

- ☒ I offer my expertise to participate as a Partner in a Horizon Europe Project
- ☐ I am planning to coordinate a project and I am looking for Project Partners

TOPICS OF INTEREST

CL2-2021-DEMOCRACY-01-03: Feminisms for a new age of democracy

CL2-2022-TRANSFORMATIONS-01-05: Gender and social, economic and cultural empowerment

CL2-2022-TRANSFORMATIONS-01-06: Overcoming discrimination for an inclusive labour market

CL2-2022-DEMOCRACY-01-06: Media for democracy- democratic media

CL2-2022-DEMOCRACY-01-07: Politics and the impact of online social networks and new media

PARTNER INFORMATION

Description of the Legal Entity

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Higher Education | <input checked="" type="checkbox"/> Research Institution | <input type="checkbox"/> Public Administration |
| <input type="checkbox"/> Industry /SME | <input type="checkbox"/> NGO | <input type="checkbox"/> Other: <i>Please specify</i> |

Description of the (Research) Team

Einat Lachover (Ph.D. Tel-Aviv University, 2003) is an associate professor at Sapir Academic College. I'm a gender and media scholar and my work is dedicated to critical analysis of the encounters between gender and a broad range of media forms and contexts, such as: gender construction of news production; gendered discourse in news media; gender ideologies in popular media; and girlhood and media.

A research assistant (Communication student) assists with all management aspects of the research.

Expertise of the Team Leader

My principal research field is feminist media studies, and my work reveals the tension between progressive feminist trends and persistent conservative trends in Israeli/local media. I consistently seek to uncover how the Israeli feminist media discourse is part of global/Western/Anglo-American discourse while also displaying local characteristics.

Intersectionality and gender construction of news production: One of my major current research projects is titled: "News-making within multiple marginalities: Minority women journalists". Most research on gender and news production explores women as a unified category, ignoring inequalities among women, i.e., of race, ethnicity, religion, geography, sexuality, and physical ability. The research project strives to pay

close attention to social location and intersectionality of multiple aspects of social identity in the study of newsrooms the intersections of gender, nationality, ethnicity, religion, and culture. I believe the project might be relevant in the context of many European countries, with the consequent increase in ethnic minority populations and questions of inclusion and exclusion.

An example of publication:

Lachover, E. (2021) Israeli-Ethiopian women working in mainstream journalism: Linking Ethiopian, Black, and Israeli identities through news-making. *Journalism*.

<https://journals.sagepub.com/doi/abs/10.1177/14648849211018599?ai=1gvoi&mi=3ricys&af=R>

Girlhood and media: My studies on this theme seek to understand the role of the media in identity construction, and particularly feminist identity construction, among girls/young women. My studies demonstrate the ways Israeli girls negotiate their feminist identity in the context of global "celebrity feminism." I believe that this dual perspective – global and local – on the way feminist texts in popular culture are constructed, reproduced, and disseminated can help us understand how they are interpreted by girls and the role of celebrities in this pedagogical process. In light of girlhood studies' opposition to the notion of "girl" as a homogenous, universal category, and inspired by my teaching activity at Sapir College which is a multicultural institution, I plan to expand my research to two specific Israeli groups undergoing massive social change in ideology, way of life, and attitudes toward gender equality: religious Zionist Jewish girls with right-wing ideologies, and Bedouin girls from Muslim society.

An example of publication:

Lachover, E., Davidson, S., & Ramati Dvir, O. (Online first November 2019). The authentic-conservative wonder woman: Israeli girls negotiate global and local meanings of femininity. *Celebrity Studies*.

<https://www.tandfonline.com/doi/full/10.1080/19392397.2019.1691925>

Potential role in the project

☒ Research

☐ Training

☐ Dissemination

☐ Other: ***Please specify***

Already experience as a	Coordinator	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	Partner	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	Expert Evaluator	<input type="checkbox"/> YES	<input type="checkbox"/> NO

CONTACT DETAILS

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