1st floor, Communications Faculty Building

Office hours: Tuesdays 12:00-14:00 and Sundays 16:00-18:00 by appointment

Function: Head of B.A. Studies for Outstanding Students, Student Advisor

I have been a member of the faculty of the Department of Communications since 2000 and have served in the role of Student Advisor for much of that time. Since 2015, I have also held the position of head of B.A. Studies for Outstanding Students. Prior to that, in my distant past, I studied and taught physics and mathematics at the middle school and high-school levels (for some twenty years), and I occupied various managerial positions in the education system.

I hold a B.A. in communications from the College of Management, a Master’s degree in political communication from Tel Aviv University, and a Ph.D. in humanities from the School of Cultural Studies at Tel Aviv University. I have managed several political campaigns and was part of the team that founded the Kol Rega radio station. I teach courses, seminars, and workshops in the fields of philosophy, cultural studies, political communication, and interpersonal communication. My first book, “The Failure of Success,” was published in 2016 by Resling Press.

Together with my husband, Udi, we are the proud parents of Yael, Noga and Re’uven, and the grandparents of Noam, Ella, Uri, Yuval, Nico, and Rena.

Fields of interest

My research deals mainly in cultural criticism and examining cultural concepts such as happiness, loneliness, success, suffering, and shame, among others. I focus on the changes that these cultural concepts have undergone and are still undergoing in the digital age. In parallel, I am interested in the genealogical research of cultural concepts rooted in Western religion such as perceptions of time, the idea of judgment, and more. My book, *The Failure of Success*, was published in 2016 by Resling Press.