



IKMZ Speaker Series

Projecting uncertain political futures

*by Prof. Dr. Keren Tenenboim-Weinblatt,
Hebrew University of Jerusalem*

Monday, 9th March 2020

16:00 – 17:00

AND 5.29/31

Scenarios about the outcomes and implications of political events – from elections and referenda to crises and wars – play a pivotal role in public discourse and in people’s political engagement and decision-making. Drawing upon rich data from the Israeli 2019-2020 elections within the ERC-funded project “Mediating the Future: The Social Dynamics of Public Projections” (PROFECI), this talk will discuss the complex process of projecting collective futures within and through the media. Focusing in particular on the emotional dimensions of this process, I will introduce the concept of affective forecasting, demonstrate its application to political communication, and discuss its implications for communication studies more broadly.

Keren Tenenboim-Weinblatt is Associate Professor at the Department of Communication and Journalism at the Hebrew University of Jerusalem. Her work, in the fields of political communication and journalism, has been published in the leading communication journals and received some of the most prestigious international grants and awards. She received her PhD in 2011 from the Annenberg School for Communication at the University of Pennsylvania, and is currently serving as Chair of the Journalism Studies Division at the International Communication Association and Associate Editor of the Journal of Communication.

