



SHALOM HARTMAN מכון  
INSTITUTE שלום הרטמן

# iEngage Together & Apart

## Session Nine

## New Relationship Models

# *Metaphors We Live By*

*(Lakoff and Johnson)*

- Our conceptual system is largely metaphorical
- What are the metaphors that structure how we perceive, how we think and what we do?

Examples:

*Time is Money*

*Argument is War*



## CONCEPTUALIZING JEWISH PEOPLEHOOD

- What frameworks and models have been used in the past to define and govern the relationship between Israel and world Jewry?
- How can we reimagine models of Peoplehood that can rebuild a sense of togetherness today?



# Models for Collective Jewish Identity

Family

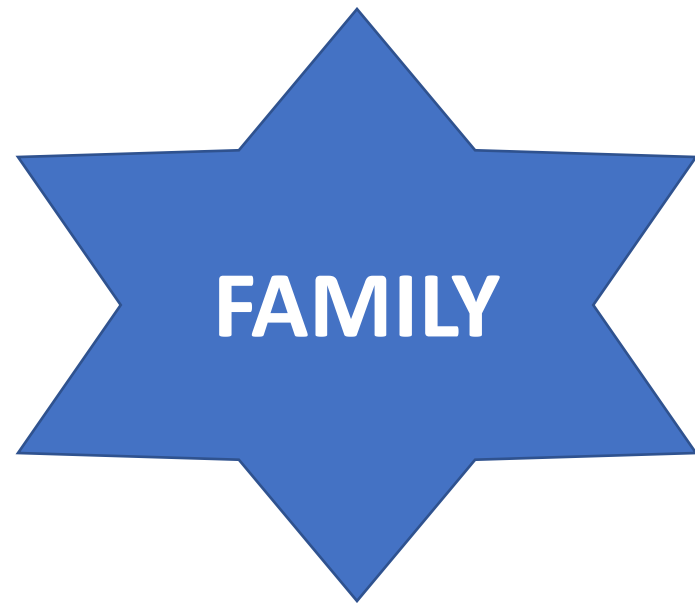
Fellow Believers

Partners

Investors

Consumers





- Involuntary relationship which one inherits
- Judaism of Being (*Imagined Family*)
- Unconditional, mutual **obligation** and **loyalty**
- Primary source of identity
- No option for exit





- Group of people with commitment to shared belief
- Common mission; common cause
- Judaism of Becoming
- One can exit when one believes mission is no longer shared, compelling or relevant.





- Groups of individuals who join in common undertaking
- Partners share in both the risks and the profits
- To be a partner is to be together in good times *and* bad
- Exit is possible, but one cannot exit at will
- Exit may occur when aim of partnership is no longer shared, or when one partner is perceived to be acting in bad faith.





- Participant in collective enterprise to facilitate a particular outcome
- Involves expenditure of money, capital or resources to achieve a profit or to gain an advantage.
- Relationship embodies core asymmetry between the one investing capital and the one receiving investment. *Power imbalance.*
- Investor can exit with ease once outcome has been achieved, when there are unacceptable losses, or when investor no longer believes achieving outcome is possible.







- Group of individuals who expend capital to achieve benefits from the use of goods and services.
- Exit is simple and can result from disappointment in product.
- Exit can also result from competition in marketplace.



# Israel-World Jewry Relationship

Model  
of  
Family



“We are  
One.”



# Consumer Mentality: Judaism as Choice

Why should I  
belong?

What am I  
getting out of  
it?



## Mixed Blessing of Consumerism

Loss of *thickness*  
that family  
connections imply



But family can be  
taken for granted!



Renaissance of  
Jewish communal  
institutions



Consumerism  
demands attention,  
quality, meaning  
and purpose



# Challenge for Israelis

Israelis are increasingly adopting a consumerist outlook in many areas of life (“Start-Up Nation”)

But when it comes to their **Jewishness**, they are predominantly motivated by the family model, and willing to settle for services they find less compelling.

How to move Israelis to adopt a “Start-Up” consciousness in the *Jewish* lives?



# Mismatching Models

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What happens when one community see Jewishness predominantly in terms of the **family model**, while the other increasingly adopts a **consumerist** perspective?

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As family, Israelis expect *loyalty* from North American Jews

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As consumers, North American Jews are asking same questions of Israel that they *demand* of their own institutions.



# Shared Believers:

## *Zionism as Cornerstone of Relationship*

- **Zionism of Being**: the *safety* of Jews requires the existence of a sovereign homeland for the Jewish people. Jewish survival is best served by a Jewish state.
- **Zionism of Becoming**: the homeland of the Jewish people would give expression to the best of what Judaism and the Jewish people stood for – the stage in which *Jewish values* would be amplified and become a light unto the world.



# 21<sup>st</sup> Century Challenge

Can these core beliefs still serve to unite the Jewish community in North America around support for Israel?

**Safety**

**Jewish  
Excellence**



# New Relationship Models?

What happens if we no longer feel like a family, and we no longer share the same beliefs?

Can we conceive of new models?



# Partnership Model

*A Relationship of Mutual Tikkun*



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# PARTNERSHIP PARADIGM

Responsibility

Covenantal Mutuality

Humility

What happens if Israel wants FAMILY and  
North American Jews want PARTNERSHIP?



# FRIENDSHIP PARADIGM

**Trust, Confidence, Acceptance**

**Shared Passions**

**Mutual Dependence**

**Hevruta**

