Office: The Interdisciplinary Department, Entrance Floor, Building of the Department of Communication

Reception hours by prior arrangement

Position: Head of the Interdisciplinary Department and Lecturer in the Department of Communication

I am the Head of the Multidisciplinary Department at the Jezreel Valley Academic College and the “Returning Spirit” Program, launched in August 2020. I have been a member of the academic staff of the Department of Communication since 2000. I held the position of Head of the B.A. Studies Department for Outstanding Students at the College from 2021-2015. For most of these years, I served as a Student Affairs Advisor. From 2011-2020 I was a member of the Board of Directors and the Board of Trustees of the College. Previously, I studied and taught physics and math in elementary school (for about 20 years) and held various management positions in the public education system. I hold a bachelor's degree in communication from the College of Management, a master's degree in political communication from Tel Aviv University, and a doctorate in humanities from the School of Culture at Tel Aviv University. I ran a number of political campaigns, and was a founding partner of the “Voice of the Moment” radio program. I teach courses, seminars, and workshops in the fields of philosophy and culture, political communication, and interpersonal communication. In 2016, my book "The Failure of Success" was published by Resling. I am married to Udi, mother to Yael and Noga, and grandmother to Noam, Ella, Uri and Yuval.

**Areas of research**

My areas of research deal with cultural criticism and the examination of perceptions such as happiness, loneliness, success, suffering, and shame. I focus particularly on the cultural changes that apply to these perceptions in the digital age. I also delve into the genealogical research of cultural constructs that have their roots in Western religions, and topics such as perception of time, judgment and more. In 2016, my book 'The Failure of Success' was published by Resling.