

Franklin College Switzerland is pleased to announce the

Spring 2008 Lecture Series

The Spring 2008 Lecture Series offers

exciting and diverse topics coupled with 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.

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 topic.

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

24 JANUARY

Brother, I'm Dying

ROBERT MCCORMICK, *Professor of Literature, Franklin College Switzerland*

Robert McCormick will present the most recent work of Edwidge Danticat, the Haitian-born American author of such impressive novels as *The Farming of Bones* and *The New Breaker*. Danticat released *Brother, I'm Dying* in September of 2007. In it, she evokes her double loss upon leaving Port-au-Prince for New York at the age of fourteen: the loss of her native land and the loss of her uncle, her substitute father, the man who cared for her in Bel Air while her biological father was in America trying to earn money to pay for her passage. The novel evokes two spaces, Bel Air and Brooklyn, and two brothers whose relationship is determined by the political turbulence surrounding Jean-Bertrand Aristide and by U.S. immigration law.

31 JANUARY

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

LEONHARD GMÜR, *Freelance Film Production Manager and Film Critic, Switzerland*

Leonhard Gmür will take you on a journey of the ups and downs of German film, from its early beginnings with the Golden Silents, through the Third Reich, postwar's "Pappa's Kino," "New Waves from the Sixties and Eighties" and German film in 2007, in relation to the American film industry of Hollywood.

An international freelance film production manager, Leonhard Gmür started his career as a film critic in the late 1950s. He regularly publishes on the website <www.kinotv.com> and is also a contributing editor of the yearly electronic publication *Das Neue Filmlexikon*. Among his other publications are *Skizzen zum polnischen Film* (1963), *Der junge deutsche Film* (1967) and *Germany* (1970, co-editor).

27 MARCH

Architecture as a Public Voice for Women in Renaissance Rome

CAROLYN VALONE, *Emeritus Professor of Art History, Trinity University, USA*

The commissioning of architecture has long been understood as a legitimate means for patrons to make public statements. Patronage is an outward expression of ideas, motives, taste and wealth, and women have long been as adept as men in using architecture as their public voice in a tradition of matron as patron, which can be documented from the Hellenistic era to Early Modern Europe. Nowhere can this 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?

3 APRIL

Entrepreneurship in the Global Marketplace

CYNTHIA CONVERY, *Film Producer and Advertising Agent, USA*

Today, the job market is more flexible than ever before, with opportunities that take ideas from inception to completion in record time. The challenge is in understanding how to leverage new media opportunities better without getting lost in the barrage. Cynthia Convery's career has been based on recognizing and learning about new media outlets in order to enhance existing corporate marketing strategies. Her company, Foothill Productions, currently produces digital advertising for Warner Bros. Feature Films and The Weinstein Company Feature Films.

Cynthia Convery will address challenges facing recent college graduates entering the job market. While her presentation will primarily pertain to finding opportunities in the entertainment industry, these skills can be applied to any entry-level situation. She will also discuss creating transitions and opportunities in a constantly changing market. The course of her career from production assistant to editor to director to producer will provide the basic outline of how a career path is guided by instinct and ethics.

17 APRIL

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 the globe. Google, Yahoo, MySpace and the rest of the Search Engine and Social Media websites are playing an increasingly critical role in cultivating new customer relationships and nurturing existing ones. While the opportunities are tremendous, the dynamic and competitive environment of the internet can make it very difficult to be successful. Developing and executing a well-conceived strategy is essential. This lecture will discuss the tactics that companies (large and small) are employing today to achieve "best in class" results.

Andrew Wetzler is President of MoreVisibility, a leading interactive marketing agency and a two-time INC. 500 company. He writes and speaks extensively on Search-related topics, is a member of MSN's Search Advisory Council and is the Membership Chair of the Direct Marketing Association's Search Engine Marketing Council.

21 APRIL

Integration of Islamic Youth into Western Society

TARIQ RAMADAN, *Senior Research Fellow, St Antony's College (Oxford), Switzerland*

Tariq Ramadan, a philosopher who has been defined as "the matchmaker between Islamic and European thought," believes a profound change has been taking place among younger generations of Muslims in Europe. Through his writings and lectures he has contributed substantially to the debate on issues of Muslims in the West and the Islamic revival in the Muslim world. "Swiss by nationality, Muslim by religion, European by culture and Egyptian by memory," Tariq Ramadan will discuss the dynamics and challenges of Islamic youth and their integration into Western society.

JANUARY

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