



Vice President for External Relations  
and Resource Development  
Division of Marketing & Media



# *At a Glance*

THE PAST WEEK AT THE UNIVERSITY OF HAIFA



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1

"All of you are part of an elite, and the academic and social leadership program will open doors for you to key positions in the Israeli society," said the Rector of the University, Prof. David Faraggi in the opening ceremony of this year's academic and social leadership program of the University and the [Friends of Raveh Ravid Fund](#) run by the Unit for Social Involvement of the Office of the Dean of Students.



2

The new fall issue of [HEIGHTS](#), the University of Haifa's new English-language magazine, provides an exciting glimpse at the latest in research, programs and events at the University. The advanced internet edition enables the reader to flip through the pages, enlarge for easier reading, and move the cursor over the texts to reveal dozens of links for more information.



3

The better the looks of United States Congresspersons, the more television coverage they receive, shows a [new study from the University of Haifa](#) recently published in the journal *Political Communication*. Why is this? Television journalists think their viewers prefer to see physically attractive people. "Physical appearance ranked third in the criteria for gaining television coverage, and ranked higher than seniority, position in Congress and legislative activity in this respect," noted the authors of the study. The study, conducted by University of Haifa researchers, Dr. Israel Waismel-Manor of the School of Political Sciences and Prof. Yariv Tsfati of the Department of Communication, asked 463 Israeli students to rank the physical attractiveness of Members of the 110th United States Congress (2007) based on the official photographs posted on the Congress's website.



4

The TV presenter Yair Lapid from the Friday edition on Channel 2 Television spoke to students in the course "Introduction to Government and Politics" on communications, Israel's public discourse and politics. His main conclusion: We are not arguing about the nature, but the intensity of the volume.



5

In order to expand the University's activities in Latin America, a dinner was held at the home of two enthusiastic new friends of the University in Costa Rica, Sammy and Sandra Burstein. The couple has expressed great interest in the research on cancer carried out by Dr. Sarit Larisch and Dr. Dalit Barkan from the Department of Biology. Additional individuals who have expressed interest in this important issue were invited to the event to hear about the University's activities presented by Edu Pollak, Director of the Latin America, Spain and Portugal Desk at the Division of External Relations and Resource Development.



6

The winners of the film contest about social protest initiated by the Honorary President of the Haifa Film Festival, Amos Gitai, and the Department of Communication have been announced: [\*School of Revolution\*](#) by Daniel Amit; [\*Tikkun Olam\*](#) by Itamar Rose; and *Rebirth* by Karin Keiner. After the ceremony, Chairman of the Executive Committee of the University, Ami Ayalon, spoke on the political dimension of social protest followed by a panel discussion with experts on the subject.



7

Professor Amatzia Baram, Director of the Center for Iraq Studies at the Department of Middle Eastern History, successfully completed a circle of meetings and lectures in the United States that was held as part of the activities of the American Friends of the University. Professor Baram talked about the importance of Iraq in relation to changes happening in the Middle East and the implications of US policy.



8

Virtual reality technology is used in more and more therapeutic processes and our University is leading in this field. An article in the *Haaretz* newspaper on this phenomenon focused on the research of Prof. Marilyn Safir and Dr. Helene Wallach in regard to aerophobia and the study by Professor Naomi Josman and Prof. Tamar Weiss concerning the rehabilitation of the disabled.



9

The leading news agency *Reuters* just published an article on Israel-Iran relations, in light of recent statements from senior Israeli officials on the subject. In his interview for the article, Dr. Dan Shueftan from the School of Political Sciences said that it is possible that the hawk-like signals from Israel's direction were meant to tempt the international system. Dr. Shueftan also interviewed for the Channel One television show *Mikol Makom* about the election results in Egypt and discussed the clear trend of the great strengthening of the Islamic forces.



10

There was a large article in the [English edition of Haaretz](#) about the new University international program in conflict management that has attracted students from all around the world. "This is one of the best places in the world to study conflict management," said Joe Chapman, who arrived from the United States to study at the University.



11

Dr. Liad Porat from the University's Department of Middle Eastern Studies interviewed for the *Galey Tzahal* radio show *Retzuat Habitachon* about the possible departure of the Hamas leadership from Syria. "Once the Hamas' political bureau sits in Damascus and runs its affairs from that location, this is very clearly significant in that it serves to legitimize Assad's regime. It is a kind of mutual benefit between the two sides."



12

Prof. Uri Bar-Yosef of the School of International Relations said in an opinion article for *YNET* about the Iranian nuclear threat and options for Israeli action: "One does not have to be a warning analytic mind in order to estimate what will be our condition following an attack by Iran. No one is talking about the peace alternative."



13

Will the findings of the centralized committee change the socio-economic situation in Israel? Prof. Daniel Gutwein of the Department of History of the Jewish People said in a big article to *Globes* about the socio-economic dialogue in light of the protests this past summer: "The regime of privatization went to great lengths to give the business owners the state assets, since it was urgent that the government apply the free market method."



14

Is this a new and more encouraging Middle East? Prof. Onn Winckler of the Department of Middle Eastern History interviewed for an article in *The Marker* about the turmoil on the Arab street: "Arab spring? What Arab spring? I don't recall it beginning. Don't be confused, there was a military coup in Egypt...but they shot themselves in the foot."



15

Prof. Avi Ben-Zvi of the School of Political Sciences interviewed for the Channel 10 television show *London at Kirschenbaum* about the back and forth accusations between the United States and Russia regarding the United States' intervention in Russia's elections, this due to the United States' commitment to the principles of all human rights. Prof. Ben-Zvi also interviewed on the topic for the radio show *Chamesh Ba'Erev* on *Galey Tzahal*.



16

Within the framework of the series *The World Today – Between War and Peace* at the *Academic Channel*, Prof. Benjamin Miller of the School of Political Sciences hosted Prof. Uri Bar-Yosef, with whom he spoke about the Iranian threat, and Prof. Avi Ben-Zvi, with whom he discussed the question: 'Is the American hegemony sinking?'

