

# Tsfira Grebelsky-Lichtman

## CURRICULUM VITAE AND LIST OF PUBLICATIONS

### • Education

- 1998-2004      Ph.D. Hebrew University. Dissertation: " Verbal and Nonverbal Discrepancy and Non-discrepancy of Support and Challenge in Interpersonal Communication". Ph.D. Supervisors: Prof. Shoshana Blum-Kulka and Prof. Yaacov Shamir.
- 1996-1997      M.A. Magna cum laude. Department of Communication and Journalism, Department of Psychology, Hebrew University.
- 1992-1995      B.A. Magna cum laude. Department of Communication and Journalism, Education, Hebrew University.

### • Employment History

- 2005-2013      Head of the Research Methods Courses  
Faculty of Business Administration  
Ono Academic College
- 2004-2013      Lecturer  
Faculty of Business Administration, and Advertising and Marketing Communications  
Ono Academic College
- 2004-2013      Adjunct Lecturer  
Noah Mozes Department of Communication and Journalism  
Hebrew University

### • Professional Activities

#### (a) Professional academic functions

- 2013              Vice-Director of the Bachelor's Degree Program  
Faculty of Business Administration  
Ono Academic College

(b) Professional functions outside institution

- 2011, 2013           Reviewer for Israel Communication Association Conference (ISCA).
- 2012-2013           Academic Representative on the Board of Directors of the Israel Broadcasting Authority (IBA).
- 2012-2013           Member of the Digital Media Committee of the Israel Broadcasting Authority (IBA).

(c) Significant professional consulting

- 2004-2013       Media training and personal communication coaching for chief executive officers and politicians.

Personal coach for verbal and nonverbal communication expertise, enhancing public and media appearances and negotiation abilities for chief executives and politicians in both the public and private sectors.

Consulting to the managers and owners of the leading financial, hi-tech and industrial institutes in the Israeli economy.

Public sector clients include heads of state; mayors; cabinet ministers; police chiefs; directors of government agencies; and Shin Bet [General Security Services] commanders.

Consultation includes:

- Honing media skills for appearances in mass media; press conferences; digital social networks; and electronic media.
- Preparing for key events such as national & international conferences; board of directors meetings; addressing employees; customer conventions.
- Building personal communication profile.
- Styling of self presentation.
- Strategizing public image.

(d) Membership in professional/scientific societies (past and present)

International Communication Association (ICA)

Israel Communication Association (ISCA)

• **Educational Activities**

(a) Courses taught

Graduate Courses

Applied Political Communication (Hebrew University)

Business Negotiations (Ono Academic College)

Communication Skills in Business Administration (Ono Academic College)

The Theory of Interviewing (Ono Academic College)

Undergraduate Courses

Nonverbal and Verbal Communication in the Media and in Interpersonal  
Interaction (Hebrew University)

Presentation, Persuasion and Communication Skills in Business Administration  
(Ono Academic College)

Research Methods (Ono Academic College)

Social Psychology (Ono Academic College)

Social Psychology in Communication (Hebrew University)

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards

2004-2013 Outstanding Teaching Award for all courses taught, Ono Academic College

2004-2013 Outstanding Teaching Award for all courses taught, Hebrew University

• **Publications**

(a) Refereed articles and refereed letters in scientific journals

Grebelsky-Lichtman, T. (2014). Parental Patterns of Cooperation in Parent-Child Interactions: The Relationship Between Nonverbal and Verbal Communication. *Human Communication Research*, 40, 1-29 (A in Communication; IF= 2.088; 4/72 in Communication).

Grebelsky-Lichtman, T. Children's Verbal and Nonverbal Congruent or Incongruent Communication during Parent-Child Interactions. *Human Communication Research*, In press (A in Communication; IF= 2.088; 4/72 in Communication).

Grebelsky-Lichtman, T. The Role of Verbal and Nonverbal Behavior in Televised Political Debates. *Journal of Political Marketing*, In press (B in Communication).

Grebelsky-Lichtman, T. (2012). The Relationship of Verbal and Nonverbal Discrepancy and Non-discrepancy to Journalists' Reactions: Hassan Nasrallah's Television Appearances during the Second Lebanon War. *Media Frames: Israeli Journal of Communication*, 9, 99-131 [Hebrew] (B in Communication).

Grebelsky-Lichtman, T. (2010). The Relationship of Verbal and Nonverbal Behavior to Political Stature: The Political Interviews of Israel's Prime Minister Ariel Sharon. *Journal of Political Marketing*, 9(4), 229-253 (Lead article) (B in Communication).

Grebelsky-Lichtman, T., Blum-Kulka, S. & Shamir, Y. (2009). Success and Failure in the Israeli Political Discourse. *Megamot*, 46(1), 7-37(Lead article) [Hebrew] (B in Communication).

Libes, T., Peri, Y. & Grebelsky-Lichtman, T. (1996). Where is the Real Influence?. *Kesher*, 20, 5-20 [Hebrew] (B in Communication).

#### • Lectures and Presentations at Meetings and Invited Seminars

##### (a) Professional media and public appearances (invited speaker)

Nov 2013 Research regarding parents' congruent and incongruent communication. Channel 2, Israeli television.

Nov 2013 Research regarding parents' congruent and incongruent communication. *Yediot Ahronot*, Israeli newspaper.

- Nov 2013 Progress in Jerusalem. Channel 2, Israeli television.
- Oct 2013 Netanyahu's speech at the United Nations, Radio Jerusalem.
- July 2013 Netanyahu-Abu-Mazen Negotiations. Channel 2, Israeli television.
- May 2013 Yair Lapid's Verbal and Nonverbal Communication. *Haaretz*, Israeli newspaper.
- Mar 2013 Obama's Nonverbal Communication. Channel 2, Israeli television.
- Mar 2013 Obama's Nonverbal Communication. Channel 1, Israeli television.
- Mar 2013 Nonverbal communication. Reshet Bet radio.
- Mar 2013 "Professors in Slippers": Nonverbal Communication, Israel Museum.
- Mar 2013 "Professors in Slippers". Galei Zahal radio.
- Mar 2013 Nonverbal Communication in Parent-Child Interactions. Radio Jerusalem.
- Mar 2013 The Obama-Romney Televised Debate. Knesset TV.
- Mar 2013 Discrepancy and Advertising. [ice online](#)
- Dec 2012 Election Campaigns and Political Marketing. Channel 2, Israeli television.
- Dec 2012 Female Politicians. *The Marker*.
- Mar 2012 Gender and Politics. Channel 10, Israeli television.
- Nov 2011 Social Psychology and Gender and Politics. Kol Yisrael radio.
- Nov 2011 Nonverbal Communication in Sports. *Yediot Ahronot*, Israeli newspaper.
- Nov 2011 Gilad Shalit's Nonverbal Communication. *Yediot Ahronot*, Israeli newspaper.

(b) Seminar presentations at universities and institutions

2012 – Faculty of Business Administration, Ono Academic College

2011 – Department of Communication, University of Haifa

2010 – Department of Communication and Journalism, Hebrew University

• **Research Grants**

2000-2003 The President's Program Fellowship for outstanding doctoral students,  
Hebrew University

2002-2003 The Israel Foundations Trustees, 5,000 NIS a month

2001-2003 The Smart Institute Scholarship - research grant for doctoral students,  
Hebrew University, \$2,000

1998-2001 The Israel Foundations Trustees, \$7,000

• **Present Academic Activities**

(a) Submitted for publication

Grebelsky-Lichtman, T. Success and Failure in Televised Political Debates: The Role of Verbal and Nonverbal Behavior. *Journal of Communication*. Under second revision.

Grebelsky-Lichtman, T. The Relationship between Verbal and Nonverbal Behavior as an Indicator of Involvement in Parent-Child Interactions. Under review.

Grebelsky-Lichtman, T. & Cohen, A. A. Speaking Under Duress: Verbal and Visual Elements of Personal and Political Messages in Captive Videos. Under review.

Grebelsky-Lichtman, T. & Cohen, A. A. Mideast “Trilogy”: Hamas, Fatah, and Israeli Press Coverage of a Video for Prisoner Swaps. Under review.

(b) Research in progress

Grebelsky-Lichtman, T., & Amar, M. When Verbal and Nonverbal Discrepancy Increases Persuasion: Positive Effect of Contradictory Information.

Shapira, M., Grebelsky-Lichtman, T., & Amar, M. The Influence of the White Bear Phenomenon and Verbal vs. Nonverbal Discrepancy on Brand Attitudes.

Grebelsky-Lichtman, T., & Avnimelech, G. Success and Failure in Crowd Funding.

Grebelsky-Lichtman, T. Patterns of Parental Nonverbal Communication.