

# **Between the Evaluation Language and the Client Language**

## **Case Study: The Jewish Agency for Israel**

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Evaluation is a meeting place between the terminology of professional evaluation and the unique language of the organization-client. We suggest that effective evaluation involves a process of reciprocal translation of evaluation and the client language.

As evaluators, we tend to conduct an active process of learning organizational language, and as part of our role we also serve as “language mediators”. The concept of “language mediation” has not yet been fundamentally addressed in evaluation literature.

The Jewish Agency for Israel, a longstanding global organization, was chosen to serve as a case study for methods of client language learning and its integration in the process of evaluation.

This study uses a textual analysis, the main thrust of which is identification of a super-metaphor, leading metaphors and secondary metaphors in the work of the Jewish Agency over several decades. This approach to inquiry allows for the creation of a meaningful dialogue.

The leading metaphors identified are the “building metaphor” and the “partnership metaphor”, both of which express the “influence dimension”. This lengthwise axis places the Jewish Agency as a crucial factor in the establishment of the state of Israel and in its ideological-national role of the state as the core of the Jewish people.

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1 The Jewish Agency for Israel.

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