

תקציר פעילות מחקרית אשרת רביבו

מאמר :

רביבו, א' (2023). "שער הניצחון: עמודי השער של עיתונות הילדים הישראלית מתקופת מלחמת ששת הימים ככלי לעיצוב זיכרון לאומי", בתוך: ע' לומסקי-פדר וני שפי (עורכות), **זיכרון, חפצים וייצוגים** (עמ' 373-406). חיפה: פרדס.

כנס - קיץ 2023 (מצ"ב תקציר ההרצאה מהכנס) :

"My Advice to You": A Look at the Advice Columns of Israeli Children's Periodicals of the 1960s and 1970s, *The 39th Annual Conference of the Association for Israel Studies (AIS)*, June 26-28 2023, New-York University.

"My Advice to You": A Look at the Advice Columns of Israeli Children's Periodicals of the 1960s and 1970s

From their inception, Israeli children's periodicals constituted an important educational tool and served as a platform for imparting values to the younger generation. Written by adults, educators as well as authors and intellectuals, they were intended to instill educational and cultural ideologies. Their editors considered themselves shapers of public opinion and sought to guide readers' views on a variety of subjects.

This aspect especially stands out in the advice columns printed in various magazines. These sections allowed young readers to send anonymous questions to the magazine and to receive advice in return regarding their hardships. These sections responded to a variety of issues, whether personal, familial, between friends, or regarding more intimate relationships; broader social issues such as schools and youth movements; and national issues, often in connection with security emergencies. These sections were extremely popular, and a number of books were subsequently published featuring questions and answers selected from those that had appeared in such magazines.

These advice columns have been largely overlooked in existing research. In my talk, I seek to shed light upon advice columns published in Israeli children's magazines during the 1960s and 1970s. Examining questions published in these sections offers a glimpse into the issues that occupied children of the time and that magazine editors considered important enough to engage with publicly. The manner in which their answers were given may illuminate the characters of the editorial staff entrusted with giving advice, their educational methods, and their conceptions of children's role in society.