



## Israel for REEL™

# Bringing it Home: What is Home? How is Israel Home?

### Lesson Plan

## Part 1: Opening Activity: Exploring the Meaning of Home

- **5 minutes:** Watch:
  - [Project excerpt from the Wizard of Oz](#)
- **5 minutes:** In pairs, ask participants to share:
  - What is the meaning of “home” to them?
  - What is the difference between “home” and “home land”?
- **5 minutes:** Group discussion:
  - What came up?
  - Can you come up with one word that sums up for you what is home? (Write this list for all to see)

## Part 2: Examining the Meaning of “Home” in Israeli Context through the Lens of Commercials on Israeli Television

### Introduction

You might choose to say: “In the next section, we are going to examine how Israel is home to the Jewish people...We are going to do so by watching commercials from Israeli television.

Ask: In what ways do you think that Israeli TV commercials will be similar / different compared to American TV commercials? (You can choose to show one

or more commercials from the ad titled “American Ads”) If you do so...you can discuss the following:

- For the commercial titled: [“Happy, Home Boxes:”](#)
  - From what material did the children built their home?
  - What was the word that appeared at the end of the commercial? (answer: Happy) Would this word show up in Israeli TV ads about home?
- For the commercial titled [“Proud to Be”](#) discuss:
  - Who’s home in America?
  - What does it make you think about in terms of the Natives of America and the Natives of Israel?
- **25 minutes:** Show commercials from the files titled “Tnuva” and “Cellcom” after each one discuss:
  - Tnuva
    - [קוטג' תנובה - פרסומת טלוויזיה - בוא הביתה](#)
    - [לגדול בבית ישראלי, תנובה | מקאן אריקסון](#)
  - Cellcom
    - [פרסומת סלקום שובי אל ביתי](#)
    - [סלקום טוטאל-נט](#)
    - [משפחות נועדו להיות ביחד...](#)

Discuss:

1. What came up?
2. What’s the pronoun used in the Israeli Commercial? (in Tnuvah specifically it’s: Habayit shel Kulanu..)
3. What was the commercial about?
4. Did it correspond to the list of words about the meaning of home that was listed in the beginning of the session?
5. What was uniquely Israeli about these commercials?

*Note to facilitator: in the Cellcom commercial titled: “You don’t need to change when you get home” you might want to spend a little time talking about Beitar Yerushalaim and some of what is usually associated with the group. You might also choose to end this part of the session with the cellcom commercial titled “Families Were meant to be together.” As it delivers a strong punch, most of these*



commercials are self-explanatory, but you might choose to translate what is said at the end of each commercial.

## Part 3: Exploring How is Israel home to Participants?

**10 minutes:** Introduction activity to the topic: In a big group or in smaller Hevrutahs ask participants to discuss the following:

- Is Israel Home to the Jewish People? Is it a Homeland? Why and How?
- Does Israel feel like home to them? In what ways?
- What are the privileges and responsibilities concerning the relationship between an individual/or a community and his/hers/their home?

Follow with a group discussion. "What came up?"

**10-15 Minutes:** Show: Misrad Haklitha's Commercials.

Before showing the ads from Misrad Haklitha (Absorption Ministry) you might chose to explain that these ads were made by and paid for by the Misrad Haklitha in Israel in order to have Israelis leaving abroad come back home. These were broadcasted for a very short time in the United States and created quite a stir. As participants watch the commercials encourage them to think about why were these commercials controversial. You might also need to explain some cultural references, such as the rituals around Yom Hazikaron

- [הגיע הזמן לחזור לארץ "Daddy" לפני שאבא יהפוך ל](#)
- [הגיע הזמן לחזור לארץ "Daddy" לפני שאבא יהפוך ל](#)
- [יום הזיכרון](#)

Show the films from the file titled "Misrad Haklitha" Follow with discussion:

1. What did you think about these commercials?
2. Why do you think these commercials were controversial?

*Note to facilitator: You might chose to project the short excerpt from the doc titles "Israeli Ad Campaign Unsettles US Jews"*



- [Israeli Adverts Pulled Amid Jewish American Uproar: Netanyahu orders ad withdrawal](#)

Show the following (more recent) commercial from the Absorption ministry. Ask: what is the difference between the other commercials to this one? Which one do you think is better?

- [משרד העלייה והקליטה - הכי שתרגישו בבית!](#)

## Conclusion: For the Fun of It

### 10-20 minutes:

Introduction: Israelis are experts at poking fun at themselves (and other) and to use a sense of humor in dealing with even the most controversial issues. The short films in this section were made as a spoof on the commercials that were seen in the previous segment. Note: some of these spoofs might need an introduction or context. You might need to explain some of the following (pending on which ad you are showing: Many young Israelis go to travel in South America after their military service. Who is Rafi Reshef? Who are the Ultra-Orthodox in Israel?

- [הסרטון המקורי Daddy 2: משרד הבריחה מגיש](#)
- [משרד הקליטה מגיש....חיזרו הביתה](#)
- [משרד הבריחה 2....אירת](#)

Note: The punch lines are in Hebrew. You will need to translate these to participants. In addition, some of the dialogues in the commercials are in Hebrew. Watch these commercials ahead of time and see which statements you might want to translate...

For more information you can contact the ICC@JCC department at [icc@paloaltojcc.org](mailto:icc@paloaltojcc.org)

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