Dr. Bina Nir – Summary of research activities

My initial academic training was in the natural sciences, and I spent twenty years preparing high school students to matriculate in math and physics and serving as a school principal. I completed a bachelor’s degree in Communications at the beginning of the 1990’s, and continued to a master’s degree at Tel Aviv University (TAU) in the field of media and politics. My doctorate was in the humanities, at the TAU School of Cultural Studies. Since the year 2000, I have been a lecturer at the Yezreel Valley Academic College, while for the first few years I also taught in parallel during at Tel Aviv University. Today, I lecture in the Communications Department and serve as chair of the department of Multidisciplinary Social Sciences and head of the honors B.A. Program.

The majority of my research is based on the genealogical study of modern cultural constructs of Western culture, and their sometimes deep roots in Western religions. I explore, among others, areas such as conceptions of time, conceptions of success and failure, judgment, leadership, the individual and society, apocalyptic culture, attitudes to obedience. I study phenomena related to contemporary media and culture, evaluating their cultural past, using the genealogical method. These phenomena include subjects like shame, loneliness, success etc. In 2016, I published my book, “The Failure of Success”, in Hebrew, with Resling Publishers.