

מחייזריות לבנות שלנו: מתחים בין-תרבותיים במפעל אוריינות ממוגדר

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המחלקה לתקשורת האוניברסיטה העברית בירושלים

The 1964 Operation Eradicate Ignorance (המבצע לביעור הבערות) targeted Jewish Israeli migrants from non-Western cultures, attempting to modernize them through print literacy. Female soldiers, mostly veteran Israelis of Ashkenazi origins, were trained as teachers and lived in the communities of their students for the duration of their military service. The encounter between the two groups of women was steeped in cultural differences on several levels – age, marital status, education, ethnicity – from its inception. However, the specific settings and socio-cultural-historical contexts, created an opportunity for the development of authentic dialogue between the hegemonic "modern" culture of the teachers and the traditional–oral culture of their students. Initial concerns and apprehension about the female soldiers, perceived as threatening aliens, gradually changed into appreciating and incorporating them into the community as friends or even "daughters." Based on current interviews with former teachers and students the paper focuses on the transformation of the soldiers, arguing for a reversed perspective of accommodation and enculturation. While the purpose of the literacy campaign was to transform the students into productive literate citizens, it was the actions of the students who adopted the soldier-teachers that enabled transformation. The campaign paradoxically benefitted the teachers who claim, "It was our ignorance that was eradicated."