

# STUDYING ADVERTISEMENTS IN PRE-1939 JEWISH PRESS: METHODS AND CHALLENGES

FEB 2022

ALL TIMES IN THE WORKSHOP PROGRAMME BELOW ARE GIVEN ACCORDING TO **CENTRAL EUROPEAN TIME (UTC+1 / GMT+1)**  
ORGANIZER: AGNIESZKA JAGODZIŃSKA, [agnieszka.jagodzinska@uwr.edu.pl](mailto:agnieszka.jagodzinska@uwr.edu.pl), TAUBE DEPARTMENT OF JEWISH STUDIES, UNIVERSITY OF WROCLAW

Monday **21.02**

**OPENING OF THE WORKSHOP 15:45**

**PANEL 1 16:00–18:00**  
**EARLY ADVERTISEMENTS IN JEWISH PRESS**  
CHAIR: AVRIEL BAR-LEVAV (THE OPEN UNIVERSITY OF ISRAEL)

**HAIM SPERBER**

Western Galilee College, Akko

*Advertising the Plight of Jewish Deserted Wives (Agunot) in Hebrew and Yiddish Newspapers, 1857–1914*

**GIDEON KOUTS**

Université Paris 8 / Tel Aviv University

*The Rise of Advertisements in the Early Hebrew Press in Europe*

**ELA BAUER**

Kibbutzim College, Tel Aviv

*Consumer Culture and Jewish Traditional Way of Life in Hebrew Newspapers' Advertisements at the Last Decades of the 19th Century*

**AGNIESZKA JAGODZIŃSKA**

University of Wrocław

*Advertisements in the Early Hebrew Press for Children*

**KEYNOTE LECTURE 18:30**

**SALLY WEST**

Truman State University

*Elusive Abundance: The Challenges and Rewards of Advertising as Historical Source*

Tuesday **22.02**

**PANEL 2 16:00–17:30**  
**PLEASURES AND ANXIETIES**  
CHAIR: SCOTT URY (TEL AVIV UNIVERSITY)

**EMMA ZOHAR**

Max Planck Institute for Human Development / Nicolaus Copernicus University

*Like a Child in a Sweet Shop: Advertising Sweets in Jewish Newspaper in Interwar Poland*

**SAMUEL GLAUBER-ZIMRA**

Ben-Gurion University of the Negev

*Advertising Occultism in the Jewish Press of Eastern Europe*

**CANAN BOLEL**

University of Washington

*Promises, Anxieties, and Authenticity: What Can Be Gleaned from Advertisements in the Early Twentieth-century Ottoman Jewish Press?*

**PANEL 3 18:00–19:30**  
**ADVERTISEMENTS AND ETHNIC CONSUMER CULTURE**  
CHAIR: GIDEON REUVENI (UNIVERSITY OF SUSSEX)

**MIRIAM ITAY-MALINIAK**

Bar-Ilan University

*Advertisements in Der Moment before Passover, 1910–1939*

**MAKENA MEZISTRANO**

University of Washington

*Matzah Advertisements in the American Ladino and Yiddish Presses: Reimagining Jewish Food History in the United States*

**HANNAH-LEA WASSERFUHR**

Center for Jewish Studies, Heidelberg

*Hidden in Plain Sight: Advertisements for Jewish Ritual Objects during the Second Empire and Weimar Republic in Germany*

Wednesday **23.02**

**PANEL 4 16:00–17:30**  
**RACE, GENDER AND LANGUAGES**  
CHAIR: NATALIA ALEKSIUN (UNIVERSITY OF FLORIDA)

**GIL RIBAK**

University of Arizona / Freiburg Institute for Advanced Studies, University of Freiburg

*Aunt Jemima on the Bronx Express: The Performance of Race in Advertisements in New York's Yiddish Press, 1880s–1920s*

**AYELET BRINN**

The Hadassah-Brandeis Institute

*Gender, Ideology, and Advertising in the Jewish Daily Forward*

**JOANNA NALEWAIKO-KULIKOV**

Polish Academy of Sciences

*Multilingualism in Advertisements and Announcements in the Yiddish Press Before 1918 – A Non-Linguist's Perspective*

**PANEL 5 18:00–19:30**  
**ADVERTISEMENTS IN DIGITAL AND NON-DIGITAL HUMANITIES**  
CHAIR: MARCIN WODZIŃSKI (UNIVERSITY OF WROCLAW)

**EYAL MILLER**

The National Library of Israel

*Behind the Curtain and the Scenes of the Jewish Press: The Technological and Methodological Pitfalls and Prospects of Digital-oriented Newspaper Research*

**BENJAMIN LEE**

University of Washington

*Using Machine Learning to Extract and Analyze Advertisements in Historic Ladino Newspapers, 1890–1948*

**ORLY C. MERON**

Bar-Ilan University

*Advertisements and Jewish Consumer Culture: The Case of the Eastern Mediterranean Basin on the Eve of the Great Depression*

**CLOSING REMARKS 19:30**