

Date of Update: February 13, 2025

Curriculum Vitae: Gilad Greenwald, PhD

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History of Academic Ranks in Bar-Ilan University's School of Communication:

2024-Present: Senior Faculty, Senior Teacher with Full Tenure

2021-2024: Senior Faculty, Teacher (Tenure Track)

2018-2020: Junior Faculty, Teaching Associate

2013-2018: Junior Faculty, Teaching Assistant and Instructor

Education:

2013-2018: PhD, Bar-Ilan University, Department of Political Studies and School of Communication

Thesis Title: *News framing of female candidates for top political positions: Israel and the U.S., 1969-2013* (Supervisors: Prof. Sam Lehman-Wilzig and Prof. Yaeli Bloch-Elkon)

2013-2015: Teaching Certificate, Tel Aviv University, School of Education

2011-2013: MA. Bar-Ilan University, Political Communication

2008-2011: BA. *Cum Laude*, Bar-Ilan University, Political Studies and Communication

Postdoc:

2019-2020: Reichman University, School of Government, Diplomacy & Strategy, *Comparative Agendas Project* (Postdoc and Research Laboratory Manager)

Honors and Awards:

2025: Annual Teaching Excellence Award for Teaching Track Faculty (2024 School Year)

2024: Winner of the Creative Teaching Grant of Learning and Teaching Division

2022: Annual Teaching Excellence Award for Teaching Track Faculty (2021 School Year)

2019-2020: ISF (The Israel Science Foundation) Postdoctoral Fellowship

2013-2018: Excellence Scholarship for PhD Students, Bar-Ilan University

2016: "Ifat" Annual Award for Excellent Media Studies (second runner-up), University of Haifa

2016: Teachers Union Scholarship for PhD Students

2013: Presidential Tuition Scholarship for PhD Students

2008-2011: Dean's List (twice)

Refereed Journal Publications:

- 1) Greenwald, G. (2024). ["Can a woman serve as mayor according to Halacha?": Golda Meyerson and press coverage of the 1955 Campaign for Mayor of Tel Aviv"](#). *Kesher*, 61, pp. 215-236 (Hebrew).
- 2) Greenwald, G., Haleva-Amir, S. & Kama, A. (2024). ["An out gay man in the parliament': New aspects in the study of LGBTQ politicians' media coverage"](#). *Media, Culture & Society*, 46(1), pp. 3-20.
- 3) Greenwald, G. (2023). ["The historical coverage of televised media events in print media: The case of the Eurovision Song Contest"](#). *Communication & Society*, 36(4), pp. 35-50.
- 4) Greenwald, G. (2023). ["Israeli media coverage of international male and female politicians: Gender and ethno-political aspects"](#). *Communications*, 48(2), pp. 226-248.
- 5) Greenwald, G. (2021). ["The gender aspect in Golda Meir's political career: An analysis based on the TV series 'This is Your Life'"](#). *Kesher*, 57, pp. 31-51 (Hebrew).
- 6) Greenwald, G. & Rosenthal, M. (2021). ["Stability, diversity, and ideology in media agenda setting of public policy issues in Israel's 2019-2020 election period"](#). *Media Frames: Israeli Journal of Communication*, 20, pp. 8-33 (Hebrew).

- 7) Greenwald, G. (2020). ["Eurovision in danger!": Media framing of the Eurovision Song Contest in Tel Aviv as a reflection of social rifts and national anxiety](#). *Media Frames: Israeli Journal of Communication*, 19, pp. 71-90 (Hebrew).
- 8) Greenwald, G. & Lehman-Wilzig, S. (2019). ["Is she still 'the legendary Jewish mother'? A comparative look at Golda Meir's and Tzipi Livni's election campaign coverage in the Israeli press](#)". *Israel Affairs*, 25(1), pp. 42-64.
- 9) Greenwald, G. (2018). ["The only man in the cabinet"? Gender perspective on Golda Meir's 1969 election campaign coverage in 'Yedioth Ahronoth' and 'Haaretz' dailies](#)". *Kesher*, 51, pp. 37-47 (Hebrew).
- 10) Greenwald, G. & Lehman-Wilzig, S. (2017). ["He will take care of our security better than her': Examining socio-cultural conceptions of gender in Israeli and American press coverage of female candidates for top political positions, 2008-2009"](#). *Journal of Intercultural Communication*, 17(3), pp. 1-18.

Book Chapters:

- 1) Greenwald, G. & Lehman-Wilzig, S. (2018). ["Non-systemic factors underlying rapid change in gender-biased media framing of female politicians: 2009 and 2013 Israeli newspaper election coverage"](#). In: O. Feldman & S. Zmerli (Eds.). *The psychology of political communicators: How politicians, culture, and the media construct and shape public discourse?* pp. 165-184. New York: Routledge.

Academic Conferences:

- 1) "Can a woman serve as mayor according to Halacha?": Golda Meyerson and press coverage of the 1955 Campaign for Mayor of Tel Aviv". *Association for Israel Studies (AIS) annual conference*, University of Haifa, Haifa, Israel, July 2025.
- 2) "Can a woman serve as mayor according to Halacha?": Golda Meyerson and press coverage of the 1955 Campaign for Mayor of Tel Aviv". *Israel Communication Association (ISCA) annual conference*, University of Haifa, Haifa, Israel, April 2025.

- 3) "Israeli online news coverage of international male and female politicians: Gender and ethnopolitical aspects and the relationship between them (2015-2018)". *Israel Communication Association (ISCA) annual conference*, Reichman University, Herzliya, Israel, April 2024.
- 4) "The historical role of print media in the construction of social expectations towards televised media events: The case of the Eurovision Song Contest". *Israel Communication Association (ISCA) annual conference*, Yezreel Valley College, Jezreel Valley, Israel, April 2023.
- 5) "Political communication and political socialization". *Israel Political Science Association (ISPSA) annual conference*, Tel Aviv University, Tel Aviv, Israel, February 2023 (Chairman and discussant of the session).
- 6) "For the first time a member of the LGBT community will be a minister': Framing gay Knesset members in online newspapers". *Israel Political Science Association (ISPSA) annual conference*, Tel Aviv University, Tel Aviv, Israel, February 2023.
- 7) "Who will answer the red phone? Electoral decision-making and trauma in gender media coverage of political campaigns". *Association of Civil-Military Studies in Israel annual conference*, Kinneret College on the Sea of Galilee, Zemach, Israel, September 2022.
- 8) "Everyone is happy for an out homosexual to be appointed': Framing gay Knesset members in online newspapers". *Association for Israel Studies (AIS) annual conference*, Bar-Ilan University, Ramat Gan, Israel, June 2022.
- 9) "'The first right-wing MK who is an out gay': Israeli gay MKs' online press coverage in 2019". *Israel Communication Association (ISCA) annual conference*, Hebrew University of Jerusalem, Jerusalem, Israel, June 2022.
- 10) "'Eurovision in Danger!': Media coverage of the Eurovision Song Contest 2019 in Tel Aviv in the shadow of social rifts and national anxiety in Israel". *Israel Communication Association (ISCA) annual conference*, Hebrew University of Jerusalem, Jerusalem, Israel, June 2022.
- 11) "Stability, diversity, and ideology in media agenda setting of public policy issues in Israel's 2019-2020 political crisis". *Center for International Communication (CIC) meeting*, Bar-Ilan University, Ramat Gan, Israel, August 2021.
- 12) "The gender aspect in Golda Meir's political career: An analysis of the program in the 'This is Your Life' TV series". *Association for Israel Studies (AIS) annual conference*, The University of Illinois, Urbana, Illinois, U.S.A., June 2021.

- 13) "'The only man in the cabinet'? Gender perspective on Golda Meir's 1969 election campaign coverage in two Israeli newspapers". *Association for Israel Studies (AIS) annual conference*, Kinneret College on the Sea of Galilee, Zemach, Israel, June 2019.
- 14) "Private members' bills in the Knesset: Evidence from the 19th and 20th Knesset". *Comparative Agendas Project (CAP) annual conference*, Hungarian Academy of Sciences, Budapest, Hungary, June 2019.
- 15) "'The only man in the cabinet'? Gender perspective on Golda Meir's 1969 election campaign coverage in two Israeli newspapers". *Israel Communication Association (ISCA) annual conference*, Hadassah Academic College Jerusalem, Jerusalem, Israel, April 2019.
- 16) "Non-systemic factors in changes of gender-biased media framing: 2009 and 2013 Israeli election coverage of leading female politicians". *International Political Science Association (IPSA) annual conference*, Brisbane, Australia, July 2018.
- 17) "'The only man in the cabinet'? Gender perspective on Golda Meir's 1969 election campaign coverage in two Israeli newspapers". *International Association for Media & Communication Research (IAMCR) annual conference*, University of Oregon, Eugene, Oregon, U.S.A., June 2018.
- 18) "From collectivity to personalization: The historical retrogression of female politicians' media image in Israeli newspapers". *Association for Israel Studies (AIS) annual conference*, Brandeis University, Waltham, Massachusetts, U.S.A., June 2017.
- 19) "'She's like a schoolgirl going out for an activity outside her school': Comparing gender-biased coverage of female leaders in tabloid and elite journalism, Israel and the U.S., 2008-2009". *European Communication Research & Education Association (ECREA) annual conference*, University of Southern Denmark, Odense, Denmark, March 2017.
- 20) "Is the popular or elite press more sexist? News framing of female candidates for top political positions in popular and elite newspapers, Israel and the U.S., 2008-2009". *"Metaksherim" Graduate Student in Communication annual conference*, University of Haifa, Haifa, Israel, December 2016.
- 21) "News framing of female candidates for top political positions: A cross-cultural analysis of the Israeli and American press, 2008-2009". *International Association for Media & Communication Research (IAMCR) annual conference*, University of Leicester, Leicester, England, July 2016.

Invited Academic Lectures and Seminars:

- 1) "Media representation of gay Knesset members in online newspapers". *Seminar at Ben-Gurion University's Department of Communication Studies, Ben-Gurion University, Beersheba, Israel, January 2024.*
- 2) "For the first time a member of the LGBT community will be a minister': Framing gay Knesset members in online newspapers". *Seminar at Bar-Ilan University's School of Communication, Bar-Ilan University, Ramat Gan, Israel, November 2022.*

From the Press:

- 1) Greenwald, G. (February 13, 2025). ["Israel always complains about 'Eurovision politics', but it works in its favor"](#). *The Times of Israel* (Hebrew).
- 2) Greenwald, G. (May 13, 2024). ["Despite everything: Eden Golan finished in fifth place"](#). *Knesset TV Channel Interview* (Hebrew).
- 3) Greenwald, G. (May 9, 2024). ["Everyone is anti-Semitic'? The history of Israel in Eurovision"](#). *Bar-Daat – Bar-Ilan University's podcast* (Hebrew).
- 4) Greenwald, G. (February 21, 2024). ["Why Israel is unlikely to be banned from the Eurovision song contest"](#). *Plus61J Media*.
- 5) Greenwald, G. (February 2, 2024). ["The chance that the European Broadcasting Union will exclude Israel from Eurovision is low"](#). *The Times of Israel* (Hebrew).
- 6) Greenwald, G. (October 29, 2023). ["The war raises questions on journalistic reliability in the global media"](#). *The Times of Israel*.
- 7) Greenwald, G. (September 21, 2023). ["Golda never identified as a feminist; others projected that onto her"](#). *Plus61J Media*.
- 8) Greenwald, G. (May 17, 2023). ["Eurovision in the shadow of war: Politics and music"](#). *The Times of Israel* (Hebrew).
- 9) Greenwald, G. (April 3, 2023). Radio interview. ["Eurovision, media events, print, and television"](#). *"Kol Jezreel" radio station Interview* (Hebrew).
- 10) Greenwald, G. (October 25, 2022). Interview with Zachy Hennessey. ["Are Israelis too dependent on WhatsApp?"](#). *The Jerusalem Post*.

- 11) Greenwald, G. (September 16, 2022). ["Why it is better to have far-Right candidate Itamar Ben-Gvir inside the tent"](#). *Plus61J Media*.
- 12) Greenwald, G. (August 16, 2022). Interview with Eetta Prince-Gibson. ["Five elections in four years: Is Israel's electoral system broken?"](#). *Plus61J Media*.
- 13) Greenwald, G. (July 1, 2022). ["Why opinion polls are partly to blame for Israel's fifth election"](#). *Plus61J Media*.
- 14) Greenwald, G. (April 7, 2020). ["Gantz tried to 'wink to the Right': these three MKs called his bluff"](#). *Plus61J Media*.
- 15) Greenwald, G. (November 18, 2019). ["The problem is not the electoral system, it's the prime minister"](#). *Plus61J Media*.
- 16) Greenwald, G. (August 8, 2019). ["How Benny Gantz became Israel's invisible opposition leader"](#). *Plus61J Media*.
- 17) Greenwald, G. (June 27, 2019). ["How renegade right-winger Avigdor Lieberman threw Israel into chaos"](#). *Plus61J Media*.

Past and Present Academic Teaching in Bar-Ilan University and in other Institutions:

- ***Bar-Ilan University, School of Communication (Only Current Courses):***
 - 1) Introduction to Mass Communication A (EN)
 - 2) Introduction to Mass Communication B (EN)
 - 3) Academic Literacy
 - 4) Communication and Social Psychology
 - 5) Female Politicians and Public Figures in the Media
 - 6) Theories and Approaches in Political Science (MA)
 - 7) On Female and Male Leaders: Framing, Rhetoric, and Gender (MA)
- ***Ariel University, Department of Middle Eastern Studies and Political Science (Adjunct Lecturer, 2019-2020):***
 - 1) Introduction to Government and Politics
 - 2) Introduction to International Relations
 - 3) International Law

○ ***Reichman University, School of Communication (Adjunct Lecturer, 2019-2020):***

- 1) Constructing Political Image and Rhetorical Style (EN and HE Seminars)

Additional Significant Academic Work:

2025-Present: Diversity Supervisor at the Faculty of Social Sciences, Bar-Ilan University

2020-Present: Academic Director, "Academy Integrating Experience" Program, Bar-Ilan University

2019-Present: Reviewer in various professional and academic journals in English and Hebrew

2018-Present: Member of the Academic Committee for the Selection of Bar-Ilan University's Outstanding Lecturers

2019-2022: Editorial Board Member, *Journal of Intercultural Communication* (published by University of Gothenburg, Sweden, 1999-2022)

2012-2019: Coordinator, Teaching Enhancement Center, Bar-Ilan University

2013-2018: Member of the Emerging Scholars Forum of Israel Communication Association

2012-2015: Research Assistant in diverse studies, Bar-Ilan University

Other Professional Experience:

2022: Guest Lecturer, the Yitzhak Rabin Center, Tel Aviv

2015-2016: Civics Teacher, Blich High School, Ramat Gan

2012-2015: Museum Guide and Workshop Instructor, the Yitzhak Rabin Center, Tel Aviv

2010-2012: Research Assistant, Center for Educational Technology (CET), Tel Aviv

2010-2011: Ad Producer, "Maariv" Newspaper, Tel Aviv

Languages:

Hebrew, English - Native proficiency

Arabic - Professional working proficiency