? National identity and the construction of foreign countries' images in Israeli advertising	ISF	2005, 2009	9+ (twice)

Advisor and participant researcher	Israel: Dov Shinar, Amit Kama, Spain: Gemma Orobítg, Pedro Pitarch Ramon, (also, researcher from Portugal, Egypt)	Minorities and Media: Enlarging the scope of conflict understandings and peace building practices	EU	2013	14 (out of 15)
Researcher	Naama Sheffi	Ideology in the wallet: the role of banknotes in construction national identity.	ISF	2018	

10. Teaching

a. Courses Taught in Recent Years

<u>Year</u>	Name of Course	Type of Course	Degree	Number of Students
2010	Media, Politics and Culture in Israel	advanced course, Department of Israel Studies University of Maryland	BA	38
2011 - 2018	Introduction to	Required	BA	100

	Cultural Studies			
2011	Political Thought	Required	BA	80
2011-2012	Americanization in the Media	Seminar	BA	38
2013 -2016	Women in the Media	Seminar	BA	35
2013 - 2016	Media Reflections of the Israeli-Arab Conflict	Elective	BA	40
2015-2017	Communication and Culture	Required	BA	40
2012 -	Old and New Theories In Mass Communication	Required	MA	40-25
2014-	Multiculturalism in the Media	Seminar	MA	40-25
2018-	Introduction to Media Studies	Required	MA	40-25
2016-2020	Final Project	Required	MA	40-25
2018 -	Introduction to Media Studies	Required	BA	35
2018 -	Representation in the Media	Required	BA	25

b. Courses Developed

<u>Year</u>	<u>Institution</u>	<u>Courses</u>
2000-2010	Open University of Israel	Academic Advisor for the following courses: <ul style="list-style-type: none"> – “Mass Communication in Israel” – “Canonic Texts” – “Growing up with Television” – “Culture, Media and Representation” (Masters's degree course) – “Mass Communication in Israel”
2008-2010	Open University of Israel	Developed the course “Partners or Rivals: Communication and Democracy at the Beginning of the 21st Century”, for the BA Program in Communication
2007	Open University of Israel	Developed the course “Communication and Democracy: Mutual Perspectives”, for the MA Program in Democracy Studies
2019	Open University of Israel	Social Activism in the New media Era

11. Miscellaneous

Public Service

1998-2011	Chair, Lahav Association (a non-profit organization operating social cinematic projects for disadvantaged populations).
2012-3	Observer at Knesset (Israeli parliament) committee on status of women
2012	Member, Lahav Association Board
2013-5; 2018	Teaching excellence remuneration.

Publications

A. Dissertations

- 1995 Doctoral dissertation: *The Role of Israeli Television in Developing Attitudes of Jewish Adolescents towards Arabs and the Israeli-Arab Conflict*.
Supervisor: Hanna Adoni. Hebrew University (Hebrew, 332 pages).

B. Scientific Books (Refereed)

A. Authored Books Published

1. **First, A.**, & Avraham, E. (2004). *Coverage of Israeli Arabs in Israeli Media*. Tel Aviv: Tami Steinmetz Center for Peace Research [in Hebrew, 134 pages].
2. Adoni, H., & **First, A.** (2006). *Structural Dilemmas in the Consolidation of Communication Research and Teaching: The Case of the Department of Communication at Hebrew University of Jerusalem*. Jerusalem: Magnes, the Hebrew University Press (Total cites: 4 in Google Scholar, in Hebrew, 167 pages].
3. **First, A.**, & Avraham, E. (2009). *America in Jerusalem: Globalization, National Identity and the Israeli Advertising*. Maryland: Lexington. (Total cites: 28 in Google Scholar, 183 pages).
4. Kama, A., & **First, A.** (2015). *Exclusion: Mediated Representations of Minority Groups*. Tel Aviv: Resling [in Hebrew, 263 pages]
5. Sheffi, N. & **First, A.** (2022). *Ideology in the wallet: the role of banknotes in construction national identity*. Jerusalem: Magnes, the Hebrew University Press [in Hebrew]

B. Edited Books

1. Frosh, P. & **First A.** (Eds.). (2009). *Communication and Democracy: Mutual Perspectives*. Raananna: The Open University of Israel [in Hebrew and English, 3 volumes, 914 pages].

2. **First, A.**, & Frosh, P. (Eds.). (2012). *Communication and Democracy: Rivals or Partners*. Raananna: The Open University of Israel [in Hebrew and English, 3 volumes, 839 pages].

C. Other Scientific Publication

3. Liebes, T., & **First, A.** (2001). How the New Media Environment Influences Military Crises and Vice Versa. Report for the Hubert Burda Center for Innovative Communications at Ben-Gurion University of the Negev, Israel (total cites 3: in Google Scholar, 60 pages).
4. Avraham, E., **First, A.**, & Lefler, N. (2004). Absence and Presence on Prime Time: Cultural Diversity in Commercial Television Channels in Israel. A report for the Second Authority for Television and Radio, Jerusalem. (in Hebrew, 122 pages).
5. Shinar, D., Naor, A., Mandelzis, L., Liran-Alper, D., Davidson, R., & **First, A.** (2009). *Public Diplomacy in the 21st Century: The Israeli Case*. Samuel Neaman Institute and the State of Israel Ministry of Foreign Affairs (In Hebrew and English).
6. **First, A.** & Inbar-Lankry, H. (2013). *Absence and Presence on Prime Time: Cultural Diversity in Commercial Television Channels in Israel* (3rd wave - research). A report for the Second Authority for Television and Radio, Jerusalem. (in Hebrew, 76 pages).

D. Articles in Refereed Journals

Published

1. **First, A.** (1998). Nothing new under the sun: A re-examination of the image of the woman in Israeli advertisements 15 years later. *Sex Roles*, 38: 1065-1077. (IF:1471, journal rank: 9/59 cites: 40 in Google Scholar).
q1

2. **First, A. (1998).** Who is the enemy? The portrayal of the Arabs in the Israeli TV news at the beginning of the Intifada. *Gazette*, 60(3): 239-254 (total cites: 46 in Google Scholar). q1
3. **First, A. (2000).** Images of men and women in printed Israeli advertisements. *Patuach*, 4: 127-157 [Hebrew].
4. **First, A. (2002).** All Women Should Cry: Coverage of women in foreign news – A 1995 Multi-National Study. *Communications*, 27: 35-61 (total cites 12: in Google Scholar).
5. **First, A. (2002).** The Fluid nature of representation: The coverage of Arabs in the Israeli News. *Howard Journal of Communications*, 13: 173-191. (H Index: 7 cites: 23 in Google Scholar).q3
6. **First, A., & Avraham, E. (2003).** Nation and border in Israeli advertisements. *Megamot* 42: 652-670 [in Hebrew]. C.
7. Avraham, E., & **First, A. (2003).** “I buy American”: The American image as reflected in Israeli advertising. *Journal of Communication* 53 (2): 282-300. (IF: 2.026, 5 years IF: 3.372, journal rank: 2/67, An official journal of the International Communication Association cites: 95 in Google Scholar). A. q1
8. **First, A., & Avraham, E. (2003).** Changes in the political, cultural, and media environment and their impact on the coverage of conflict: The case of the Arab population in Israel. *Conflict and Communication Online* 2 (1). total cites 15: in Google Scholar).
9. Lev-Aladgem, S., & **First, A. (2004).** Israeli community theater as a site of feminine self-representation. *Feminist Media Studies* 4 (1): 35-48. C (H Index: 12, total cites 12: in Google Scholar). A Hebrew version appeared in *Teatron* (2007) 20: 43-50. q1
10. Avraham, E., & **First, A. (2004).** The Good, the Bad and the Absent: Contradictory trends in the treatment of Arabs on Israeli TV. *Mediterranean Journal of Human Rights* 8 (2): 55-78 (total cites 4: in Google Scholar).

11. Lev-Aladgem, S., & **First, A.** (2005). Mizrahi women “write” their own cultural identity. *Megamot* 1: 83-105 [in Hebrew]. C.
12. Avraham, E., & *First, A.* (2006). Space, power and media: Ways of constructing the periphery as “Other.” *Social and Cultural Geography* 7 (1): 71-86. (IF: 2.036, 5 years IF: 1.788, journal rank: 8/65, total cites 32: in Google Scholar). q1
13. **First, A.**, & Avraham, E. (2007). Globalization/Americanization and negotiating national identity: Representations of culture and economy in Israeli advertising. *Israel Studies Forum* 22 (2): 54-74. (total cites 7: in Google Scholar).
14. **First, A.**, & Adoni, H. (2007). The Never-Ending Story: Coping with structural dilemmas of the communication field. *Mass Communication and Society* 10 (3): 251-273. (IF: 1.085, journal rank: 20/67, total cites: 11 in Google Scholar). q1
15. **First, A.**, & Avraham, E. (2007). When the “Holy Land” turns into real estate: National identity, globalization/Americanization, and representation of the land in Israeli advertising. *Popular Culture* 5(4): 223-239. (total cites 21: in Google Scholar). q1
16. **First, A.**, & Remer-Biel, S. (2007). From 'Green Grandpa' to 'Get the Geriatrics off the Roads': The representation of old age in the satirical program 'Eretz Nehederet' during the 2006 Israeli Elections. *Media Frames* 1: 27-61. C.
17. **First A.**, & Agmon-Gonen, M. (2009). Is a man's car more important than a battered woman's body? Human rights and punishment for violent crimes against female spouses. *New Criminal Law Review*, 12 (2): 135-170 (total cites 10: in Google Scholar). q2
18. **First, A.**, & Hermann, T. (2009). Sweet nationalism in bitter days: A. commercial representation of Zionism. *Nations and Nationalism*, 15 (3): 506-523. (Ranking: 2013: **3/72** (total cites 16: in Google Scholar). (History) **A.** q1

19. Avraham, E., & **First, A.** (2010). Can a regulator change representation of minority groups and fair reflection of cultural diversity in national media programs? Lessons from the Israeli case study. *Journal of Broadcasting & Electronic Media*, 54 (1): 136-148. (IF: 0.902, journal rank: 39/67. total cites 12: in Google Scholar. This manuscript was accepted from among 80 submissions for publication in a special issue on image of minorities in the media; an official journal of the Broadcasting Education Association). q1
20. Avraham, E., & **First A.** (2010) Combining the representation approach with the framing concept: Television news coverage of the Arab population in Israel during conflict. *Journalism*, 11 (4): 1-19. (total cites 36: in Google Scholar). q1
21. ***First, A.**, (2010). Enemies, fellow victims, or the forgotten? News coverage of Israeli-Arabs in the 21st century. *Conflict and Communication Online*, 9 ((total cites 7: in Google Scholar).
22. **First, A.** & Avraham, E. (2010). Contesting national identity during crisis: The use of patriotism in Israeli advertisements. *Communication, Culture and Critique*, 3 (3): 334-351. (total cites 4: in Google Scholar) **B.**
23. Remer-Biel, S. & **First, A.** (2011). "No Home Away from Home": The discourse of home in ads for third-age housing. *Popular Communication*, 9(03): 181-195. (total cites 7: in Google Scholar) q1
24. Avraham, E. & **First, A.** (2013). Towards a new model of narrative transformation in advertising: From the American myth to the green myth, *Communication Theory*, 23: 67-90. (IF: 1.370, 5 years IF: 2.133, journal rank: 13/67). **A.** q1
25. **First, A.** & Sheffi, N. (2015). Borders and banknotes: the national perspective, *Nations and nationalism*, 21 (2): 330–347. (Ranking: 2013: **3/72** (History) (total cites 15: in Google Scholar) **A.** q1
26. **First, A.** & Adoni H, (2015). An interactive model for analyzing the development of the communication discipline: Israel as a case study. *Journalism and Mass Communication*. 5 (7): 324-340.

27. **First, A.** (2016). Common sense, good sense, and commercial TV. *International Journal of Communication*.10 (1) 1-20. (total cites 6: in Google Scholar)**A.q1**
28. **First, A.** (2017). Feminist media studies in Israel: A preliminary state-of-the-art look. *Media Frames*. 16 1-22. **C.**
29. Sheffi, N. & **First, A.** (2017). Unified and Eternal: The Annexation of East Jerusalem in Israeli Banknotes. *Iyunim*. 11 387-406.
30. **First, A.,** & Remer-Biel, S. (2017). This is not the time and place to grow old': Ageism in advertising for third-age housing" *Howard Journal of Communications*. Published online, 4 Aug 1-17 (total cites 3: in Google Scholar)**B q3.**
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