



Naming Opportunity

The Department of Communication

Exploring media's impact on the world is now more important than ever

Everywhere we look, communication has become the pivotal force driving our lives. Whether it's the endless scroll of social media, the Zoom-powered classrooms and workplaces, the instant access to information across politics, medicine, and entertainment, or the dark side of fake news and media populism – understanding how personal, mass, and digital communication operate is crucial to navigating the complexities of today's society.

The Department of Communication tackles these critical issues head-on. Our groundbreaking research delves into the heart of these challenges, while our teaching cultivates the next generation of leading scholars and practitioners in media, information management, and strategic communication.

Cutting-Edge Research

The Department of Communication, founded in 1994, has gained international recognition as a center for innovative research in communication studies. Our diverse faculty, recognized for their research excellence, employ various theoretical and methodological approaches to explore areas like political communication, media psychology, and journalism studies. This dedication to research is reflected in our 37th place worldwide ranking in the 2023 Shanghai Global Ranking of Communication Studies departments, the highest among all departments at the University of Haifa.



Core Areas of Research

Health and Science Communication. The COVID pandemic underscored the critical role of health and science communication in public health. Accurate information about health and science is essential, and misinformation can have substantial consequences, impacting vaccination rates and trust in scientific expertise. The Department of Communication addresses these challenges by harnessing the power of data science and behavioral science. We collaborate with health professionals and medical institutions to understand, predict, and influence health behaviors.

Media Technologies and Culture. Digital data, algorithmic processes, and Artificial Intelligence (AI) have become ubiquitous features of the contemporary environment, influencing virtually every aspect of our day-to-day lives. We explore the ethical considerations surrounding issues like privacy, archiving, curation, and memory in this rapidly transforming landscape.

Big Data and Computational Methods. We are energized by the unprecedented data exploration possibilities unlocked by recent advancements in technology and computing. By leveraging these cutting-edge methods in our research, we're building bridges to diverse fields within communication, including information systems, business management, and computer science.

Media Psychology. As media technologies, both old and new, infuse every aspect of our lives, understanding their impact has become more crucial than ever. We use innovative experimental and data-driven methods to study psychological processes ranging from identification with TV and movie characters to the potential for the development of cross-cultural understanding and empathy through shared consumption of media content.

Political Communication. In the age of social media, how has our trust in political institutions shifted? How does this impact traditional journalism's role as a mediator of the world? Amidst information overload, how do we navigate the constant barrage of data across various media, selecting, interpreting, and evaluating its truth? These are just some of the central inquiries explored at the Department of Communication. We delve into the workings of these processes while creating practical tools to tackle real-world problems.

Journalism. The news media constitute one of the foundations of a democratic system. Yet, the ongoing technological, financial and political challenges facing journalism undercut its ability to fulfill its social role adequately. We explore the root causes for the decline of journalism in "backsliding democracies," the social impact of inadequate or biased reporting and the ways in which journalism and journalists could flourish in a digital, social media-dominated era.



Professor Gabriel Weimann, a pioneer in the field of online terrorism research, presenting at the Parliament of New South Wales

Developing Tomorrow's Media Professionals

Alongside our trailblazing research, we view nurturing future communicators as equally critical. Our unique program blends theoretical depth with practical skills, ensuring graduates are not just media-savvy consumers, but also strategic analysts and creators. They learn to research independently, think critically about communication's role in democracy, and become adept at media production – from video and photography to social media marketing and journalistic writing.

This combination sets our graduates apart. They infiltrate Israel's entire media and communication sphere – from newspapers and entertainment to public relations and regulatory committees – enriching the landscape with diverse voices and perspectives. Our unwavering commitment to inclusivity guarantees our student body reflects the mosaic of Israeli society, further enriching both our campus and the media environments our graduates later impact.

Our commitment to excellence has led us to develop three unique graduate studies programs, each with its own distinctive objectives and curriculum:

MA and PhD Programs. Our research-focused graduate programs prepare students for thriving careers in media, communication science, and public relations, blending academic and professional skills. Under the guidance of esteemed faculty, students engage in independent research, refining critical thinking, methodology, and data analysis. They actively contribute to our vibrant research community, collaborating with peers and faculty to advance communication knowledge. Our alumni have emerged as influential scholars, shaping pivotal dialogues in universities across Israel and globally.

Information and Knowledge Management.

Our newest graduate program addresses the growing need in the fields of knowledge acquisition, management, and evaluation in both public and private, non-profit and commercial organizations. Graduates master the theory, practice, and ethics of information storage and retrieval technologies, digital media archiving, and areas of expertise such as data scraping, machine learning, and data visualization.



Strategic Communication and Public

Relations. Students in this MA program develop outstanding skills in all areas of strategic communication, including public relations, advertising, public diplomacy, marketing, and spokespersonship. After graduating, they are able to plan and execute applied research for clients and brands, develop and carry out campaigns, and utilize tools of social media analytics and commercial content analysis.



Every word, every image, every message matters.

Help unlock the transformative potential of communication.

Academic Leadership

Professor Nurit Tal-Or's (PhD University of Haifa) research delves into the fascinating interplay between media and interpersonal communication. She explores how narratives shape our perceptions, how media influences our interactions, and how we strategically manage impressions in relationships. Professor Tal-Or's research on deciphering audience engagement paves the path for more impactful and meaningful communication across all aspects of life.



**We invite you to partner with us to support communication research
that is contributing to ethical and responsible
communication practices in the digital age.**