

RESEARCHER PROFILE

PROF. CHAIM NOY

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HORIZON EUROPE TOPIC(S) OF INTEREST:

HORIZON-CL2-HERITAGE-2021-01-03: New ways of participatory management and sustainable financing of museums and other cultural institutions

CONTRIBUTIONS TOWARD CALL TOPIC

My studies in the last 15 years or so have focused on participatory media, practices, discourses, and ideologies of heritage and history museums. I have published abundantly on this topic, as well as given numerous talks and workshops to both academic and professional (museum) audiences. My expertise in these fields positions me advantageously with regards to thinking, contributing, and writing about strategies for participatory management and sustainable financing of museums and cultural organizations.

To be clear, while I have not studied participatory management specifically, the knowledge and skills I possess about the interface of museums and their publics and audience, is, in my mind, crucial for taking the “participatory turn” in museum management and studies, to the level of management and financing. In order to be participatory, inclusive, democratic and communally empowering, museums need to know how to involve and engage publics, how to turn them firstly into audiences, and then into participants and collaborators in management and funding. For this process to materialize, the connection between collections and display, on the one hand, and participatory media, practices, discourses, and ideologies, on the other hand, needs to be positively rethought.

PROFILE BRIEF

My research foci lie in the fields of Media and Communication Studies, Museum Studies, and Tourism Studies. My methods are qualitative and consist mainly of ethnographic and discourse analytic approaches. Combining rich ethnographic and qualitative data, my work is thorough and wide-spanning, and I have published three books and over 80 academic publications (peer-refereed journal articles and book chapters). My work is also well received with around 5,000 citations on Google Scholar. I have given many talks and workshops to academics and professionals in the fields of museums and (heritage) tourism.

I currently serve as the Chair of the School of Communication at Bar Ilan University, and since 2018, also as the Chair of the Israeli Communication Association (ISCA). I serve on various local and international academic committees, in the fields I study, and I am an active and contributing member on both local and European museum associations.

RELEVANT PUBLICATIONS

1. Noy, C. (2021). Museum audience's texts: Towards a conceptual and contextual reading. *Visitor Studies*, 24(1): 38-57.
2. Noy, C. (2020, Online First). Narrative affordances: Audience participation in museum narration in two history museums. *Narrative Inquiry*. <https://doi.org/10.1075/ni.19121.noy>
3. Noy, C. (2017). "Participatory Media and Discourse in Heritage Museums: Co-constructing the Public Sphere?" *Communication, Culture & Critique*, 10(2): 280-301. DOI:10.1111/cccr.12160
4. Noy, C. (2016). "Participatory Media New and Old: Semiotics and Affordances of Museum Media." *Critical Studies in Media Communication*, 33(4): 308-323. DOI:10.1080/15295036.2016.1227865
5. Noy, C. (2016). "My Holocaust Experience was Great!": Entitlements for Participation in Museum Media." *Discourse & Communication*, 10(3): 274-290. DOI:10.1177/1750481315623901
6. Noy, C. (2015). *Thank You for Dying for Our Country: Commemorative Texts and Performances in Jerusalem*. New York: Oxford University Press.

BAR ILAN UNIVERSITY PROFILE

Established in 1955, Bar Ilan University (BIU) is currently one of Israel's largest universities with a total undergraduate and graduate student enrollment of 19,000. With more than 1,600 senior and junior faculty members, BIU has achieved an international reputation for academic and research excellence, especially, but not limited to the fields social sciences, artificial intelligence, renewable energy, bio-medicine, brain sciences, cancer, cyber security, cognitive sciences, environment, quantum technologies, medicine, archaeology, nanotechnology and advanced materials.

Building on our past and current successes in FP6, FP7, H2020 and ERC projects, BIU is committed to strengthening its research and innovation infrastructure and supporting multidisciplinary innovative research initiatives with its 55 research centers and 60 endowed chairs. In addition, the Bar Ilan Center for Smart Cities is recognized by the EU SMART SPECIALISATION PLATFORM as a Digital Innovation Hub.