

Contact: Darcy Maher, 732-729-9877, E-mail: dbmbildner@comcast.net

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FOR IMMEDIATE RELEASE

**RUTGERS' BILDNER CENTER PRESENTS LECTURE  
ON "THE PEOPLE OF THE BOOK AND ORAL MEMORY"**

NEW BRUNSWICK/PISCATAWAY, N.J. – While the expression “the people of the book” is well-recognized and immediately conjures up the Jewish people, less well known is the manner in which the oral transmission of texts is at the heart of Jewish creativity, history, and civilization. **Dr. Eli Yassif** (Tel Aviv University) will explore the dichotomy between the oral and the written, and the interplay between the two, as he leads us on a journey from the Bible to the Talmud and into the Middle Ages.

The Toby and Herbert Stolzer Endowed program is presented by the Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers, the State University of New Jersey, and will take place Thursday, March 27 at 7:30 p.m., in Multi-purpose Room A, Busch Campus Center, 604 Bartholomew Road, Piscataway. Advance registration is requested.

Eli Yassif, the Zvi and Sara Berger Professor of the Study of Jewish Folk Culture, Tel Aviv University, is a visiting professor at Yale University this year. He has won many awards for his publications, including the Sholom Aleichem Award in 1999 for Life Contribution to the Study of Jewish Literature and Folklore, and the National Jewish Book Award for *The Hebrew Folktale: History, Genre, Meaning* (Indiana University Press, 1999).

To RSVP, contact the Center at [csjlrsvp@rci.rutgers.edu](mailto:csjlrsvp@rci.rutgers.edu), or call 732-932-2033.

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[csjl@rci.rutgers.edu](mailto:csjl@rci.rutgers.edu) or by telephone. The Allen and Joan Bildner Center for the Study of Jewish Life connects the university with the community through public lectures, symposia, Jewish communal initiatives, cultural events and teacher training.