RootOne

הסוכנות היהודית
THE JEWISH AGENCY לארץ
FOR ISRAEL ישראל

תקום MAKOM

REPRESENTING ISRAELI PEOPLE

What's the most interesting, meaningful and accurate way to represent Israelis when creating programs about Israel? This guide will explore four videos that each take very different approaches to representing the humans of Israel.

KAN | Eurovision 2019 - The musical
Features two KAN personalities – Eurovision co-host Lucy Ayoub and Elia Grinfeld. The pair sing and dance around Israel, mainly singing its praises: "This is the land of honey, honey/ We are the land of milk/ The land is always sunny, sonny/ We are as smooth as silk."
https://www.youtube.com/watch?v=8jt-NKF3vKs

What does it mean to be an Israeli? Israel at 70
Produced by the Israeli Ministry of Foriegn Affairs to mark Israel's 70th Birthday, the video explores common questions asked to Israelis, highlighting their immigration stories, hopes and dreams for the future.
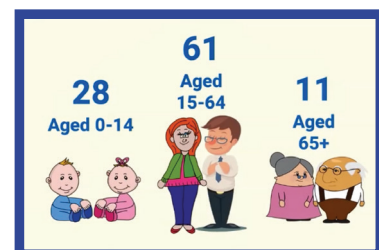https://www.youtube.com/watch?v=RVwsV7L-WeQ&t=1s

If Israel was a village of 100 people - CBS
Produced by the Israeli Central Bureau of Statistics in 2018, this video explores Israel by numbers highlighting issues such a employment, transport and life satisfaction
https://www.youtube.com/watch?v=z0C2l-x8rMc

**CONVERSATION GUIDE
FOR CURIOUS MINDS**

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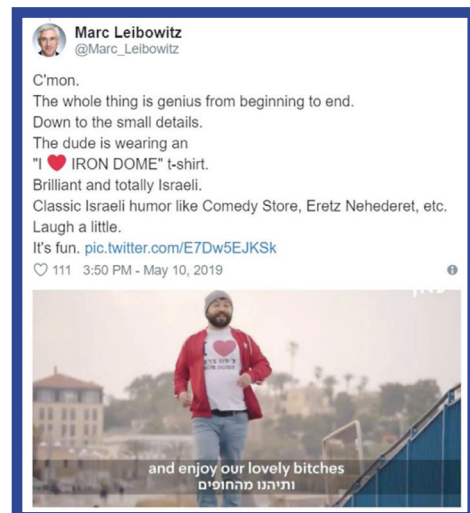תקום
MAKOM

If Israel was a village of 100 people - NIF
Produced by the New Israel Fund in 2010, the video starts with similar numbers to those highlighted by the CBS, but continues with more concerning data from opinion surveys on issues such as racism, corruption and violence against women.
https://www.youtube.com/watch?v=vlvLAStWqLI

??? DISCUSSION QUESTIONS

1. Of the four videos, the most controversial was the one produced by Kan. While some hailed it as "classic Israeli humour" others were embarrassed by the stereotypes projected to the world about Jewish people, with Yair Netnayahu tweeting that the fact it was produced by public money given the government to the KAN broadcaster was a "disgrace". How did you feel about the way Israel was presented here, and the conflicting responses to the clip?

Yair Netanyahu 🇮🇱 ✔ @YairNetanyahu · May 11
זה הסרטון הרשמי שהוציא התאגיד "כאן" לכבוד האירוויזיון, הפונה לקהל באירופה. על זה אנחנו משלמים כמעט מליארד שקל בשנה! בזיון!
🌐 Translate Tweet

most of us are Jews but only some of us are greedy
אמנם רובנו יהודים, אבל רק חלק רודפי בצע

💬 218   🔁 44   ♡ 593

Marc Leibowitz
@Marc_Leibowitz

C'mon.
The whole thing is genius from beginning to end.
Down to the small details.
The dude is wearing an
"I ♥ IRON DOME" t-shirt.
Brilliant and totally Israeli.
Classic Israeli humor like Comedy Store, Eretz Nehederet, etc.
Laugh a little.
It's fun. pic.twitter.com/E7Dw5EJKSk
♡ 111   3:50 PM - May 10, 2019

and enjoy our lovely bitches
ותיהנו מהחופים

2. The Israel at 70 video concludes with the message that being an Israeli "means being free to be yourself." From what you know about the country, do you think it's true that it's easier to live one's own personal, social and political values in Israel than in other countries?

3. The two videos with the title "If Israel was a village of 100 people" both use the format to highlight very different aspects of Israeli society. What do you view as the agendas behind each one? Which numbers in either video did you find most surprising?

ACTIVITY

Create your own 3-minute video explaining how you think Israelis feel about their homeland.

Remember to ask yourself the following questions before making the video:

- Who is your intended audience?

- Are you aiming to inform or entertain?

- Will it be in English, Hebrew, Arabic or a mixture of all three languages?

- What music will you choose in the background?

- Who will you ask to start or host the video?