Franklin College Switzerland is pleased to announce the 2008 Lecture Series.

Each lecture will be 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 talk.

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

Spring 2008 Lecture Series

exciting and diverse insights offered by esteemed speakers who will inspire new perspectives and challenge previous opinions.

Topics range from the history of German cinema to Web marketing and search engines.

January
Brother, I’m Dying
ROBERT MICHOCKI, Professor of Literature, Franklin College Switzerland

Robert McNicholl will present the most recent work of Edgardo Dacosta, the Hansa-from-American author of such impressive novels as The Stavrogin Boys and The No-Sky-Shaker. Dacosta admired Dostoevsky, the long比特币 of 1870s Russia. With this work of 2006, Dacosta presents an interwoven tale of the family business, the story of a love affair and the pain of family losses. McNicholl will apply the politics of the main theme to the depiction of the family business, the love affair, and the pain of family losses.

January
Architecture as a Public Voice for Women in Renaissance Rome
CAROLYN VALONE, Professor of Art History, Trinity University, USA

The commissioning of architecture has long been understood as a significant means for women to pursue public influence. Patronage is an outward expression of ideas, motives, taste and wealth, and women have long been as adept as men in using the tradition be seen more clearly than in sixteenth-century Rome, where women used their own money to adorn the city with buildings that spoke about issues which concerned them.

In this lecture, three questions will be addressed: who were the women who helped build Renaissance Rome; what was the source of their wealth; and what did they wish to express through their architectural patronage?

The New Breaker: Berlin and Hollywood – 110 Years of New Waves in German Cinema
LEONHARD GMEIR, Freelance Film Production Manager and Film Critic, Switzerland

An international film critic, Gmeir earned his PhD in film studies in 1976. He regularly publishes on the works of filmmakers such as Fassbinder and Wenders and is also a contributing editor of the online publication Das Neue Filmlexikon. Among his other publications are Screen and Film/Video (1986), Divorce and Divorce Again (1987) and Germany (1997, co-edited).

Berlin and Hollywood – 110 Years of New Waves in German Cinema

March
Web Marketing 2.0: How to Leverage Search Engines and Social Media for Best Results
ANDREW WETZLER, President of MoreVisibility, USA

The internet has become an extremely valuable marketing channel for companies across all industries. Google, Yahoo, and the other search engines and Social Web media are growing at an astronomical rate, and businesses are constantly changing. The course of her career from production assistant to...