



Name: Inbar Shenhar

Date: 23/2/2022

CURRICULUM VITAE

1. Personal Details

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2. Higher Education

A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
4 years	Department of Literature , Faculty of Humanities, Tel Aviv University.	M.A	2012
3 years	Communications and Management , the School of Media Studies, College of Management Academic Studies	B.A	2003

3. Offices in Academic Administration

2019-current	School of Media Studies, College of Management Academic Studies	Head of the Content, Television and Digital Studies Program
2014-current	School of Media Studies, College of Management Academic Studies	Director of Development



4. Participation in Scholarly Conferences

a. Active Participation

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2011	<i>Fiktzya: Perspectives on Israeli TV fiction</i>	Tel Aviv	Tides of daily routine: <i>Connected</i> as Contemporary soap opera	Presenter
2012	Cinema South Film Festival	Sderot	Sex and the City – Paving The Way Towards Female Writing on Television	Presenter
2013	<i>Fiktzya: Perspectives on Israeli TV fiction</i>	Tel Aviv	The Politics of the Domestic sphere: The Representation of Family on Wife Swap	Presenter

5. Publication

a. Articles in Refereed Journals

Bernstein, A. and Mandelsiz L. and Shenhar, I. (2012) "Constructing National Identity in the Subculture of Football: The story of an Arab Cup-Holder in a Jewish State" in Roy Krøvel and Thore Roksvold (eds.) We Love to Hate each Other - Mediated Football Fan Culture. Oslo: Nordicom

6. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course	Name of Institution and Department	Degree	Number of Students
2021- current	on Sexual Representations in the Media	Seminar	School of media studies, (COMAS)	B.A	32
2015-current	Workshops with industry: Workshops with advertising and content agencies	Workshop	School of media studies, (COMAS)	B.A	18
2015-current	TV formats	Final Project Workshop	School of media studies, (COMAS)	B.A	18



2015-current	Content development skills	Workshop	School of media studies, (COMAS)	B.A	36
2018-current	The secret code of visual culture	Lecture	School of media studies, (COMAS)	B.A	36
2019-current	TV and digital formats	Workshop	Dan Department of Communication The School of Social and Policy Studies, Tel-Aviv, University.	B.A	25
2008-2018	Research and edit content	Workshop	School of media studies, (COMAS) & School of Audio & Visual Arts, Sapir College	B.A	36
2013-2018	The Politics of the Domestic sphere in the media	Lecture	School of Audio & Visual Arts, Sapir College	B.A	50
2010-2014	Reality shows: A chronicle of a life known in advance	Lecture	School of media studies, (COMAS)	B.A	60
2010-2014	Persuasion and gender - user manual	Workshop	School of media studies, (COMAS)	B.A	25

11. Miscellaneous

Extra-curriculum activities:

2017- current: "Day in Hell" An event in which 200 first-year students participate in a public relations and public speaking event.

2014- current: Curator & co-mentor of Hackathons with several companies in the industry, including 'Samsung', 'McCann', 'Twisted', 'Playbuzz', 'Unilever', 'HOT' etc.

2014- current: Curator & co-mentor of "Speed Social Campaign" in honor of "Good Deeds Day". An event in which 200 final year students participate in solving a marketing dilemma for non-profit organizations



2012- current: Curator & co-mentor of various collaborations with the industry including Development of **digital formats** and **podcasts** for the broadcasts: 'HOT', 'Keshet 12', 'Reshet 13' and 'yes'.

12. Professional Experience

Date	Role	Description
2003-current	Format developer and content editor participated in the development of numerous formats ranging from reality to documentaries	Development of numerous formats ranging from reality to documentaries
2003-2008	content editor	Editor of several prime time TV shows