

Orly Kayam, PhD
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Education

Bachelor of Arts in Hebrew Language and Educational Administration, Bar-Ilan University 1993 (summa cum laude)
Masters in Educational Administration and Teaching Certification, Bar-Ilan University 1995 (cum laude)
PhD in Hebrew Language and Rhetoric, Bar-Ilan University, 2000 (summa cum laude)

Experience in Teaching and Administration

Administrative Positions:

1. Director of the Pre-Academic Preparatory Year Programs at the Zinman College of Physical Education and Sport Sciences at the Wingate Institute under the auspices of the Ministry of Education and the Ministry of Defense's Fund for Discharged Soldiers. In my capacity as Director, I am entrusted with providing a second chance to discharged soldiers, special populations, and students with learning disabilities to complete their basic education and to afford them the opportunity to continue on to higher education (from 2001- Present).
2. Coordinator of Studies in Linguistics at the college (from 2009 - Present).
3. Head of the Literacy Center (from 2009 - Present).
4. Head of the Learning Disabilities Center (from 2010 - Present).

Teaching Positions in Academic Institutions:

1. Zinman College of Physical Education and Sport Sciences at the Wingate Institute (from 2001 to present). Teaching basic language, academic writing and text analysis.
2. Bar-Ilan University (1995-2000). Taught both graduate and undergraduate level courses.
3. Levinsky College (1989-1994). Taught Hebrew language courses, academic writing, and understanding texts to students in the college and the pre-academic program.
4. Ahva College (1989-1994). Taught Hebrew language and academic writing courses.

Other Teaching Positions:

1975-1989. Taught Hebrew, Arabic, communication, and reading and writing comprehension in a number of internal and external high schools.

List of Publications and Scientific Articles Presented at Conferences

Lectures at Scientific Conferences:

“Rhetoric and Demagogy – Secrets of the Art of Persuasion”[in Hebrew]. Course for overseas tour group leaders, Ministry of Tourism, Zinman College of Physical Education and Sport Sciences at the Wingate Institute, 2011.

“Soccer Commentators Uses of Rhetoric during the Mondial 2010”[in Hebrew]. Conference of Language and Rhetoric. Mofet Institute, 2010.

“Public Speaking and Body Language”[in Hebrew]. Course for overseas tour group leaders, Ministry of Tourism, Zinman College of Physical Education and Sport Sciences at the Wingate Institute, 2010.

“A Study of Comparative Linguistics – The Rulings of Supreme Court Justices”[in Hebrew], Mofet Institute, 2009.

“Communication: Rhetoric, Reason, and Body Language”[in Hebrew]. Administrative workers conference. Maalot, 2008.

“Israeli Soccer Commentators’ Rhetoric”[in Hebrew], 5th Oranim Conference, Oranim, 2004.

“The Magic of Rhetoric – Secrets of the Art of Persuasion”[in Hebrew], Directors Conference, Ramat Gan, 2003.

“Theory of Rhetoric and Reason”[in Hebrew], Mofet Institute, Levinsky College, 1999.

“The Rhetorical Language of Supreme Court Justices”[in Hebrew], Conference of Young Researchers in Judaic Studies and the Humanities, Bar-Ilan University, 1999.

“Legal Rhetoric and Reason – A Linguistic Study- Comparing the Rulings of Justice Hesin and Justice Dorner in the Kidum Affair” [in Hebrew], International Socio-Linguistics Conference, Haifa University, 1998.

“Persuasion in the Language of Supreme Court Justices” [in Hebrew], 1st Scientific Conference of Discourse Research, Bar-Ilan University, 1997.

“Unique Legal Civil and Criminal Rulings” [in Hebrew], Scientific Seminar – Discourse Analysis in Modern Hebrew, Bar-Ilan University, 1996.

“Brand Name Creation in the Israeli Communications Market” [in Hebrew], Scientific Seminar on Modern Hebrew, Ben-Gurion University, 1994.

“A discussion of Isaiah – A comparison between the Dead Sea Scrolls and the classic biblical version” [in Hebrew], Scientific Seminar of Biblical Hebrew, Bar-Ilan University, 1991.

List of Publications and Teaching Material

Books and Articles:

Kayam, O. (2000). “Rhetoric Features in Legal Language” [in Hebrew] PhD thesis. Bar-Ilan University.

Kayam, O. (2010). Rhetoric on the Balance Scales, Reference book on the linguistic-rhetoric of Supreme Court rulings, Tel Aviv: Asef

Kayam, O., Abu-Penneh, M. (2010). “Rhetoric in Sports Journalism in the Hebrew and Arabic Press in Israel” [in Hebrew], *Mayim Medalio*, Lifshitz.

Talmor, R., **Kayam, O.** (2010) “Teachers Changing Attitudes Towards Special Needs Students and Mainstreaming” [in Hebrew], *ISEI Issues in Special Education & Inclusion*, vol. 26.1, Haifa University.

Kayam, O., Talmor, R., Shoval, E. (2010). “Academic Acclimation of Ethiopian Students in Pre-Academic Programs” [in Hebrew], accepted for publication to *ISEI Issues in Special Education & Inclusion*, Haifa University.

Shoval, E., Talmor, R., **Kayam, O.**, (2009). “The Concept of Coherency in Teaching – Forging an Idea from Professional Literature, A Case Analysis and Discussion with Experts” [in Hebrew]. *International Journal of Qualitative Studies in Education*.

Talmor, R., **Kayam, O.**, (2009). “Attitudes of Students of Education Towards Mainstreaming – Survey of the Literature” [in Hebrew], *ISEI Issues in Special Education & Inclusion*, Haifa University.

Talmor, R., Sharon, A., **Kayam, O.** (2009). “Comparative Study of Teachers Attitudes Towards Special Needs Students and Regular Students - Quantitative Research” [in Hebrew], *ISEI Issues in Special Education & Inclusion*, Haifa University.

Talmor, R., Sharon, A., **Kayam, O.** (2009). “Comparative Study of Teachers Attitudes Towards Special Needs Students and Regular Students – Qualitative Research” [in Hebrew], *ISEI Issues in Special Education & Inclusion*, Haifa University.

Talmor, R., **Kayam, O.**, (2006). "To What do Learning Disabled Students in the Pre-Academic Preparatory Program Attribute Their Academic Success"[in Hebrew], *ISEI Issues in Special Education & Inclusion*, Haifa University.

Kayam, O., Kaufman, H., (2005). "The Rhetoric of Israeli Soccer Commentators"[in Hebrew], *Betnuah*, 7, 3-4, 224-253, Zinman College of Physical Education and Sport Science at the Wingate Institute.

Kayam, O., Livnat, Z., (2004). "'Quotation as a Rhetorical Device in Israeli Court Judgement" [in Hebrew] *Hebrew Linguistics*, vol. 54, 37-53, Bar-Ilan University.

As yet unpublished:

Talmor, R., **Kayam, O.**, Shoval, E., (2009) "Factors that Attribute to the Academic Achievements at the Pre-Academic Preparatory Program according to Students with Learning Disabilities and their Teachers". Submitted to *Journal of Postsecondary Education and Disability*.

Talmor, R., **Kayam, O.**, Shoval, E., (2009). "Teachers' Responsibility for Learning Disabled Students' Academic Success at the Pre-Academic Preparatory Program", [in Hebrew]. Submitted to *Issues in Education*.

Kayam, O., Talmor, R., Galily, Y., (2011) "Preparation for Life? How Ethiopian Immigrant Students in a Pre-Academic Preparatory Program Perceive their Studies in Relation to their Integration within Israeli Society and What are the Factors that Promote Their Learning at the Program?"

Future articles (currently being written):

Kayam, O., Talmor, R., Kum, G., Golan, A., (2010). "Qigong and Coaching, Alternative Methods for Improving Scholastic Ability of Students in the Pre-Academic Program"[in Hebrew]. Submitted to *ISEI Issues in Special Education & Inclusion*

Talmor, R., **Kayam, O.**, Hellerstein, D., "Teaching Methods for English Language Instruction for Heterogeneous College Classrooms"[in Hebrew]. Submitted to *Iyunim B'Chinuch*.

Kayam, O., (2010). "Legal Rhetoric and Reason – A Linguistic Study – Comparing the Rulings of Justice Hesin and Justice Dorner in the Kidum Affair" [in Hebrew].

Kayam, O., Kaufman, H., (2010). "Maccabi Tripoli – An Historic Study of the Maccabi Tripoli Association"[in Hebrew].

Kayam, O., Kaufman, H., (2011). "Rhetoric in Israeli Sports Journalism".

Kayam, O., Cohen, R., Arnon, M., Zach, S., “ The Specialized Pre-Academic Program - Does it Achieve its Goal?”[in Hebrew].

Teaching Materials:

Kayam, O. (Editor) (2010). “New Curriculum for Hebrew Language and Literacy for College Students”, Zinman College of Physical Education and Sport Sciences at the Wingate Institute.

Kayam, O. (Editor) (2010). “Beginners’ Workbook – Exercises in guided reading and text analysis”, Zinman College of Physical Education and Sport Sciences at the Wingate Institute.

Kayam, O. (Editor) (2010). “Advanced Workbook – Exercises in guided reading and test analysis”, Zinman College of Physical Education and Sport Sciences at the Wingate Institute.

Kayam, O. (Editor) (2010). “Idioms and Phrases – Their Meaning and Origins”, Zinman College of Physical Education and Sport Sciences at the Wingate Institute.

Kayam, O. (Editor) (2010). “Language Games for the Jewish Holidays”, Zinman College of Physical Education and Sport Sciences at the Wingate Institute.

Kayam, O. (2004) “Curriculum of Supplementary Subjects”, for non-matriculation certificate holding students, Zinman College of Physical Education and Sport Sciences at the Wingate Institute.

Kayam, O. (1995) “Test Preparation”, A Study Guide for the Hebrew language matriculation exam, Department of Hebrew and Semitic Languages, Bar-Ilan University.