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FOR IMMEDIATE RELEASE

Bildner Center at Rutgers Presents the Lecture
“Greeting the Season: The December Dilemma in American Jewish Popular Culture”
On October 15

NEW BRUNSWICK/PISCATAWAY, N.J. – The coincidental timing of Hanukkah and Christmas is one of the most provocative challenges in American Jewish life. Jeffrey Shandler, a professor of Jewish studies at Rutgers University, will explore how the "December Dilemma" has inspired a wide range of Jewish responses, not only to the holiday season but also to larger concerns about citizenship, multiculturalism, and the place of religion in American public culture.

Presented by the Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers, the Toby and Herbert Stolzer Endowed Program will be held on Thursday, October 15, 7:30 p.m., at Trayes Hall, Douglass Campus Center, 100 George Street, New Brunswick. The talk is free and open to the public. Advance registration is requested.

Jeffrey Shandler is a scholar of modern and contemporary Jewish culture. The range of his research is wide, embracing not only Yiddish language, literature, and culture, but also Holocaust remembrance, Jewish museum and tourist practices, and the role of media, from photography to the Internet, in Jewish life. His numerous publications include: *While America Watches: Televising the Holocaust* (Oxford University Press, 1999), *Adventures in Yiddishland: Postvernacular Language and Culture* (University of California Press, 2005), and, most recently, *Jews, God, and Videotape: Religion and Media in America* (New York University Press, 2009).

For more information, visit jewishstudies.rutgers.edu. To RSVP, email csjlrsvp@rci.rutgers.edu or call 732-932-2033. 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.

