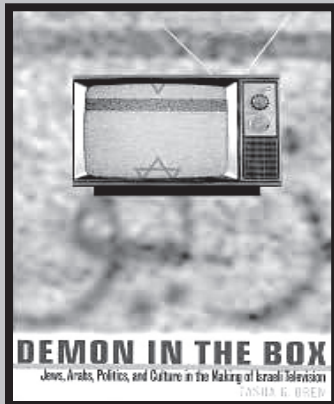




Tasha Oren is Associate Professor of Film and Media Studies at the University of Wisconsin, Milwaukee, where she directs the Graduate Studies program in the Department of English. She is the author of *Demon in the Box: Jews, Arabs, Politics and Culture* (Rutgers University Press) and co-editor of *East Main Street: Asian American Popular Culture* (NYU Press), *Global Currents: Media and Technology Now* (Rutgers University Press), and *Global Television Formats* (Routledge Press, forthcoming).



Film & Digital Media 2009-10 Colloquium Series



Tasha Oren

I'm Gonna Make You Love Me: History and Israel's Tele-Imagination

Monday
October 26 / 12:30 PM
Communications 150

Television has taken part in articulations of cultural and national identity all over the globe. How is a sense of “the local” changing as media grows increasingly mobile and new global television forms dominate worldwide programming?

In Israel, a debate about television’s birth escalated to a national argument over occupation of Palestinian territories, relations with Arab neighbors, and its internal, conflicting visions of shared culture and identity. This talk explores how historical imaginings and political clashes over television persist in haunting Israel through its most global of programming, a reality show based on the popular format program *The Apprentice*. In revealing how the format’s global conventions were translated into a politically explosive experiment in international political relations, the Israeli case illustrates why television, and its particular national history, still matters in our global media environment.

**Sponsored by the Film & Digital Media Department,
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For more information about the colloquium or accessibility:
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