GEORGE L. MOSSE/LAURENCE A. WEINSTEIN
CENTER FOR JEWISH STUDIES

SIXTEENTH ANNUAL

Greenfield Summer Institute

Reading Jews: From “People of the Book” to Popular Culture

July 12–16, 2015
University of Wisconsin–Madison
Jews have been called “the people of the book” because of the strong legacy of the Bible and Talmud, and their emphasis on the high value of education. But Jews have also had a huge impact on the wider public world of books, media and popular culture. The 2015 Greenfield Summer Institute will explore the implications of Jews’ relationship to reading and writing, and to media and popular culture, exploring what it means to be a “people of the book.” From the Bible and Talmud to hypertext; from the psalms to the world of art, music, and Hollywood; the speakers at this year’s Greenfield Summer Institute will consider Jews’ relationship to language, to text, and to media and popular culture from the ancient world to the contemporary period in the Middle East, in the United States, and all corners of the Jewish world.

Space is limited, so please register early.

Can’t make it for the whole Institute? You can register for each day’s lectures and events separately!

Registration deadline: June 12, 2015

Online registration: jewishstudies.wisc.edu/greenfield

The Greenfield Summer Institute is sponsored by the Mosse/Weinstein Center for Jewish Studies through the generosity of Larry and Roslyn Greenfield.

“I’ve always been a student, my whole life... being able to come back, sit in on lectures from professors who are experts in their field, and share those experiences with other people who have similar interests—to me that sounds like a really fun vacation. A learning vacation.”
– Robin Berman Thompson ’72 (Fairfax, VA)
SUNDAY, JULY 12

5:00–6:00 p.m.
Check in and pick up information packets
Fluno Center (601 University Avenue)

6:00–8:00 p.m.
Opening Dinner
Fluno Center

Welcome and opening remarks by Simone Schweber,
Director of the Center for Jewish Studies.

All lectures will be held at Grainger Hall, 975 University
Avenue, unless otherwise noted.

MONDAY, JULY 13

Reading Classical Texts

9:00 a.m.
Reading Rabbis on Rabbis Reading
Jordan Rosenblum (University of Wisconsin-Madison)

According to the ancient rabbis, the Hebrew Bible was
authored by a divine, inerrant, and intentional teacher. So
what happens when there is an apparent typo? Or when
the text repeats or contradicts itself? In this talk, we will
discuss how to solve these puzzles by reading texts with
rabbinic eyes.

10:45 a.m.
How to Read the Bible: Maimonides vs. Spinoza
Steven Nadler (University of Wisconsin-Madison)

This talk examines how we are supposed to read the
Hebrew Bible from the point of view of two of the most
important philosophers in the Jewish intellectual tradition
ever to write about the interpretation of Scripture:
Maimonides and Spinoza.
1:30 p.m.
**Jews Reading Ancient Greek**
Patricia Rosenmeyer (University of Wisconsin-Madison)

In 1920, the Russian Jewish poet Shaul Tschernikovsky translated a group of ancient Greek verses into Hebrew. This talk examines how Tschernikovsky translated these verses into a language that was precariously balanced between an overdetermined written past, found in the language of the Hebrew Bible, and an imaginary spoken future, expressed by the modern Hebrew of a Zionist homeland.

3:15 p.m.
Film (Optional)

Stay at Grainger Hall to view the award-winning Israeli film *Footnote*.

**TUESDAY, JULY 14**

**Reading and Popular Culture**

9:00 a.m.
**The Men Who Invented Hollywood**
James Hirsch (Screenwriter and Producer)

This talk explores Jewish influence on the birth of American popular culture, from Hollywood producers Louis B. Mayer and Samuel Goldwyn to artists like Irving Berlin, George Gershwin, and Al Jolson. We will consider American culture as reflected in the history of Hollywood, from the Jewish leaders of today’s entertainment industry to the artists of tomorrow.

10:45 a.m.
**People of the Score: Journeys from Exile to Film Music Legends**
Teryl Dobbs (University of Wisconsin-Madison)

German Jewish composers have left a film music legacy that links *Casablanca* to *Psycho* to *Ghostbusters* to the 2014 release, *Interstellar*. This talk discusses how this film music captures the popular imagination and continues a proud tradition of Jewish music-making that refuses to be silenced.
1:30 p.m.
A Tale of Two Meyers:
Notes on the Jew-Villain in America
Eitan Kensky (Harvard University)

This talk discusses the persistent presence of the “Jew-Villain” in Western culture. From Shakespeare's Shylock and Dickens' Fagin to F. Scott Fitzgerald's Meyer Wolfsheim, we will explore a wide range of responses to the Jew-Villain, and the complicated, ambivalent relationships of American Jews to power and money.

3:15 p.m.
Greenfield Book Club (Optional)

Faculty-moderated discussion groups will meet to discuss Steve Stern's new novel The Pinch. Please indicate on the registration form whether you plan to participate.

WEDNESDAY, JULY 15
Poetry, Photography and Folklore

9:00 a.m.
Itsik Manger's Khumesh-Lider and the Hebrew Bible's Modern Legacy
Philip Hollander (University of Wisconsin-Madison)

During the modern period, Hebrew and Yiddish writers have maintained a strong relationship with the Hebrew Bible. Itsik Manger’s famed 1935 collection Khumesh-Lider constitutes a prime example of this enduring relationship. This talk will reveal the Hebrew Bible's richness and continuing relevance to contemporary Jewish life.

"This is my first year and I love it so I will be back... I came with my parents, who are visiting from out of town, so it's a wonderful thing for us to do together. — Debbie Minkoff '81 (Madison, WI)
10:45 a.m.
Creative Amnesia, or the Persistence of Magic: On the Relationship Between Literature and Folklore in the Jewish Context
Steve Stern (Skidmore College)

Generated from Scripture, Jewish folk literature endowed the culture of the East European Jews with a dimension of magic. With the devastation of the culture, that magic was nearly lost, and efforts to recover it in our time have had mixed results. This talk discusses the future of folk consciousness in the Jewish experience.

12:00 p.m.
Optional Luncheon Seminar
Recipes for Community Life: Stories of Jewish Cookbooks and Cooking
Corrie Norman (University of Wisconsin-Madison)

Interested participants will have the opportunity to interact with Corrie Norman and her undergraduate students in a session devoted to the relationships between food, religion and community. Corrie Norman will begin with a brief overview, but most of the session will be devoted to storytelling and conversation. You are welcome to bring your own family recipes and community cookbooks, but this is not required. For more information, email Corrie Norman directly at cenorman@wisc.edu. Sign up for this event at the Registration Table on Monday, July 13.

1:30 p.m.
Jews, Photography, and Fashioning the New Woman in Interwar Vienna
Lisa Silverman (University of Wisconsin-Milwaukee)

This talk will examine the role of prominent Jewish women in the distribution and marketing of fashion through photography, focusing on Madame d’Ora (the pseudonym of photographer Dora Kallmus), who produced dozens of photographs for Ludwig Zwieback & Brothers, Vienna’s renowned luxury department store, which was headed at the time by the well-known Ella Zirner-Zwieback.
5:30 p.m.
Closing Dinner
Steenbock’s at the Wisconsin Institute for Discovery
330 N. Orchard Street

THURSDAY, JULY 16
Reading and Shaping Identity

9:00 a.m.
Recipes for the Melting Pot:
Reading The Settlement Cook Book
Nora Rubel (University of Rochester)

This talk will discuss the best-selling fundraising cookbook, The Way to A Man’s Heart: The Settlement Cook Book. The Settlement Cook Book was originally meant as a way to Americanize new and “green” Jewish immigrants. In later years, it became a nostalgic way to connect to a traditional Jewish past for acculturated American Jews.

10:45 a.m.
Memoirs and Memory:
Shaping Identity in Two Fundamentalist Schools
Simone Schweber (University of Wisconsin-Madison)

This talk discusses the way memoirs were used to teach about the Holocaust in two radically different fundamentalist schools: one, an ultraorthodox Jewish day school, the second, a charismatic, evangelical Christian school. By using observations, interviews and document analysis, we will construct a portrait of how books are used to instill notions of identity.

“My favorite memory is the camaraderie, all the new people you meet, and sitting and having discussions with the professors during and after their presentations.” —George Strick (Milwaukee, WI)
REGISTRATION/PAYMENT INFORMATION

Fees > The fee for the Greenfield Summer Institute is $175 for all programming, including the opening and closing dinners. Registration forms postmarked after June 12 will be subject to a $25 late fee. For more information about kosher meal options, please contact the Center for Jewish Studies.

A la carte pricing > $45 to attend lectures and afternoon activities on Monday, Tuesday, or Wednesday
$30 to attend lectures on Thursday morning
$25 opening OR closing dinner for Greenfield registrants
$25 to attend opening or closing dinner for those not attending Greenfield (i.e., additional friends and family)

Registration Online > Participants are encouraged to register and pay online with a credit card at jewishstudies.wisc.edu/greenfield.

Registration By Mail > You may still register by mail using the form on the next page and mailing it to the address below with a check for $175 ($200 after June 12). Please make checks payable to UW–Madison/CJS.

Mosse/Weinstein Center for Jewish Studies
4225 Mosse Humanities Building
455 N. Park Street
Madison, WI 53706-1319

Please be sure to register only once!

Confirmation of your registration, as well as information about the lectures, housing, specific events, and parking will be sent to you after your registration has been processed. This information will be sent via e-mail if you register online, and via US Mail if you register via mail.

Parking > Underground parking is available in Grainger Hall. Information about access to parking will be sent after your registration has been received.

Lodging > The Institute has blocked rooms at several nearby hotels. A list of hotels, with information about discounted rates, is available on our website and will also be sent after your registration has been received.
PLEASE CHOOSE AN ENROLLMENT OPTION

☐ Complete package: all programming Sunday through Thursday, including lectures, events, and opening and closing dinners. *Note: if you wish to register additional dinner guests, please indicate under “a la carte options.”*

☐ A la carte pricing

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
<th># of People</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Package</td>
<td>$175</td>
<td>x</td>
<td>$________</td>
</tr>
<tr>
<td>($200 after June 12)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>A la carte options</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday opening dinner</td>
<td>$25</td>
<td>x</td>
<td>$________</td>
</tr>
<tr>
<td>Monday lectures and events (includes film)</td>
<td>$45</td>
<td>x</td>
<td>$________</td>
</tr>
<tr>
<td>Tuesday lectures and events (includes book club)</td>
<td>$45</td>
<td>x</td>
<td>$________</td>
</tr>
<tr>
<td>Wednesday lectures and events (does <strong>not</strong> include dinner)</td>
<td>$45</td>
<td>x</td>
<td>$________</td>
</tr>
<tr>
<td>Wednesday closing dinner</td>
<td>$25</td>
<td>x</td>
<td>$________</td>
</tr>
<tr>
<td>Thursday morning lectures</td>
<td>$30</td>
<td>x</td>
<td>$________</td>
</tr>
</tbody>
</table>

**Total Amount Enclosed:** $__________________________
This is my first time attending the Greenfield Summer Institute
I plan to participate in the optional discussion of Steve Stern's Book, *The Pinch*

Names of additional dinner attendees for **opening dinner on Sunday, July 12:**

Names of additional dinner attendees for **closing dinner on Wednesday, July 15:**

How would you like your name(s) and hometown to appear on your nametag?

Please note any special assistance you require due to dietary restrictions, visual and/or hearing impairments, or mobility limitations:

For more information: Phone: 608-890-3572 / E-mail: greenfield@cjs.wisc.edu / jewishstudies.wisc.edu/greenfield
Sixteenth Annual
Greenfield Summer Institute
Reading Jews: From “People of the Book” to Popular Culture