Franklin College Switzerland

is pleased to announce the

Fall 2009 Lecture Series

The Fall 2009 Lecture Series offers exciting and diverse topics coupled with esteemed speakers who will inspire new perspectives and challenge previous opinions.

Topics include intercultural communications in the globalization era, social media in the Middle East, the International Year of Astronomy, and silence in art and film.

Each lecture will take place on a Thursday evening from 6 -7 pm in the Franklin College Auditorium.

After each lecture there will be a small reception for participants where the audience can meet the speaker and discuss the evening’s topic.

Please join us for the series.
The lectures are free of charge and open to the public.

For more information on the series or to update your mailing information please contact:
Office of Public Relations, Franklin College Switzerland
Via Ponte Tresa 29, 6924 Sorengo

Consuelo Grieco
Tel: 091 986-3609    Fax: 091 986-3640    Email: cgieco@fc.edu
Increasing multiculturalism in all societies is one of the consequences of globalization. People encounter, globally and locally, other people with different world views, values, communication ways and habits on a more frequent basis than ever before. Intercultural interactions offer possibilities for reaching out, understanding and making relationships. They also can easily lead to misunderstandings and breaking of relationships. The increased awareness of our interdependence is an invitation to a new dialogue. Communication is a powerful means for bridge building. “We and the Others” is not “either-or” but “both-and”: in other words, “We All.”

Liisa Salo-Lee is Professor in Intercultural Communication at the University of Jyväskylä, Finland. She received her Ph.D. from Georgetown University, Washington, D.C., and is also Doctor honoris causa in the Universidade Aberta, Lisbon, Portugal. Salo-Lee, who is one of the pioneers in the academic field of Intercultural Communication in Europe, works at the interface of theory and practice. She has wide international and multicultural work and life experience in Europe, North and South America and Asia, and has lectured in many countries including Brazil, the U.S., Canada, China, Germany, Switzerland, Russia and Sweden. Salo-Lee has been head of the German Cultural Institute (Goethe Institute) in Campina Grande, Brazil, and Director of the Finnish Cultural Institute in Madrid, Spain. She was also President of SIETAR Europa (Intercultural Association of Intercultural Research, Education and Training) from 1995 to 1997. She is a lecturer in and member of the Scientific Committee of the Executive Master’s Program in Intercultural Communication of the Università della Svizzera Italiana, Lugano, and has published widely on the subjects of intercultural communication and intercultural competence.
Shaping the Future of the Middle East with Social Media

ESRA’A AL SHAFEI
Founder and Executive Director of MideastYouth.com and Franklin College alumna, Bahrain

In this lecture, Franklin College alumna Esra’a Al Shafei ’08 will outline the impact of her cyber community and discuss the challenges of activism in the closed-off countries of the Middle East where speech and information are tightly controlled. She will speak about how she and her colleagues maintain a fierce but respectful dialogue among members of diverse and often warring factions and what the Internet can bring to the many religious and ethnic minorities in the region. She will share how her team of cyber-activists is successfully tackling the region’s widespread human rights issues with tweets, comics, YouTube and blogs.

*Esra’a Al Shafei* is the founder and Executive Director of MideastYouth.com, an award-winning independent interfaith network whose mission is to inspire and provide young people with the freedom and opportunity of expression. Her advocacy on the Internet bridges seemingly impenetrable barriers of faith and geography to unite young people committed to fostering constructive discourse in the Middle East. She is a recent recipient of a TED Fellowship, an Echoing Green Fellowship and the Berkman Award from Harvard University’s Berkman Center for Internet and Society for her “outstanding contributions to the Internet and its impact on society,” in addition to numerous other international recognitions for her work.

*This lecture has been made possible through the generosity of the Franklin College Alumni Council.*
Galileo’s Legacy

JOERG STAEBELI
Retired Novartis manager and member of “Società Astronomica Ticinese,” Switzerland

The United Nations has proclaimed and UNESCO has endorsed the year 2009 as the International Year of Astronomy because it marks the 400th anniversary of the first astronomical observation through a telescope by Galileo Galilei. It is a worldwide celebration of astronomy and its contributions to society and culture with events taking place on global, national and regional levels. This multimedia lecture will feature Galileo’s biography and his revolutionary discoveries which turned pre-Renaissance understanding of the sky upside down. These discoveries were the basis for the scientific legacy we enjoy today. After Galileo first turned his telescope to the night sky, the universe was never the same again. Since those days, his scientific successors have continuously improved the design, technology and power of the telescope, facilitating an enormous gain in knowledge about the cosmos. Huge progress has been made in the last few decades, and scientists now have the opportunity to explore even the deepest universe billions of light years away on “voyages” to the beginning of time. In honor of Galileo and his legacy, this multimedia lecture will contrast historical observations of the sky with pictures and movies of phenomenal views into outer space today.

Dr. Joerg Staeheli is a retired Novartis manager with a background in chemistry and management sciences. Responsible for technology planning and transfer, corporate knowledge networking, and alliance management, he was in charge of the Novartis Technology Advisory Board and was the Novartis Liaison Officer in the Industrial Liaison Program with the Massachusetts Institute of Technology (MIT). He is an alumnus of the INSEAD Advanced Management Program. Staeheli lives in Lugano. Astronomy is among his many interests and activities; he is an amateur astronomer and member of the regional astronomers’ association, the Società Astronomica Ticinese.
Humans are social beings, and interactions with their social environments play an important role in all aspects of everyday life. These interactions as well as individual behavior are a matter of mutual understanding and thus subject to change over time, a process that did not stop with the coming of the modern age with its emphasis on individualism. More than ever, these interactions not only serve to facilitate social interactions and society at large, but also to mark the individual’s social standing, represent his or her world view and the way he or she wants to be represented as a person, in short, the individual’s identity. On the other hand, violations of prevalent codes of conduct can lead to ostracism of the perpetrator, not only in the case of crimes against written law, but also in the case of violations of unwritten codes and patterns of behavior, turning each act into a more or less conscious participation in identity politics, among respectability-seeking bourgeois circles as well as in youth culture with its stress on coolness. How this core aspect of Western culture has changed from the late 18th century to the present is the focus of interest of this new research project, whose approach and first results shall be presented for the first time.

Marcus Pyka is an Assistant Professor of History at Franklin College. He completed his Ph.D. at Ludwigs Maximilians Universität München in Germany. His research interests focus on questions of identity building. In his book Heinrich Graetz – Jewish Identity and Historiography (Vandenhoeck & Ruprecht Publishers, 2008), he addressed the construction of Jewish identity by means of historiography in 19th-century Germany. He has received research fellowships from the German National Academic Foundation, the Institute for European History (Mainz/Germany) and Harvard University, among others. His current research focuses on the use of morality and of religious values for identity politics, both with regard to the modern bourgeoisie and to the modern understanding of “Europe.”
“You Say It Best When You Say Nothing at All:” The Rhetoric of Silence in Art and Film

JOHANNA FASSL
Assistant Professor of Art History, Franklin College Switzerland

On the occasion of her forthcoming book Sacred Eloquence: Giambattista Tiepolo and the Rhetoric of the Altarpiece, Johanna Fassl will speak on the rhetoric of silence in art, architecture and film. She will address why the most powerful moments in a painting or in a dialogue can be the ones where nobody speaks or the canvas is blank. Silence, in terms of a refusal to communicate, represents an extreme, almost violent form of communication and can be as eloquent and compelling as a bold statement or forceful action.

Johanna Fassl, who is currently an Assistant Professor of Art History at Franklin College Switzerland, received her Ph.D. in Art History from Columbia University. Additionally, she holds a B.A. degree from the University of Toronto as well as M.A. and M.Phil. degrees from Columbia University. Her impressive academic and professional background also includes being a recipient of a Mellon Fellowship and Getty Postdoctoral Fellowship, and a position as Director of the Casa Muraro (Columbia University Study Center) in Venice. Fassl’s current research projects include notions of visuality in Enlightenment art, science and philosophy.