

THE DEMISE OF EVILS: JOURNALISTIC COVERAGE OF THE DEATHS OF BENITO MUSSOLINI, ADOLF HITLER, AND JOSEPH STALIN

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This article examines the journalistic coverage of the deaths of Benito Mussolini, Adolf Hitler, and Joseph Stalin in the Hebraic daily newspapers *Ha'aretz*, *Davar*, *Ha-Mashkif*, *Herut*, *Ma'ariv*, *Al Ha-Mishmar*, *Ha-Tzofe*, and *Kol Ha-Am*. The qualitative text analysis reveals how Mussolini was portrayed as a deadly tyrant who followed Hitler's orders and got his just desserts, eventually being hanged and trampled by the masses in the center of Milan. Hitler was described as the most despicable and loathed tyrant the Jewish people had ever known. Unsurprisingly, the newspapers presented him as a monster who was responsible for the Holocaust, and as an extreme satanic nationalist who epitomized pure evil. Discussing Hitler's anti-Semitic, racist, violent, and lethal ideas and actions, the Hebraic newspapers analyzed his character and wondered how he would be remembered in history and whether the German people would be called to account for their deeds.

In contrast, Stalin's death was covered ambivalently. On the one hand, most newspapers mentioned his leading role in mass repressions, ethnic cleansing, extensive deportations, and unthinkable numbers of executions, as well as the cause of famines that killed millions. On the other, he was portrayed as a strong, idealistic, and charismatic politician and a heroic army leader who defeated the Nazi army. Furthermore, *Al Ha-Mishmar*, and to a greater extent *Kol Ha-Am*, portrayed Stalin as a brilliant ideologist, political genius, glorious statesman, international peacemaker, the global embodiment of communism, and a world leader who rescued the Jewish people in World War II.

BETWEEN FANTASY AND HARSH REALITY: PRESENTATIONS OF FOOD IN ISRAELI CHILDREN'S JOURNALS IN TIMES OF AUSTERITY

ZOHAR SHAVIT

The early years of Israel's statehood were a period of economic shortage and fiscal crisis, to which the government responded with a policy of strict austerity. This policy was vital to the very existence of the young state, in which food was rationed and limited to basic staples. As children's journals played a major role in the project of nation building, they were called upon to boost the legitimacy of the austerity regime.

The journals' treatment of austerity depicted a rather harsh reality, expressing the explicit expectation that children should join in and do their part in the national struggle for survival. Children were urged to demonstrate restraint and understanding in the face of difficult circumstances and were even asked to play an active role in

efforts to help increase the food supply, for instance, by cultivating domestic vegetable plots or replacing adults in queuing for food.

Yet, the journals also devoted some space to descriptions of entirely different scenarios which softened their depictions of the harsh reality. Tales and reports of distant or imagined places offered alternative food scenes of exotic abundance, diversity, and luxury, in sharp contrast to the general line of modesty and making-do-with-less that was typical of the journals' portrayal of the here and now. In these remote or fantastical worlds, young readers could encounter lavish feasts and fancy meals at which people dined like kings and rationing was unheard of. Such descriptions introduced, subversively, and through the back door, a reality in which heaps of delicious, unattainable food were meticulously described and presented as a matter of course, but were always juxtaposed with the immediate reality in which only scanty gastronomic options were available.

WHEN NEWSPAPER ADVERTISEMENTS WERE WRITTEN BY THE EDITORS

AMIR EARON

Commercial advertising in Eretz Israel began with the appearance of the first newspapers, *Havatzelet* and *Ha-Levanon*, in the second half of 1863. In the initial years of advertising activity, which was in the form of ads in newspapers, the copy was always informative and factual. The increase in economic activity in Eretz Israel, the growth of population because of the first *aliyot*, competition between businesses, mainly in the field of cigarette production, and competition between newspapers, led to changes in the copy that appeared in the ads. More and more ads included provocative texts for the purpose of attracting the attention of readers, on the one hand, and interesting copy aimed at arousing curiosity among them, on the other. It is evident from these new ads that they were penned by those whose occupation was writing. Since advertising agencies that provided copywriting services did not exist until the early 1930s, who, then, wrote the advertising copy for the advertisements in newspapers?

Clues to the answer to this question can be found in the texts describing the development of advertising in the United States. Due to the fierce competition there between journals of the late nineteenth and early twentieth centuries over income from advertising, magazine publishers proposed a copywriting service for advertisements that would be placed in their publications. It was suggested that the service be made up of members of their publications' editorial boards. Proof that this practice was used by publishers and editors of several newspapers and periodicals in Eretz Israel can be found in the archives of writers such as Emanuel Harussi, Avraham Shlonsky, and others. There is also indirect evidence that Avigdor Hameiri was writing texts for advertisements in the form of his signature next to advertising copy that follows his style.