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With
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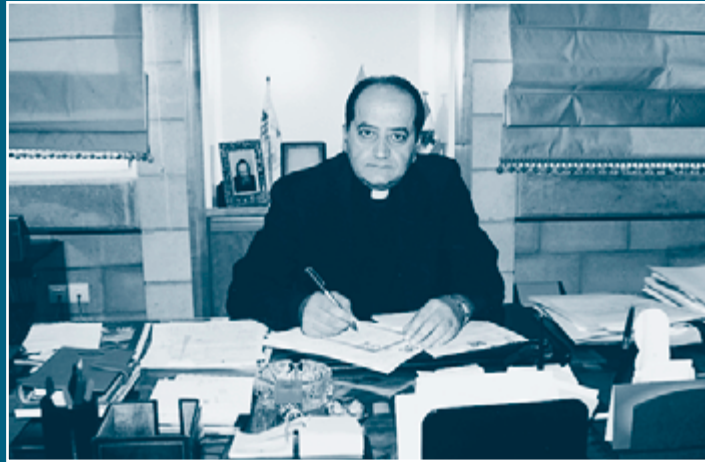
A WORD FROM THE **PRESIDENT**

Science, Scholarship and Spirituality: these are the three inseparable fields in which a great university has to work if its achievements are to have a lasting value. They are not merely complementary; one is impossible without the others.

In close cooperation with the Lebanese

Government and international organisations, NDU has launched the Water, Energy and Environment Research Center. It is under the direction of a scientist who has long experience in the fields of higher learning in France and the United States and who has obtained the cooperation of specialists of the highest calibre. The physical sciences, particularly when applied to engineering, give clear concrete results which cannot be argued. Pretentious verbage can find no place in them. That is why the reputation of a university will stand largely on its scientific achievements.

However, there can be no true science without scholarship. Experimental results are not obtained simply from an infinite number of experiments but rather from a foreknowledge of what experiments are likely to reveal useful scientifically-established facts. This supposes clear thinking, and with clear thinking goes clear and attractive expression. In fact, many of the works that have influenced scientific development have been noted works of literature, from Plato and Aristotle, through the Arabian philosophers and the European Scholastics, down to such men as William Harvey writing on the circulation of the blood, Descartes and Francis Bacon. Many people still believe that the Middle Ages were a period of retrograde ignorance imposed by the clergy. But in the 13th century St. Thomas Aquinas affirmed the validity of human reason as well as of the validity of theology derived from Revelation (remarking that, similarly, the rotundity of the earth could be proved both by astronomy and by physics). Professor A.N. Whitehead, Fellow of the Royal Society, eminent mathematician, physicist and philosopher, not a Christian believer, pointed out that the Middle Ages formed one long training of the intellect of Western Europe in the sense of order ... It needs but a sentence to point out how the habit of definite exact thought was implanted in the European



mind by the long dominance of scholastic logic and scholastic divinity ... the faith in the possibility of science, generated antecedently to modern scientific theory, is an unconscious derivative from mediæval theology.^f Many imagine that the

monks of Salamanca opposed the voyage of Christopher Columbus because they thought that the world was flat. In fact, through their classical scholarship, come to them via the Arabs, they knew the correct figure for the circumference of the earth as calculated with amazing accuracy by Eratosthenes nearly two hundred years before Christ, while Columbus thought it much smaller, relying on Ptolemy, and if America had not existed would have died of hunger and thirst long before he reached China and the Indies.

But without spirituality, both science and scholarship may lead to hell. Aristotle justified slavery, which in ancient Greece and Rome often involved horrible cruelty for perfectly innocent individuals. With Judaism, Christianity and Islam, there was steady enlightenment, transformation and final abolition. Evolution, as demonstrated by the mild, retired and gentlemanly Charles Darwin, was seized on by the propagandists of atheistic materialism and led, not to respect for primitive peoples in their uphill struggle and to help for the poor and disadvantaged, but to contempt for them and to left-wing and right-wing racism, and in particular to eugenic practices such as enforced and totally unjustified sterilisation and the taking away of children from their families, such policies being followed by advanced countries even up to 1970.

Religion of course needs science and scholarship if it is not to turn into narrow fanaticism. There are in fact ignorant religious fanatics among the followers of every religion. Everywhere among supposedly religious^f people there are pockets of obscurantism and racial or sectarian hatred. But Science, Scholarship and Spirituality taken together dissipate the dark clouds of ignorance and fanaticism; this is the conviction that guides us at Notre Dame University.

Reverend Boutros Tarabay
President



Left to right at the press conference: Dr. Ghassan el-Eid, Fr. Boutros Tarabay, Dr. Richard Judd, Dr. Ameen el-Rihani and Dr. Chahine Ghais.

On March 8, 2004, **Dr. Richard Judd**, President of Central Connecticut State University (CCSU), held a press conference during his visit to NDU. We remind readers that during the visit to the United States of NDU President **Fr. Boutros Tarabay** and **Dr. Ameen el-Rihani** in November 2003, an agreement was signed between the two universities for cooperation in specific common projects. Dr. Ameen el-Rihani, NDU Vice President for Sponsored Research and Development, and the Associate Professor in Political Science at the CCSU, **Dr. Ghassan el-Eid**, participated in the conference, with the presence of **Dr. Karen Beyard**, Professor of Educational Leadership at CCSU.



A general view of the press conference.



Lunch at the University cafeteria.

Dr. Judd highlighted the importance of his visit to NDU, which was intended to establish an academic relationship and to allow discussion of two new programs, namely an American Studies Program at NDU and a Lebanese Studies Program at CCSU. He assured his audience that NDU was well placed academically, having very estimable faculties with multinational characteristics, while the number of degree programs was comparable to that of most American universities including his own, with its seventy-two different degree offerings. He said that the difference between NDU and American universities lay in the planning. NDU had integrated its academic core, buildings, faculties and offices in a unitary way whereas in most American universities the buildings were well separated and at some distance from one another.

Dr. Judd explained that the two universities were interested in forming programs that would bring students and faculties together and were examining the area of Lebanese-American studies. He added that there was already some interest created by his visit, for example in ethnic studies and in the place of women studies in Lebanese universities.

Beyond that, he expressed his deep feelings about the ability of people to learn, to know one another, to study together, to converse and to share ideas, all of which was a step in the direction of creating a global community for peace and for mutual understanding between the peoples of Lebanon and the United States.

Dr. Judd mentioned that there were big issues affecting Lebanon today such as water-use problems, environmental policies and growth of population. He added that in Connecticut they had a large population of immigrants from Lebanon and that he was very interested in their history and their cultural background. That was why he wanted to establish a chair in his university to gather in studies concerning the Lebanese-American community.

For his part, Dr. Ghassan el-Eid assured that the new agreement would certainly bring benefits for both universities and have a positive impact on the students at undergraduate and graduate levels.

Dr. Rihani explained that NDU was trying to play the role of bridging between the cultures of the two parts of the world and between institutions of higher education. He also expressed the hope that the new relationship between NDU and CCSU would be very productive at the intellectual and human levels in the area of cultural dialogue, peace and democratic learning and education.

After the press release, the delegation of CCSU and a number of personalities from NDU had lunch at the University cafeteria. Also, the CCSU delegation were invited to dinner at Chez Sami Restaurant, where they enjoyed both the company and the food. Next day, March 9, they met members of the Board of Deans and then went to Bkerky to meet Maronite Patriarch Cardinal Mar Nasrallah Sfeir. In addition, the CCSU members went on various trips to the Shouf area, Beit el-Deen, Harissa and downtown Beirut.

ARAB UNIVERSITIES' VISIT

On Monday, 5th April, 2004, NDU Main Campus received the visit of the heads of 125 Arab universities who were holding the 37th Conference of their Union at the Arab University of Beirut. They were welcomed by NDU Director General of Public Relations **Mr. Suheil Matar**, who said that their presence in Lebanon and particularly at NDU was a sign of their openness. They were shown a documentary with views of all the most attractive regions of Lebanon and were then told the most important facts about Notre Dame University.

NDU President **Father Boutros Tarabay** then addressed them in a warm and also realistic and pointed speech of welcome. Coming from all parts of the Arab World, he said, they bore with them their concerns and their hopes, embodying thought and culture, and facing an obscure future in a spirit of faith and trust. This was a time when the Arab League had failed to hold its summit, when kings and princes and presidents had gone their various ways, and when the leaders had lost the road map for a common stand against the threats arising from the tragedy of Palestine, the occupation of Iraq and the dispersion of the Arabs. At such a time the presidents of the Arab universities were gathered here, not simply for a routine meeting or for a study of administrative matters, but to show the world that they were capable of meeting and taking fateful decisions. After there had been some individual conversations, Father Tarabay put forward some propositions summarised as follows:

1. Acting as intellectual rather than political leaders, those present should adopt political and patriotic cultural stands as well as economic, social and educational ones, for history would not pardon them for passively waiting and renouncing their leadership role at a time when their countries were coming under occupation and exploitation.
2. The democracy whose road they were being called on to follow was not something to be imposed from outside but was the fruit of dialogue and of life. The heads of universities were called on to implant the spirit of democracy in their students and teachers and to encourage them to practise it in freedom with courage and practical awareness.
3. The accusation of terrorism was unjust. Resistance was justified even though a tiny minority exploited the title of resistance and religion for aims which were neither humanitarian nor patriotic. So

it was up to our intellectuals to adopt positions condemning these but at the same time revealing the facts and shedding light on our culture and identity and religions.

4. If the political leadership had failed to achieve unity, there was all the more reason for us to advance along the road to unity in facing the intellectual, moral and scholarly challenges. Unity was not a mere slogan but rather joint action, cooperation, respect for particularities and an effort to meet in the framework of the human variety in which our communities now lived. The world had shed its myopic vestment and had entered into the universe of globalisation, but here in the Arab world we were still caught up in our personal problems that would lead us to destruction.
5. We could not enter into globalisation and make use of it for the benefit of our peoples except by openness, freedom and knowledge,

without which we would go backwards and our peoples remain stuck in the swamp of ignorance, blindness and corruption. It was the role of universities, and of the leadership of this University, to open windows, extend bridges and demolish walls even though Israel still clung to walls of division and racialism.

Father Tarabay finally thanked his colleague the President of the Arab University of Beirut **Dr. Mustapha Hassan Mustapha** for hosting the present Conference and called on him, together with the Secretariat, and on **Dr. Marwan Rassem Kamal** in person, to devote some time to studying these questions as colleagues and brothers and to open dialogue, so as to be able to save the Arab World from the shackles imposed upon it.

After some discussion, there was a dinner offered to the distinguished guests on the University campus. 

TRIP TO USA

January 29 - February 17, 2004

FROM A REPORT BY DR. AMEEN RIHANI,

NDU VICE PRESIDENT FOR RESEARCH AND DEVELOPMENT, FEBRUARY 23, 2004



Father Samir Ghsoub paving the way for a fruitful relationship with the Catholic University of America.



Fr. Samir Ghsoub and Dr. Ameen Rihani with members of the Washington DC Chapter of the American Friends of NDU.



With Msgr. Cealy Bejjany in Washington DC.

WASHINGTON D.C.:

NDU participated in the Annual Conference for Catholic Universities (ACCU) with a paper on Identity and Mission. The paper focused on the three dimensions of NDU's identity, namely: the Catholic Maronite heritage with its Oriental spiritual background in the Middle East; the Lebanese social and intellectual components with their national sense of commitment; and the American dimension through the adoption and implementation of the curriculum based on the standards and values that characterize the American system of higher education. The paper highlighted the outstanding landmarks of NDU's mission and its search for excellence in applying and producing knowledge based on the principles of freedom of thought and human dignity paralleled with critical and creative thinking. These principles help shaping the leaders of the future where the global village and cultural interaction will dominate relations between the peoples of the world.

At the Conference dinner, the President of ACCU thanked NDU for its participation and for its continuous presence in the ACCU over the last four years.

In the meeting of American Friends of NDU (AFNDU), **Dr. A. Rihani** announced that Global Resource Group (GRG) apologized for not being able to start the fundraising campaign previously discussed. Accordingly, new efforts have started for planning for a new strategy that may include more than one agency or individual to support the suggested campaign in the USA.

New members have joined the Association (Washington Chapter) and a full list will be announced shortly together with the other chapters in Detroit and Connecticut.

Several meetings took place with NDU lawyer **Mr. Albert Mokhaiber** to discuss other strategies for the fundraising campaign. We had a



Left to right: Mr. Albert Mokhaiber, Fr. S. Ghsoub, Mr. Dick Shadyak (CEO of St. Jude Hospital) and Dr. Ameen Rihani in Washington DC.



Fr. Samir Ghsoub, Professor Theodore Moran, Director of the International Business Diplomacy at Georgetown University, and Dr. Ameen Rihani.



Fr. Samir Ghsoub at the NDU Office, Washington DC.

series of meetings with people in the field with a strong background and expertise. **Ms. Tania Rahhal**, (the sister of **Senator Nick Rahhal**), visited the NDU Office in DC, and expressed her willingness to cooperate and help building our connection network. For three consecutive

days, meetings took place with **Mr. Michael Saba**, who at our request sent us a proposal on a fundraising strategy. There was another meeting with **Mr. Richard (Dick) Shadyak**, who was very positive. He expressed his wish to receive us in Memphis to show us the fundrais-

ing procedures followed with St. Jude Hospital. He was also willing to introduce us to **Mr. Joe Hagar**, the textile industrialist in Texas. A fourth meeting took place with **Mr. Rick Swartz**, President of the Public Strategies Group (PSG). He asked for the President's Annual Report and we asked him to send us a proposal defining his involvement in the fundraising plan. Upon the request of Dr. Rihani, the AFNDU is going to provide our University with a list of prominent Lebanese American businessmen to start building relations between them and NDU. The DC Office Administrator, **Mr. Ray Richards**, was asked also to provide us with a list of fundraising agencies with their basic requirements to start a fundraising plan of action for NDU.

At the level of the university contacts, a series of meetings took place at Georgetown University, particularly with **Dr. Theodore Moran**, Director of the Program in International Business Diplomacy and **Dr. Michael Hudson**, Professor of International Relations at the Center for Contemporary Arab Studies. Both were invited to visit NDU whenever they are traveling to the Middle East. Meetings took place also at the American University specifically with **Dr. Samih Farsoun**, who was recently appointed as the Dean of Arts and Science at the newly established American University in Kuwait; **Professor Louis Goodman**, Dean of the School of International Service, and **Dr. James Lee**, the Associate Director for the Center of Teaching Excellence. Student exchange, faculty exchange, and research cooperation were discussed in these meetings.

PITTSBURGH:

Two meetings with interested friends of NDU took place in Pittsburgh, one at the residence of **Father Jim Root** and the other at that of **Dr. Tom** and **Mrs. Martha Michael**. **Ms. Theresa Michael** was

instrumental in following up on the matter. It was decided that before the end of February a first official meeting will take place to select the Executive Committee and that the new Chapter of AFNDU will be announced in Pittsburgh, Pennsylvania.

Several meetings took place with administrators in the two major universities in Pittsburgh, namely Carnegie Mellon University and the University of Pittsburgh. At Carnegie Mellon, meetings were held with **Dr. Indira Nair**, Vice Provost for Education, who introduced us to **Dr. David Dzombak** at the Department of Civil and Environmental Engineering, and **Dr. John Mather**, Executive Director of the Masters Programs at the Graduate School of Industrial Administration. A two-page proposal was requested on our MBA program in order to carry on the negotiations. With Ms. Theresa Michael joining the NDU delegation, a meeting took place at the University of Pittsburgh with **Dr. William Brustein**, Director of University Center for International Studies, **Dr. Helen Linn**, Committee Relations Coordinator, and **Dr. Annagene Yucas**, Director of the Study Abroad Office. Pamphlets of the NDU Arabic Summer Program and The Lebanese Cultural Program were requested for possible student exchange.

DETROIT:

Together with **Dr. Nabil Chalhoub**, the NDU delegation had several meetings with administrators at Wayne State University. The meetings were held with **Dr. Steven Salley**, Associate Dean for the Graduate School, **Dr. Ralph Kummler**, Interim Dean for the College of Engineering and **Dr. Kenneth Kline**, Chair of the Department of Mechanical Engineering. The discussions resulted in proposing a memorandum of understanding between the two universities. A draft has been prepared by Wayne State University for NDU to



Fr. Ghsoub and Dr. Rihani with Mr. Albert Mohaiber, Ms. Maha Yaktine (middle), Vice President Commercial Markets Group, and Ms. Sylvie Shize, Asst. Vice President and Relationship Manager, at the Citibank in Washington



With members of the Pittsburgh Chapter of the American Friends of NDU.



With members of the Michigan Chapter of the American Friends of NDU.

review before the signing of the document by both universities. It was also suggested that the President of Wayne State University should visit NDU during March 2005.

A meeting of AFNDU in Detroit was held at the NDU Office in Ann Arbor, in the presence of Dr. A. Rihani, **Fr. Samir Ghsoub** and

Fr. Ziad Antoun. The members present were about fifteen in number, including new members of the Association. A plan of action for 2004/2005 was discussed clarifying priorities for the near future. A list of names and addresses of all members was collected for purposes of regular contact.

PARIS:

The NDU delegation, including Dr. A. Rihani, Fr. S. Ghsoub and Dr. Simon Haddad, met with Professor Jean-Robert Pitte, President of l'Université de Paris-Sorbonne, Professor Jean-Claude Redonnet, Head of International Relations, Dr. Suk-Ki Hong, Responsible for Communication, and Dr. Lakhdar Sally, Professor of Geo-Politics.

As a result of the discussions and proposals for areas of collaboration, specifically in the areas of research and masters of Geo-Politics, it was suggested that NDU should send a proposal determining its needs with expected cooperation from the Sorbonne.

At the end of the meeting, Dr. Rihani extended an invitation for Professor Pitte to visit NDU. He accepted the invitation, for which a date will be determined later on. It was suggested that an official invitation be sent him by Fr. Boutros Tarabay, President of NDU.



TRIP TO USA

May 23-June 4, 2004

NDU AT NAFSA

As a new member of NAFSA (Association of International Educators), NDU participated in the 56th Annual Conference that took place in Baltimore, MD, May 23-28. Dr. Ameen Rihani, NDU Vice President for Research and Development, and Ms. Elham Hasham, Director of Admissions, represented NDU in several activities and side meetings with representatives of Credential Evaluation Organizations, Education and Internship Work Abroad, International Student Recruitment, Publishers, US Universities and Overseas Colleges and Institutes of Higher Education.

Dr. Rihani participated in a seminar on Developing and Administering Quality Short-Term Education Abroad Programs. Professionals provided practical step-by-step advice on designing, implementing and managing high quality, academically sound short-term courses that could attract Junior and Senior students from different countries around the world to come together and discuss and study specific common-concern topics in a certain field of knowledge. Dr. Rihani suggested a comparative study course in Political Science that attracted the interest of a number of other universities in the United States and in Europe, ones that were involved in further discussion on the subject.

Ms. Hasham participated in a seminar on Preparing Education Leaders for the 21st Century. The workshop explained the concepts and components of international education in US institutions of higher learning, the role of the administrator in terms of building strategic plans, managing resources, establishing policies

and assessing outcomes. Ms. Hasham participated in a sub-committee of admission administrators to study the issue from their own perspective.

NDU had a booth in the Conference Exhibition. Publications on NDU were distributed to hundreds of visitors dropping by the NDU booth for questions and answers. The booth was organized and maintained by Ms. Hasham. More than 5000 people attended the Conference.

NDU IN A CONSORTIUM OF UNIVERSITIES IN THE US AND EUROPE

As an outcome of the seminar on Developing and Administering Quality Short-Term Education Abroad Programs, a group of interested colleges and universities met to discuss further details of this project with the idea of possible implementation as of July 2005. These institutions of higher education are as follows: Babson College (Babson Park Massachusetts), Bath University College (Bath, UK), Central College (Pella, Iowa), European University of Madrid (Spain), Molloy College (Rockville, New York), Notre Dame University (Lebanon) and Rockford College (Rockford, Illinois). Dr. Rihani was asked by the newly established Consortium to prepare a proposal laying out the suggested academic course. The subject of the suggested course is to be *Reflection on American Foreign Policy in the Middle East from the Perspectives of the United States, Europe and the Arab World*. The first draft of the designed course will be discussed among the members of the Consortium as of the Summer of 2004.

NDU AND JOHN HOPKINS UNIVERSITY

Dr. A. Rihani visited John Hopkins University in Baltimore, Maryland, on Friday, May 28, and met with the Associate Provost **Dr. Pamela Cranston**. After introduction of both universities, discussion took place on possible ways of cooperation. The meeting focused on two specific research projects, namely The Migration in Zgharta and Ma'ser El-Shouf to be conducted by LERC and Integrated Water Resource Management to be conducted by WEERC. Among possible interested institutions at John Hopkins are the School of Advanced International Studies (SAIS), the Middle East Studies Program (MESP), and the Energy and Environment Studies Program (EESP). Dr. Cranston expressed a genuine interest in these projects and promised to distribute copies to all related Departments, asking for their response. Dr. Rihani suggested that Ph.D. students working on their dissertations might also be interested in these two research projects. A hard copy of the two projects will be

emailed to Dr. Cranston for an immediate follow-up. Dr. Rihani also visited the Sheridan Libraries at John Hopkins and met with the administrators. These Libraries have over 2,600,000 books, 21,000 journals, 210,000 maps, and 4,100,000 microfilms. The Vice President and the Associate Provost of the two universities decided to keep corresponding while seeking opportunities for mutual collaboration.

In Washington, meetings took place at the NDU Office with **Mr. Richard Azoury** to discuss the cooperation of NDU with the Middle East Digital Initiative and Archives sponsored by the Arab American Institute Foundation. Another meeting took place with the Mebane Consulting Group for fund raising. A proposal was requested from Dr. Rihani to be submitted within two weeks.

MEETINGS WITH MEMBER OF CONGRESS MR. NICK RAHALL

The meeting with Congressman **Mr. Nick Rahall** took place in his

office at Capitol Hill together with **Mr. Albert Mokhaiber** and **Ms. Tania Rahall**. Dr. Rihani introduced NDU and invited Congressman Rahall to visit the University whenever he might be in Lebanon. The role of NDU to enhance dialogue and mutual understanding between the US and Lebanon and between the US and the Arab World was highlighted.

NDU AT THE STATE DEPARTMENT

Similar visits took place at the State Department, where Dr. Rihani met with **Mr. Jeffrey Feltman**, the new US Ambassador to Lebanon, with **Mr. Alistair Baskey**, the Lebanon Desk Officer, and with **Ms. Amy Schedlbauer**, the Regional Officer for Jordan, Lebanon and Syria, who suggested that NDU should meet the ASHA requirements so as to be able to receive financial aid from AID.

Information kindly supplied by
Dr. Ameen Rihani

SUHEIL MATAR OF NDU – Head of Arab University Organisation



Mr. Suheil Matar of NDU receives the emblem of his presidency of the Organisation for the year 2004.

The Arab Organisation of University Admission and Registration Officers held its 25th annual conference in the kingdom of Bahrain between the 25th and 29th April, 2004. Over one hundred universities from the different Arab countries were represented, including from Lebanon The American University, Balamand University, The Lebanese American University, The Arab University of Beirut, The American University of Technology and Notre Dame University – Louaize.

The representatives discussed a number of issues facing the universities at the present conjuncture and finished by making a number of recommendations, concerning in particular the technological revolution and its effects on the progress of higher learning. **Mr. Suheil Matar**, NDU Director General of Public Relations, was elected President of the organisation for the year 2004.

V D N A R O W E W

MEMORANDA | From the President's Office

18th March, 2004

Appointment of Mr. Edgard Merheb Harb as co-academic member in charge of Public Relations at NDU/NLC, with effect from 1st November, 2003.

30th March, 2004

Promotion of Mrs. Roula Harb from Reference Librarian to Head, Gifts and Exchanges Department, with effect from 1st January, 2004.

Transfer of Ms. Mireille Kassis from Cataloguing Librarian to Reference Librarian, with effect from 1st January, 2004.

20th April, 2004

Establishment of the Department of Music (FAAD) with the appointment of Father Elias Keserwani as Chairperson, with effect from 1st May, 2004.

VISITORS FROM SWEDEN



Dr. Ameen Rihani tells his Swedish audience about NDU.



Seated between Ms. Guita Haurani and Dr. Johan Gärde, Dr. Boulos Sarru talks to the visitors about higher education in Lebanon.

During the morning of Tuesday, 24th February, 2004, Notre Dame University received the visit of a group of some thirty high school teachers from Sweden, including also **Dr. Tord Fornberg** (Lutheran), Associate Professor of New Testament Exegesis in the Department of Theology in Uppsala University (whose famous 18th century scientist Linnæus introduced the modern system of nomenclature of fauna and flora with generic and specific names.) They were led by **Economos Ghattas Louis**, head of the Oriental Catholic Mission in Stockholm for refugees from Middle Eastern countries; incidentally, he has been greatly helped by the Latin Catholic bishops in Sweden, who have gladly recognised the advantages of the married clergy of the various Eastern Churches in the particular conditions of the country.

The party was taken down to the Conference Hall, where **Ms. Guita Haurani**, head of the NDU Lebanese Emigration Research Center, gave a general introduction and **Dr. Johan Gärde**, Director of the Institute for Social, Religious and Civil Society Studies, himself Swedish, explained the reasons for his particular personal satisfaction at being able to work in NDU. **Dr. Ameen Rihani**, Vice President for Research and Development, gave a general description of the nature, achievements and activity of the University and **Dr. Boulos Sarru** outlined the general situation of Higher Education in Lebanon. **Dr. Edward Alam** and **Dr. Joseph Yacoub** were also present to make everybody feel at home and to provide

further information. Needless to say, language was no problem as there is a very high level of English in Sweden, English and Swedish having common roots.

SOCIETY OF CIVIL ENGINEERS (SCE)

A NEW SOCIETY FOR A CIVILIZED WORLD

The Society of Civil Engineers, founded at NDU on 4th of June, 2002, has started its activities with several projects related to civil engineering such as field trips, guest speakers, laboratory modeling, community services projects and social events.

Since its foundation, the Society's main goal has been the maintenance of a teamwork spirit among civil engineering students in carrying out interesting projects related to civil engineering.

Among the guest speakers invited were the following:

Mr. Rachid Moubarak, Projects Manager at APAVE Co., who came on 28th of November, 2003 and gave a talk entitled Buildings Quality Control concerning codes and quality of buildings that are a necessity in developed countries.

Mr. Fadi Nammar, Director General of the Ministry of Public Works and Buildings, in collaboration with **Dr. Fadi Comair**, Director General of the Lebanese Ministry of Energy and Water.

Mr. Nammar was invited on the 11th of December, 2003, and talked about the role of his ministry, which is



Mr. Fadi Nammar and Dr. Fadi Comair.

responsible for designing and maintaining the roads network and infrastructure of the country. Mr. Nammar mentioned the difficulties in implementing projects and gave the example of a small project that needs about 160 signatures and 315 days if there are "no objections" during the process.

Eng. Frida Rayes Chammas, G.M. of BTCS Co. and member of the

Executive Committee of the Order of Engineers of Beirut, who came on 17th of December, 2003 and talked about public safety and the responsibilities of the quality inspector.



Eng. Frida Chammas at NDU Campus.

Dr. Berj Hatjian, Director General of the Ministry of Environment, who came in company

with Dr. Fadi Comair on 8th of January, 2004 and talked about the increasing demands on the environmental issues, the necessity of collaboration with the private sector and the necessity of education, which is the basis for making people aware of the quality of their environment.

Eng. Joseph Abdelahad, Director General of Urban Planning, who came with Dr. Fadi Comair on 15th of January, 2004 and discussed the steps followed in planning an area and the need for the planning process in Lebanon, since more than 70% of Lebanese territory is not organized.

In addition to inviting guest speakers, the society organized a number of field trips to sites and factories and a dancing party as a social event. The SCE is aiming at expanding further its range of events toward more partnership with municipalities for community services.

SCE President,
Tanios KHATTAR



The audience of high school instructors from Sweden, with Dr. Torn Fornberg and Economos Ghattas Louis in their midst.

The guests were taken on a tour of the University and then offered refreshments in the main cafeteria. It was clear that they thoroughly enjoyed themselves and they subsequently expressed their admiration for NDU and their appreciation of its true oriental hospitality. The way was opened for future contact with Uppsala, which was founded in 1477 and is one of Europe's oldest and most prestigious institutes of science and scholarship. Dr. Johan Gärde has already had three students from Sweden attending his IAF 490 Course on NGOs & Civil Society in the MENA region during Fall 2003.

WEERC SEMINAR



On Friday, February 20, 2004, the NDU Water, Energy and Environment Research Center held a seminar on Irrigation Water Management, Programs and Policies in Lebanon, in cooperation with the Ministry of Energy and Water, the Ministry of Agriculture and the UN Food and Agriculture Organization (FAO). The location was the WEERC Conference Hall. This was the first of a series of seminars to be organized in collaboration with government organizations such as the Ministries above-mentioned, international institutions such as the FAO and World Bank, and the private sector.

The objectives of this particular seminar were as follows:

- 1- To exchange information and experiences concerning the present-day problems facing Lebanese agriculture and irrigation programs and policies, with discussion about how to deal with these problems in the future.
- 2- To act as a platform for coordination and discussion of the research programs of the various government organizations involved with the agricultural sector, such as ministries, Green Plan and the Council for Development and Reconstruction (CDR), in cooperation with international organizations, such as the FAO and World Bank, and university research centers.

Opening the Conference, **Mr. Suheil Matar**, NDU Director General of Public Relations, pointed out that, if the previous century had been one of a struggle over petroleum, the present one risked being marked by

a struggle over water resources. The present series of conferences was not meant to deal with the politics of the question but rather with the part played by water for irrigation, agriculture and commerce. Mr. Matar pointed to the religious associations of water in Christianity and in Islam with life, health and prosperity, while for Lebanon it was a geographical possession, source of its civilization. Thanking all those contributing by their participation and presence, he made particular mention of the Ministry of Water Resources and Energy and of the FAO.

NDU President **Father Boutros Tarabay** declared that the aim of NDU in founding the WEERC was not simply to deal with the problems of the Lebanon of the future in their scientific and practical aspects but also on the human and social levels, and to find practical solutions for a policy of water and agriculture.

The subject of water, said Father Tarabay, was both scientific and humanitarian at one and the same time, involving engineering, agriculture, energy matters and the environment, as well as internal and external politics and external relations. This was why NDU was giving full backing to the research activities and projects coming from the WEERC, founded less than a year ago, with the participation of the University's specialists and the support of international organizations such as the United Nations, the World Bank, the FAO and the Canadian Development Center.

The FAO representative, **Mr. Abdessalam Ould Ahmed**, thanked Notre Dame University-Louaize for

having associated his organization with this study of a subject of major importance for Lebanon, as water was the primary factor for agricultural production and the provision of a sure supply of food. However, the agricultural use of water was more and more contested on account of it being increasingly demanded for household use and industry.

The problem of distribution between the different users was particularly dramatic in the Middle East, where 90% of water use was for agriculture and more than half of it for irrigation. Because of its relative scarcity in the region, many experts were wondering about the possibility of maintaining the present rhythm of agricultural development and the possible ways of assuring food production in the future.

The FAO, said Mr. Abdessalam, had often warned of the risks of a food crisis and of an excessive dependence on importation resulting from water shortage. It had stressed the need for countries to reconsider their irrigation policies and to take firm measures for the lasting use of their water resources. There was a need to make water resources better understood, to increase agricultural production with an efficient use of water, to reduce harm to the environment caused by its use, and to revise and modernize systems of irrigation.

Fortunately, Lebanon was still in a favorable situation, but arbitration about the use of water resources could become a critical matter from the year 2015. For its part, the Government in recent years had made praiseworthy efforts in this



connection, so reducing the acuity of the problem. However, any policy in this field should take into consideration the competitiveness of agriculture and here Lebanon had certain advantages with its human resources, favorable climate and closeness to remunerative markets in Europe and the Middle East. But there was a need for an integrated use of cultures, water and soil.

Mr. Abdessalam pointed to the long-standing cooperation for water use between Lebanon and the FAO, for example the first studies for the Shabrouh project and, since 1998, the agricultural census for obtaining data necessary for a long-term strategy, done in cooperation with the World Bank, the Ministry of Agriculture and the CDR.

The Minister of Agriculture, **H.E. Ali Hassan Khalil**, then spoke of recent Government discussions, with the Minister and the General Directorate of Energy and Water Resources taking part, concerning dams and lakes to cover the needs of Lebanon, it being borne in mind that only 265 thousand hectares of Lebanese territory were suitable for farming. He pointed out that with all the technological and mechanical advances, the United States spent 300 thousand million dollars yearly to support agriculture in technology and irrigation, while Europe did much the same with direct subsidies to keep agriculture flourishing.

Dr. Fadi Comair then addressed the assembly as representative of **H.E. Ayyoub Hmayed**, Minister of Energy and Water Resources.

The first session was presided by **H.E. Minister Abdel Cortas** with **Dr.**

Mouin Hamzeh, Secretary General of LCSR, as reporter. It dealt with the contribution of government organization to the development of agriculture in Lebanon.

Dr. Fadi Comair, Director General of the Ministry of Energy and Water Resources and Director of WEERC, referred to the lack of infrastructure and means of conserving water in Lebanon. On instructions from **H.E. President Emil Lahoud**, just over two years ago the Ministry and the Directorate had therefore laid down a 10-year plan for conserving water behind dams and in lakes in the mountains so as to avoid wastage in the gullies and the sea and to ensure irrigation for suitable agricultural land and an adequate supply of food. The speaker pointed out that in a year Lebanon received only 70 to 80 days of rainfall, which had to be divided between the needs for drinking, irrigation and industry. This had demanded laws regulating its distribution.

General discussion followed, after remarks by **Dr. Wajdi Najem**, Dean of Engineering at St. Joseph's University (ESIB, Centre régional de l'eau et de l'environnement), who gave an analysis of Lebanon's water resources. He commented on the 10-year plan, stressed the need for integrated planning and gave the conclusions of the report presented in 1948 by the firm Sir Alexander Gibb at the request of the Lebanese Government.

Dr. Wafaa Charefedine, CDR, then detailed CDR policies and programs covering the irrigation sector in Lebanon.

After coffee break, attention was turned to the Agricultural Census in Lebanon and its GIS applications, with **Mr. Bassam Jaber**, former Director General of MEW, as discussant.

Mr. Louis Lahoud, Director General of the Ministry of Agriculture, then outlined the situation and ministry policy concerning agriculture and irrigation.

Mr. Azzedine Azzabi, FAO Consultant and Project Manager of the Agricultural Census, discussed the objectives of the development of the agricultural sector, the ways and bases according to which agriculturalists made their decisions, the ways in which the public authorities could influence farmers in reaching the objectives laid down for the sector, and the components for a strategy of efficient development of agriculture. There followed case studies and a presentation of the MENA experience in irrigation management in the Mediterranean region.

At midday **Mr. Jippe Hoogeveen** of the FAO Land and Water Development Division, Water Resource Officer in AGL, treated the subject of Water and Food Security in the Mediterranean Region, defining the concepts and describing the global food security situation, the water crisis in the Mediterranean area, non-conventional, water resources, types of water scarcity, options for water management and the improvement of water use in rainfed agriculture.

Mr. Mohammed Osman, ESCWA, Leader of the Sustainable Agriculture and Rural Development Team of the United Nations

WEERC SEMINAR

Economic and Social Commission for Western Asia, spoke on the Challenges of Irrigated Agriculture and the Improvement of Water-Use efficiency and Productivity. His focus was on five key thematic areas, namely Water, Energy, Health, Agriculture and Biodiversity (WEHAB). Two points in the WEHAB initiative were the importance of agriculture and agriculture in relation to the millennium development goals. Mr. Osman dealt with the multifunctionality of agriculture, the right to development and to food, and the improvement of water-use efficiency and productivity. He was followed by the discussant, **Dr. Salim Sarraf**, FAO consultant.

After the lunch break, the second session dealt with major strategies of the agricultural sector in Lebanon and the involvement of the private sector in the development of agriculture. It was presided by **H.E. Minister Michel Eddé** and **H.E. Dr. Sami Filali**, Egyptian Vice Minister of Agriculture, with **Dr. Chahwan Khoury**, NDU Dean of Engineering, as reporter.

Minister Eddé first addressed greetings to the authorities of NDU, which already held a distinguished place academically among universities in Lebanon despite its recent foundation and worked with others in the social community. He also greeted Dr. Fadi Comair as organizer of the present Conference, of which he then stressed the importance.

The next presentation was given by **Dr. Riad Fouad Saadé**, Agricultural Engineer of the INA-Paris, Doctor of Economic Geography, Correspondent of the French Academy of Agriculture and Director General of the Lebanese

Center of Agricultural Research Studies. He took as his subject the Main Lines of a Coherent Agricultural Policy for Lebanon. After referring to the present "cacophony" of the ecopolitics of environment in Lebanon, he criticized the concentration of planning on Beirut and its satellite towns, saying that Lebanon started the new millennium with society and structures torn apart. Lebanon disposed of an agricultural population neglected by the powers-that-be and having made no progress over the last thirty years. Good agricultural land was therefore being lost to concrete building while the country suffered from bad management of its water resources. Agriculture suffered from a lack of finance. So the situation of the three factors of human, land and capital resources represented a serious handicap for the development of Lebanese agriculture. Dr. Saadé also considered that the present marketing of agricultural produce, which ought to be remunerating the farmers, was the principal handicap to development of the sector. He then laid down the broad outlines for a future agricultural policy.

Mr. Raphael Debbaneh then dealt with the role of Chambers of Commerce, Agriculture and Industry in Lebanon, saying that a draft law had been prepared by their Federation to prepare the accession of farmers and their groupings.

The third session, presided by Deputy **Dr. Hussein Hajj Hassan**, Chairman of the Parliamentary Committee for Agriculture, and **Dr. Jacques Harb**, Chairperson of the NDU Civil Engineering Department,

began with a talk by **Mr. Imad Bsar**, representing the private sector, about the marketing issues of agricultural production, in particular those concerning the local market such as distribution and pricing.

Mr. Michel Akl, President of the Agricultural Committee of the International Chamber of Commerce in Lebanon, then treated the role of agricultural bodies in developing the agricultural sector, insisting on the importance of coordination between official agricultural bodies and associations.

Mrs. Rania Frem El Khoury, Executive Director of the Indevco Foundation, then dealt with the need to modernize Lebanese apple orchards, for which there was an appropriate climate while the growers were deep-rooted and determined. Apples were a main exportable produce, she said, and a major source of income. Lebanon had been a major supplier of apples to the Middle East up till the 1970s; but while apple-growing had been modernized worldwide, Lebanese orchards had not been rejuvenated and orchard practices had remained outdated, leading to a 40% decrease in production. The speaker then outlined the Indevco Foundation's project for modernization, giving its objectives, its activities and its recommendations.

The Discussant, **H.E. Dr. Sami Filali** of Egypt, then presented a point of view arising out of the Egyptian experience as it concerned the Lebanese agricultural sector. There was a general discussion, coffee break and a side panel for the reporters of sessions, namely Dr. Fadi Comair, **Dr. Mouin Hamzeh**,



Dr. Chahwan Khoury, Dr. Jacques Harb and **Dr. Selim Catafago**, Honorary Dean of ESIB and Professor at St. Joseph's University.

Presenting the recommendations and resolutions of the panel, Dr. Fadi Comair thanked all those in NDU responsible for the holding of the seminar and those who had honored it by their patronage, presence or participation, namely all the above-mentioned and the Ambassadors of the USA, Norway and the FAO, Members of Parliament, representatives of the UN institutions ESCWA and UNESCO and various experts. Dr. Comair said that the aim of this and following seminars was to provide a platform for communication between the various economic sectors, public institutions and organizations. He then gave a long list of recommendations issuing from the panel, all of which will appear in due course in the Proceedings of the seminar published by NDU.



NDU ENERGY SEMINAR

On Monday, 15th March, 2004, a seminar was held in the NDU-WEERC Conference Hall sponsored by the Ministry of Energy and Water (MEW), the French Fund for World Environment (FFEM) and the NDU Water, Energy and Environment Research Center. The title of the seminar was The Management of Energy Demand in the Residential Sectors in Lebanon.

Mr. Suheil Matar, NDU Director General of Public Relations, opened proceedings with some words of welcome, saying that in all the surrounding confusion it was the hope of the University to spread some light through its basic educational role by research, discussion and the presentation of knowledge and solutions. Mr. Matar spoke of the need to consider that energy in the present time had become an instrument for the life of the people.

He thanked all those present who were studying the problems involved, in particular the Ministry of Energy and Water, represented by the Minister **H.E. Dr. Ayyoub Hmayed**, The French Fund for World Environment, the Lebanese Institute for Energy Use, and the Director General of Water Resources, **Dr. Fadi Comair**, also Director of the NDU Water, Energy and Environment Research Center, who was devoting himself with such praiseworthy effort. He closed with a reference to the words of the song of the late beloved music composer **Zaki Nassif**, *Raji', raji', yata'ammarr, raji' Lubnan*.

Father Boutros Tarabay, President of NDU, in his address of welcome and thanks referred to the growing need for domestic energy in both developed and developing countries and at the same time for sustainable production.

Mr. Saïd Chehab, President of ALMEE (Lebanese Association for Energy and Environment Conservation), defined "sustainable development" as a number of strategies for development permitting the present generation to meet present energy requirements without compromising the ability of future generations to satisfy their needs. Such an approach helped reduce poverty, favored conservation of resources, embraced the notions of economic, social and cultural development and finally allowed economic and environmental factors to be taken into account at all levels of decision-making. Mastery of the Demand for Electricity (*Maîtrise de la Demande d'Electricité - MDE*) meant all those orientations and actions aimed at giving the system of energy consumption greater efficiency so that the user might enjoy the best service with minimal expenditure of energy, and economical cost. It was therefore entirely appropriate for sustainable development. It would improve the financial situation of the EDL (*Electricité du Liban*) and generate new employment and markets. The Project for Energy Efficiency in Construction fitted into this scheme and was financed by the *Fond Français pour l'Environnement Mondial* and coordinated by the *Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME)*.

Mr. Saïd Chehab finally thanked the FFEM and the ADEME for their participation in the seminar, and also the Ministry of Energy and Water and in particular Dr. Fadi Comair, Director General of Water and Electricity Resources, whose ambition it was to endow Lebanon with policies for the control of energy and the development of renewable forms.

Dr. Fadi Comair also addressed some words of welcome to the audience, in particular to the Minister H.E. **Dr. Ayyoub Hmayed**, who had graciously accepted to preside the opening session, the President of the Order of Engineers of Beirut **Eng. Sobhi Bsath**, the President of the Order of Arab Engineers **Eng. Samir Doumit**, **Mr. Bernard Cornut** of ADEME, **Mr. Olivier Sidler** of Enertech/France, and the FFEM. The latter had invited the speaker to the previous Paris Congress on *The Application of Thermal Solar Energy in the Mediterranean Basin* together with ALMEE, and then in cooperation with the MEW and the WEERC had kindly agreed to organize a follow-up to the Congress in Lebanon in two steps. The first of these on this day March 15th brought together the Lebanese personalities concerned with renewable energy and the international agencies involved, such as ADEME, Enertech, Siemens and Vestas. The second, to be held in the month of May, would bring together all the countries of the Mediterranean.

The opening session concluded with an address by Dr. Fadi Comair as representing the Minister of Energy and Water Resources, saying that from a number of conferences and discussion over the last week the need emerged for a clear strategy to which all those affected should contribute. He said that demand-side policies were needed in the energy and water sectors, whereas in the past Ministry policies had tended to focus on supply-side issues. The shape of the economy was affected by both supply and demand, but the Ministry's usual policy had been designed to stimulate productivity in order to meet demands; however, now the Ministry was focusing on a policy that affected demand. It had been cooperating with many international partners such as the United Nations Development Program (UNDP) and the European Commission on a number of programs that made controlling the demand the main objective.

From left to right:
Dr. Fadi Comair,
Father Boutros Tarabay,
H.E. Dr. Ayyoub Hmayed
and Mr. Suheil Matar.



The first session was presided by the Right Honorable **Mohammad Kabbani**, President of the Parliamentary Commission for Public Works.

Mr. Kamal Hayek, Director of the EDL, mentioned that when the present administration took over in the year 2002 it inherited enormous difficulties over finance, management, personnel and technology that caused a series of crises resulting in a reduction of the hours of supply. In addition, in the years 2002 and 2003 there had been a sharp rise in the cost of fuel, which now formed 60% of the expenses. Mr. Hayek then detailed measures that had been taken.

Mr. Bernard Cornut of ADEME (Agency for Environment and Mastery of Energy) then spoke on the Social Tariffs Dilemma and Reform Integration, the Case of Lebanon. Regretting the lack of a program to encourage efficiency in the use of power, he raised the question of reforming domestic tariffs and facilitating the transition to the better use of energy., for example by collective use of solar energy for heating water. Only a selective program of domestic energy efficiency could make possible combined reforms of the structures and tariffs by assuring rentability and acceptability, with less consumption of fuel, lower CO₂ emissions and more jobs.

Mr. Rudy Baroody, Advisor to the Ministry of Energy and Water, acted

as Discussant. He insisted on the importance of implementing Electricity Law 462, 2002, laying down consumer protection measures and establishing a regulatory authority, which was essential for environmental and social safeguards. He agreed with Mr. Hayek that the use of natural gas would reduce energy tariffs and also environmental pollution.

During discussion, Dr. Comair was asked about whether there were plans to study the use of water and solar energy to produce electric power in the place of fuel oil. He said in answer that the studies on energy usage were important but first enhancement was needed in stabilizing the cost of production, combating theft of power and establishing a common tariff. Collection had improved, he said; for example, in Nabatiyeh collection rates had gone up from 55% to 75% in three years. In general, theft of power had been reduced by 30% over the previous year and further drastic reduction was to be expected over a three-year period. He added that five months earlier a center concerned with energy management had been established within the Ministry with the help of the United Nations and the Ministry was working hard to develop it.

After coffee break, the second session followed, devoted to the integration of MED in the energetic policy of Lebanon and presided by **Dr. Sobhi Bsath**, President of the Order of Engineers and Architects. **Mr.**



From left to right:
Mr. Saïd Chehab,
Dr. Fadi Comair,
Father Boutros Tarabay,
H.E. Dr. Ayyoub Hmayed
and Mr. Suheil Matar

Joseph Seraphim acted as Reporter and **Mr. Saïd Chehab**, President of ALMEE, as Discussant.

Dr. Bsot spoke of the search for new sources of energy and the constant decline of the current ones, which were having a negative effect on the environment. He said that renewable energy could be considered as a serious substitute, for in these Lebanon had vast resources.

Using slides, **Dr. Berj Hadjian**, Directorate General of Environment, talked of Energy Demand and Climate Change Effects, referring to international conventions and Lebanon's ratification in 1994 of the United National Framework on Climate Change (UNFCCC). Dr. Hadjian detailed the factors for climate change in Lebanon, giving the percentage of carbon dioxide emissions contributed by each sector. He gave the areas of impact of climate change and a forecast of temperature increase and rainfall reduction by the year 2080 before dealing with ways of dealing with the situations.

Dr. Fadi Comair then dealt with the behavior of opaque walls towards thermal heat transient flux, taking the case of the Lebanese climatic zone. He gave a scientific and technical approach for construction regulations adapted to thermic comfort in the Mediterranean climate, taking into consideration altitude and proximity to the sea.

Mr. Joseph Abdelahad, Director General of Urban Planning, gave a talk about the role of his Department

in activating energy efficiency in buildings, particularly residential. After describing the confusion caused by uncontrolled development during the war, he went into details about the law, plans and regulations.

Ms. Matilda Khoury, Project Manager UNDP, gave a talk entitled Thermal Standards for Building in Lebanon. The Project was being funded by the Global Environment Facility, managed by the United Nations Development Program, and executed by the General Directorate of Urban Planning in partnership with the Beirut Order of Engineers and Architects and the Lebanese Standards Institution (LIBNOR). She gave an analysis covering the three main climate zones of Lebanon. After giving detailed statistics, the speaker listed five approaches for achieving the minimum requirements set by the Thermal Standards.

Mr. Konsten Henriksen of Denmark then gave an interesting outline of the rapidly increasing use of wind turbines for generating power and of the leading role played by Vestas Wind Systems A/S.

After lunch break, there was a third session, dealing with the application of MED in the residential sector and the exposition of management results of the PEEC (Project for Energy Efficiency in Construction in Lebanon). **Dr. Chahwan Khoury**, Dean of the NDU School of Engineering, presided, with **Mr.**

Joseph Seraphim, IPP-Electricity, as Reporter.

Mr. Olivier Sidler of Enertech/France described DSM application in the residential sector by acting on household appliances, giving the European experience and orientations for Lebanon.

Theodore Connor of Siemens/Germany described the use of the software of the Decentralized Energy Management System for forecasting the energy management demand in the residential sector by utilization of a parameterizable forecast bandwidth.

Mr. Daniel Géha, ALMEE Expert, gave a presentation of household energy measurements acquired during the PEEC with DSM techniques, using tariff options.

Energy Engineer **Mr. Imad Samaha**, UNDP, described the Electrical Audit Methodology adopted by the Lebanese Center for Energy Conservation and Planning (LCECP), taking Karaki Press and the *Usine Nationale de Blocs et Carreaux* as examples.

After general discussion, there was a closing session consisting of a round table with presentation of recommendations, presided by Dr. Fadi Comair, who thanked the above-mentioned for their participation as well as **M. Gilles Germain**, Counsellor at the French Embassy. The recommendations he mentioned included fair rates, better collection of bills, completing the HT transport system, gradual privatisation of production, diversification of sources by the use of water, solar and wind power, the use of apparatus giving greater economy, and informing the public.

N.B. The Project coordinators are the following:

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INVOLVING STUDENTS IN WATER CARE



On the occasion of 2004 World Water Day, on March 23rd the NDU Water, Environment and Energy Research Center (WEERC), in cooperation with the Ministry of Energy and Water Resources, organised a meeting at which NDU President **Father Boutros Tarabay**, the Director General of Energy and Water Resources **Doctor Fadi Comair**, the Beirut Director of the FAO (Food and Agriculture Organisation) **Abdelsalam Waled Ahmed** and the NDU Director General of Public Relations **Suheil Matar** all spoke to a large crowd of deans, directors and students.

After an address of welcome by Mr. Suheil Matar, Fr. Boutros Tarabay insisted on the urgent importance of the question of water, affirming that the University was convinced that public interest would be served only by sound realistic and academic concern.

Dr. Fadi Comair for his part saw that the message of President Emile Lahoud for Water Day shed light on all the aspects of the question of water and ways of dealing with it, and presented the constants of water policy in Lebanon. Dr. Comair considered that the present meeting served to deal with two matters:-

First, the FAO representative was to present a gold medal to the student who best made a scientific study through WEERC, once a special committee had been set up to make a choice.

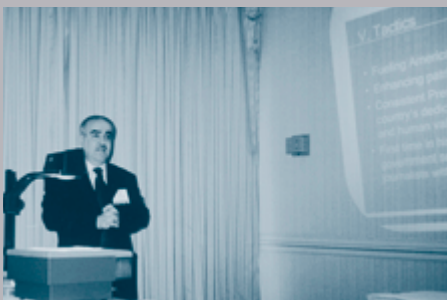
Second, WEERC was to choose a Man of the Year on the basis of his study covering water, environment, commerce and administration and to discern him an award from the President of the Republic, who from the beginning of his mandate had asked the Administration and public bodies to put forward a plan for projects and schemes covering the coming

years. This had resulted in the 1999 ten-year plan that was decided upon in the ministerial meeting of 13th September, 2003.

Mr. Waled Ahmed then thanked the University for organising the present event and called attention to the cooperation between Lebanon and the FAO in matters concerning the subject going back over at least thirty years. He further insisted on the strengthening of ties and on continued cooperation with the University's Center of Studies.

Finally a documentary film was projected which gave a general view of the aims, activities and programmes of the FAO and a glimpse of the World Center for Agricultural Information and the Agricultural Department of the Organisation.

DR. AJAMI IN TEXAS



Dr. Ajami presents his paper to the Conference.

Doctor Joe Ajami, Chairperson of the NDU Department of Mass Communication, presented a paper at the 16th Annual International Association of Business Disciplines (IABD), which was held in San Antonio, Texas, 25-28, March, 2004.

The paper bore the title *War on Terrorism: How the U.S. Government used Public Relations to sell the War in Iraq* and won the Board of Directors' award for the Best Political Communication Paper, presented to Dr. Ajami by the Conference chair. The paper was subsequently published in the IABD's Business Research Yearbook, a refereed publication. The Business Research Yearbook, an ISBN and Library of Congress Registered Publication, is now recognised by AACSB as a refereed scholarly journal in addition to being listed in the prestigious Cabell's

RELIGIOUS **PEACE** CONFERENCE

On Friday and Saturday, 2nd and 3rd April, 2004, a two-day conference was held at Notre Dame University's Louaize Campus under the title *Religious War and Peace – Complexity of the Vision of God*, with speakers of various nationalities and religious persuasions.

The opening session took place on the Friday at 09.15, having as its theme *From Doctrinal War to Religious Peace*. Speakers were NDU Director General of Public Relations **Mr. Suheil Matar**, NDU President **Father Boutros Tarabay**, NDU Vice-President for Sponsored Research and Development **Dr. Ameen Rihani**, **Dr. Abdo el-Qahi**, and **Abbot François Eid**.

The first formal session was chaired by Abbot François Eid. **Dr. Adnan Haballah** spoke of symbolic bitterness in religions, while **Mr. George Nassif** (Lebanon) and **Dr. Abu Bakr Baqader** (Saudi Arabia) dealt with the question of fanaticism between heterodox and orthodox within religions. **Dr. Radwan al-Sayyed** spoke about fanaticism in regard to other people's religions and about holy war. Taking Lebanon as an example, **Mr. Samir Frangieh** (Lebanon) spoke of the political involvement of religion.

After a break, the second session opened at 12.00 under the chairmanship of Dr. Abdo el-Qahi to deal with the subject of peace as mutual recognition in the inspired religions. **Dr. Wagih Kansa** (Lebanon) dealt with belief in the possibility of salvation through a religion other than one's own. **Dom Michel Vamprérijis** (Belgium) of the Order of St. Benedict gave a study of the theology of peace. **Mr. Anwar Saber** for his part spoke of woman as representing contact between religions, with particular reference to the Virgin Mary.

After lunch for the participants, the third session opened at 15.00 under the title *Religions and World Peace*, with

Father Boutros Tarabay in the chair. **Dr. Abdo el-Jabbar el-Rifahi** (Iran) spoke of religion as establishing justice and peace between peoples. The **Reverend Doctor George Massouh** (Lebanon) spoke of the human person in the perspective of the religious call. **Dr. Antoine Qorban** (Lebanon) dealt with religion in the light of globalisation, while **Mr. Muhammad Hassan al-Ameen** (Lebanon) covered the important subject of modernism and the liberal secular mentality.

On Saturday morning at 9.15, the fourth session opened under the chairmanship of **Dr. Wagih Kansa** to deal with the image of God as seen in inspiration and in the institutions speaking in his name in the three Unitarian religions. **Dr. Adib Saab** and **Dr. Hares el-Boustany** (Lebanon) spoke of the different ways God was represented throughout history. **Dr. Jad Hatem** and **Dr. Akl Awit** dealt with God as known through the formulas of the creeds and through experience, while **Dr. Assaad Qattan** and **Mr. Abdo Wazen** (Lebanon) covered his image as seen through holy scripture and various interpretations. **Dr. Jacques Bouchard** (France) spoke of God's image in the city.

At 11.30 the fifth session, dealing with culture, spirituality and civilisation at the present day, opened in the form of a round table chaired by **Dr. Antoine Masarrat** (Lebanon) and bringing together **Dr. Jerome Shaheen**, **Dr. Amel Dibo**, **Fr. Boulos Wehbe** and Dom Michel Vamprérijis.

At midday, Doctors Jacques Bouchard and Abdo el-Qahi closed the conference with a discussion about how dialogue could bring about peace between religions.

It should be noted that the texts of the proceedings at NDU conferences appear in due course in book form.



Dr. Ajami receives the Award from Chairperson Abbas al-Khafaja.



James Hardy Jr. speaks with Dr. Ajami in the chair.

Directory. The reading of the paper was followed by a long discussion involving a number of scholars who had been very favourably impressed.

During the Conference, Dr. Ajami also chaired a session and coordinated a discussion on *Geopolitics and History: Implications and Lessons for Today's Conflicts*. The two participants in this session were veteran scholars from Louisiana State University.

BRINGING UP THE FAMILY

The religious authorities and all thinking people fear that the family in Lebanon may go the way it has in the West, with catastrophic consequences for the individual and for society, and are acutely aware of the importance of a proper upbringing for the children, with a good example set by the adults.

These concerns were reflected by the two-day conference *Family Education, Role of its Members and the Media* held under at NDU under the sponsorship of the Episcopal Commission for Family Affairs in Lebanon and the Episcopal Commission for the Media, and under the patronage of Maronite Cardinal Patriarch **Nasrallah Boutros Sfeir**.

The conference opened at 4 p.m. on Friday 7th May, 2004 with a message from His Beatitude and speeches by NDU President **Fr. Boutros Tarabay**, the Chairman of the Episcopal Commission for Family Affairs **Bishop Beshara Rahi**, the Chairman of the Episcopal Commission for the Media **Bishop Roland Abou Jaoudeh**, NDU Public Relations Director **Mr. Suheil Matar** and **Dr. Abdo el-Qahi**. The opening was shortly followed by the first session dealing with the nature of the problems facing the family today compared with yesterday and chaired by **Naametallah Abi Nasr, M.P.**. The first topic was the evolution of the ways and relationships in the family, with its effect on the upbringing of children as a result of the changing image and authority of the parents, presented by **Dr. Zuhair Hatab** and **Ms. Ghada Koustanian**. Questions of discipline and organisation were studied by **Dr. Laila Dirani** and **Ms. Vera Saliba**. Following a consideration of the advantages and dangers of the media as affecting children's upbringing by **Ms. Dolly Ghanem**, there was a general discussion.

On Saturday morning the second session opened concerned with the broader social effects of family education. **Dr. Marie Khoury** dealt with the effects of upbringing on the social relationships and **Dr. George Izzo** spoke of sex education through the family and through the media. **Dr. Ramzi Salameh** raised the matter of measuring the results of education and the danger of neglecting the weak and unsuccessful. After **Ms. Hiyam Abou Chedid Hujaily** had spoken about the effects of the media on preparing our youth and asked what sort of youth it was to be, there was a general discussion.

After a break, the third session, chaired by Bishop Beshara Rahi, dealt with family education and

faith, especially concerning Lebanon. **Father Malek Bou Tannous** and **Sheikh Sami Abou el-Muna** discussed the effects of upbringing on religious membership, with the dangers of sectarianism and fundamentalism. **Dr. Adel Akl** spoke about upbringing in obedience and conformity with one's circumstances, parents and religious and civil authorities. After **Mr. Marwan Najjar** had spoken about the media in relation to sectarianism and fundamentalism, there was a general discussion. The closing session for conference recommendations brought together **Archimandrite Boulos Nazha**, **Father Simaan Abou Abdou**, **Father Abdou Abou Kassem** and **Mr. Iskander Jibran**.

Certain points stand out. **M.P. Abbas Hashem** of Jbeil spoke about the active role played by the media in education, saying that the press had always been honest, objective and patriotic, which was why it attracted senior journalists and politicians.

Bishop Roland Abou Jaoudeh spoke about the challenges arising from the often contradictory messages presented by the media and called on parents to train their children in critical, planned and moderate use of the media at home and to set a good example themselves. He called on the authorities to uphold the institutions of marriage and the family, saying that, without actual censorship, the public authorities had to lay down policies and procedures to protect these institutions. Bishop Abou Jaoudeh pointed out that the family and family life were being inadequately portrayed. Infidelity and sexual activity outside the marriage covenant were depicted uncritically, while at times positive support was given to divorce, contraception, abortion and homosexuality. Such portrayals, inimical to marriage and the family, were detrimental to society.

Dr. Marie Khoury called for orientation offices in municipalities and for pastoral centres in parishes that would look after families spiritually and create recreational programmes. **Dr. George Izzo** spoke about sex education in the family and the media, stressing that members of a family should be frank with each other, and called for sex education as a part of civic instruction in schools. NDU President **Father Boutros Tarabay** for his part said that the forces behind the challenges facing families were globalisation and western customs which had invaded homes.

LERC NEWS

The Whiteness of the Lebanese Emigrants



LERC's researcher Ms. **Guita G. Hourani** presented a paper at The Eleventh International Congress of the *Asociación*

Latinoamericana de Estudios de Asia y África on *Integración y Diversidad: Asia Y Africa En Transformation* (Integration and Diversity: Asia and Africa in Transformation) in Mexico in October 2003.

In her paper, Ms. Guita G. Hourani, Researcher and Responsible at the Lebanese Emigration Research Center (LERC), discussed how Syrian and Lebanese emigrants have undergone different types of classification and different levels of treatment in various countries. In her lecture entitled *Rationale behind the "Whiteness" of the Syrian-Lebanese in South Africa and the United States of America in Two Court Cases*, she utilized two lawsuits, one in South Africa and another in the United States of America which were filed, the first in 1913 and the latter in 1915, to show how the Syrians and the Lebanese immigrants became legally "white". In these two cases the appellants were men, Christians and Syrian-Lebanese immigrants. One of them, Moses Gandur, was denied the registration of his newly purchased property in the Rand Township of Johannesburg on the grounds that he belonged to the "Native Races of Asia" who were prohibited from owning land outside their segregated areas according to Law No. 3 of 1885; the other, George Dow of South Carolina, was refused naturalization on the basis that he did not meet the racial requirements of the United States law section 2169 of the amended act of 1870, which limited naturalization to "aliens being free white persons and to aliens of African nativity and to persons of African descent." The

paper highlighted the different interpretations of the words "Native Races of Asia" in the Gandur case pronounced by the Judges of the South African Supreme Court. It presented the rationale provided by the United States Court of Appeals in determining the "whiteness" of George Dow, and it also showed the interesting arguments of the defense in the two lawsuits.

Ms. Hourani's paper was considered by the organizers among the most excellent if not the best in the conference.

During her visit to Mexico and with the assistance of **Mr. Joseph Fares**, from NDU's International Relations Office, Ms. Hourani conducted meetings for cooperation in the field of emigration studies with His Excellency **George Abi Younes**, Maronite Bishop of Mexico, counterparts in the Colegio de Mexico, Universidad Nacional Autónoma de México, the Centro Lebanese and the Instituto Cultural Mexicano Libanés among others.

Establishing the Friends of LERC

Part of the operational plan of LERC for its second year was to establish its presence and value in the University and the larger civic sphere by developing as many public programs and establishing as many working community partnerships as possible in migration and related fields. University commitment and support is helping LERC in this launching of the Friends of LERC initiative.

There is much to be done in the field of Lebanese emigration. Friends of LERC have become LERC's partners, support system, audience and pool of information. LERC has become the forum for the Friends of LERC to

not only partake in its activities and accessing its collection, but most importantly to share their own experiences, knowledge and creativity with the University, its students and the general public. Hence LERC has become

- A forum where scholars in the field of migration and its related disciplines can mingle with those who have experienced migration, those who are immigrants in Lebanon and those who are simply interested in the subject;
- A forum for exploring a wide variety of human knowledge and experience; and
- A forum for our faculty and students to interact with outside civic, corporate, and professional persons on issues in migration that matter for everyone.

The Friends of LERC is a formal circle of friends made up of citizens, expatriates, returnees, and immigrants who value and are able to help support the work we do at LERC.

Monthly activities bring together faculty, students, scholars, the interested public, artists, film makers, poets, and novelists from a range of disciplines to present their intellectual and artistic work in seminars, exhibitions, concerts, and poetry- and novel-reading sessions, as well as film viewings of themes of broad intellectual and social importance in the field of Lebanese and comparative migration.

These activities are aimed:

- At creating a dialogue in the field;
- At increasing the involvement of the public with the faculty and the students;
- At developing cooperation between corporate, professional, and civic partners to break down

the walls separating university-based and non-academic "knowledge work"; and

- At stimulating intellectual exchange on the subject of migration, which is of common interest to us all.

The Prospects

We believe that this friendship and partnership will

- Create vital and integrated intellectual life on campus and be an indicator of a visible institutional commitment to the subject of migration that will help us understand the phenomenon of migration and its problems and solutions.
- Enrich public understanding of, and participation in, the excitement, range, and importance of education and research in the field.
- Create greater cooperation in, and mutual benefit from, the

University's relationships with corporate, civic, and professional communities and individuals sharing similar interests in the work of knowledge in a more humane and inclusive environment.

LERC and The Friends of LERC have already sponsored three lectures: *Wrapping Yourself In The Flag: Immigrant Patriotism in Times of Crisis* with viewing excerpts from the movie *The Siege* and the documentary *Proud to Be American* presented by **Drs. Eugene Sensing-Dabbous** of NDU and **Dima Dabbous-Sensing** of LAU in March; *Expatriates' Remittances & the Lebanese Economy: Brain Drain or Economic Gain?* presented by **Mr. Nassib Ghobril**, Head of Research at Saradar Investment House in April; and *Issues of Structure and Culture in Researching The Lebanese Transnational Family* presented by **Professor Ghassan Hage**, an anthropologist from the University

of Sydney, Australia and a Visiting Professor at AUB in May.

LERC Scholarship Fund

LERC was able to secure two Master's Thesis Research Grants for its scholarship fund. Two of \$500 US dollars per year will be granted to the best two proposals for MA/MS theses dealing with Lebanese migration. These grants are worthy gifts to encourage MA/MS students to conduct their research in the field of Lebanese migration.

Two members of the Friends of LERC gave the Feghali Fund and The Sawan Fund. The funds will be available for the academic year of 2005 as of September 2004. NDU students, from all fields of studies, interested in applying for these funds, are encouraged to present themselves at LERC's office to Ms. Guita G. Hourani as early as July 2004.

THE CENTER'S ASSOCIATED RESEARCHERS

The Center is enjoying the benefit of the expertise and knowledge of the following Associated Researchers who are currently associated with LERC:

- **Dr. Sarah Gualtieri**, Assistant Professor, Loyola University New Orleans, USA.
- **Dr. Johan Gärde**, Associate Professor and Director of Institute for Social Religious and Civil Society Studies (ISORCS), Notre Dame University, Lebanon.
- **Dr. Eugene Richard Sensenig-Dabbous**, Assistant Professor, Political Science Department, Notre Dame University, Lebanon.
- **Dr. Paul Tabar**, Senior Researcher, The Institute for Cultural Research, University of Western Sydney, Nepean, Australia.

The Center's Student Associated Researchers are **Ms. Eliane Fersan**, Holy Spirit University, working on the Archive of the Ministère des Affaires Etrangères of France, 1930-1936; and **Ms. Monique Dibbo**, Université Saint Joseph, working on Emigration, Human Geography and Urban Development in Zgharta.

The Center has also interns who are benefiting from LERC's expertise and resource library. They are:

- Ms. Ghada Khoury**, The American Center
- Ms. Sally Moussa**, NDU
- Mr. Habib Geagea**, NDU
- Ms. Lama Mattar**, NDU
- Ms. Beatrice Athypas**, NDU
- Ms. Maya Deeb**, NDU



Doctors Dima and Eugene Sensenig-Dabbous on *Wrapping Yourself in the Flag*.

Immigrant's Patriotism



"Wrapping Yourself in the Flag": Immigrant Patriotism in Times of Crisis was the title of the discussion session organized by the Lebanese Emigration

Research Center (LERC) at NDU and the Friends of LERC. The discussion was moderated by Dr. Dima Dabbous-Sensenig, professor of Media Studies at LAU, Byblos and Dr. Eugene Sensenig-Dabbous, professor of Political Science at NDU and an Affiliate Researcher at LERC, in the presence of the president of NDU **Father Boutros Tarabay**, deans, professors, students and interested parties.

After an introduction by the Coordinator of the Friends of LERC, **Mr. Ameen Nehmé**, excerpts from the movie "The Siege" starring the Lebanese-American actor Tony Shalhoub were projected. The projection was followed by a presentation by Dr. Dima Dabbous-Sensenig in which she tackled the concept of Arab stereotyping in Western media and considered that "Arabs are stereotyped in general, but the picture that the movie reflected of Arabs, through the person of Shalhoub, who played the role of a Lebanese-Shiite FBI agent, was positive and showed that this Arab-American was upholding the constitution despite the inner struggle he was living due to the imprisonment of his son for the fact of being an Arab."

For his part, Dr. Eugene Sensenig-Dabbous talked at length and in detail about the immigrants, the minorities, the indigenous people or the marginalized groups such as women, the handicapped and others and how they used their patriotism as a means to fight against the discrimination that was practiced on them and to achieve their inalienable and intrinsic rights according the Charter of Human Rights.

Dr. Sensenig-Dabbous centered his

discussion on three main axes to instate belonging to the community:

' Earning belonging through individual income, military service, and cultural and sports achievements.

' Struggling for power, for integration, and for public space (statues, street names, and square names).

' Demonstration through parades, marches, strikes, protests, etc...

He also explained that the distinguishing marks that make the other a target for discrimination and stereotyping are more evident when the other is Catholic or African or Japanese or handicapped, etc...

Dr. Sensenig-Dabbous referred to the different epochs in modern American history when the claws of discrimination and stereotyping targeted Native Americans, African Americans, Jews, Japanese, and Hispanics; and, today, these same claws are directed towards Arabs in general.

Dr. Sensenig's presentation was followed by another projection of excerpts from the documentary *Proud to Be American* that was produced by the Southern Federation of Syrian Lebanese American Clubs in response to the September 11th attacks. The documentary included a quick overview of the most important figures of Lebanese and Syrian origins that dominated in the fields of politics, business, military, cinema, and art, with the aim of highlighting the contribution of the Lebanese-Syrian immigrants in the development and growth of the American society.

Expats' Remittances

On Wednesday, 21st April, 2004, under the auspices of the NDU Lebanese Emigration Research Center (LERC) and the Friends of LERC, **Mr. Nassib Ghobril**, head of research at **Saradar Investment HOUSE SAL**, gave a talk in NDU Auditorium under the title *Expatriates' Remittances & the Lebanese*

Economy: Brain Drain or Economic Gain? Attending this important speech were NDU President **Father Boutros Tarabay**, NDU Vice President for Research and Development **Dr. Ameen Rihani**, LERC Responsible **Mr. Guita Hourani**, US Ambassador **H.E. Vincent Battle**, First Secretaries of the Australian, the Mexican and the Japanese Embassies, Ms. **Julia Dixon**, Mr **Tonatiuh Romero**, and **Mr. Keisuke Yamanaka**, and **Mr. Abdo Jeffi**, Vice Chairman of Saradar Bank.

Mr. Ghobril, who is shortly to publish his latest work on the influence of remittances on the Lebanese economy, said that remittances were the main source of foreign exchange earnings for Lebanon and were in fact the second largest source of external funding for developing countries, second only to foreign direct investment (FDI). In Lebanon, remittances increased from 1.4 billion dollars in 2001 to 2.7 billion in 2003. Lebanon ranked seventh after India, Mexico, the Philippines, Morocco, Egypt and Turkey in terms of the total of these remittances regardless of Lebanon's size and the number of its emigrants. Furthermore, Lebanon ranked eighth among the countries where remittances form a high percentage of the Gross Domestic Product after Tonga, Lesotho, Jordan, Albania, Nicaragua, Yemen and Moldova. Lebanon ranked first with 575 US Dollars in regard to the average of remittances per capita, followed by Jamaica, 397.3 US Dollars, and Jordan 355.0 US Dollars.

Between 1998 and 2001, remittances had averaged \$1.6 billion (\$2.7 billion in 2003), while FDI, which should be the main engine of economic growth, averaged only \$250 million. During this period, exports had averaged \$740 million and tourism receipts \$840 million. Lebanon was the seventh largest recipient of remittances in the world, coming behind only countries with huge populations such as India, Mexico and the Philippines. In 2003, remit-



Mr. Nassib Ghobril talks about remittances from abroad, with Dr. Eugene Sensenig-Dabbous chair



Mr. Ghobril's audience, including the US Ambassador, First Secretary of the Embassy of Japan and First Secretaries of the Mexican and Australian Embassies.

tances constituted 15.2% of GDP in comparison to 13.8% in 2001 and 8.5% in 1999. Perhaps these figures were to be doubled if one included such informal channels as the *hawala* and money carried in people's pockets.

Mr. Ghobril explained that there was discussion about the actual benefit of remittances as these were mostly spent on such things as household consumption, goods, education and health care, rather than investment, savings and job creation. But, he said, even this consumption created markets and jobs. Remittances accounted for 22% of household income and up to 88% of savings.

The enormous flow of remittances and its continuous growth could be accounted for by Lebanon's liberal economic and financial system, the stable exchange rate, continued flow of emigrants and allowing people to enter the country with cash and no questions asked. The speaker stated that about a million emigrants left Lebanon between 1975 and 2001 of which more than half were between the ages of 22 and 44. The majority of them attributed their departure to the deteriorating economic conditions and lack of jobs. Migration is geared toward Europe, USA, Canada, and Australia. Therefore remittances will remain an important source for Lebanon until the second generation of these emi-

grants has grown up and settled in the countries of migration.

The speaker stated that other factor for the flowing of remittances into Lebanon include the highly developed banking system and comparatively high interest-rate differentials. At the end of 2003 the average deposit rate for US dollars was 3.4% as compared to almost 1% globally, thus encouraging emigrants to deposit their money in Lebanon. As a result, Lebanon had a total deposit of \$43.5 billion at the end of 2003, almost 2.6 times bigger than the GDP. However, Mr. Ghobril regretted the failure of government to play a role in increasing the flow of remittances and advised against their taxation, as this only would reduce them.

The speaker proposed tax deferral for pensions, as this would help the insurance sector to develop. The 300,000 Lebanese residing in the Gulf had no pension retirement plans, but adequate tax treatment for voluntary pensions in Lebanon could attract remittances for pension plans bought from American and European companies and also help the banking sector by creating long-term saving vehicles.

Ghobril said that despite the substantial impact of remittances on the economy of Lebanon, the Lebanese government has no solid and visionary policy regarding remittances. He then suggested that Lebanon should have direct and indirect measures to promote and channel flows of remittances, improve the investment climate, explore securitizing remittances' flows, rule out taxing remittances, introduce tax deferrals for retirement and pension plans, increase transparency, provide incentives to channel development projects as is done in Mexico, sign agreements with the USA, Saudi Arabia and the OECD countries for example to avoid double taxation and Bilateral Investment Treaties, and facilitate voting in absentia.

Information kindly supplied by
Ms. Guita Hourani

COMMUNIO

At 5 p.m. on Tuesday, 17th February, 2004, the *Communio* circle held its monthly meeting in the office of **Dr. Edward Alam** and was particularly glad to welcome back after a short absence **Fr. Martin McDermott S.J.** and **Fr. Ross Frey** of the Basilian Salvatorian Order. **Dr. Habib Charles Malek** continued with his study of the article appearing in the *Communio* review, *Enough About Man: Christians after their Modernity and the Postmodern Objections to their God*. This presentation was followed by the usual lively discussion in which all took part.

The main theme was the way in which the new philosophies of the last fifty years or so affirm the impossibility of attaining any certainty, the one thing about which their authors are certain and on account of which they refuse to answer questions (except about their emoluments for not knowing anything? – Ed.) Father Ross Frey remarked on a similar decadence in music, with however a reaction in the form of a renewed interest in older works and in ethnic music.

Those taking part were Mr. Pierre Abou Azar, Dr. Edward Alam, Ms. Thérèse Chbat, Fr. Ross Frey, Dr. Mary Ghaleb, Ms. Guita Haurani, Dr. Habib Malek, Fr. Martin McDermott, Mr. Riad Mofarrij, Mr. Kenneth Mortimer, Ms. Dina Nseir, Dr. Doumit Salameh, Dr. Eugene Sensenig-Dabbous and Dr. Joseph Yacoub.

On March 12th Dr. Habib Malek finished his treatment of the above-mentioned article, dealing in the last part with the conditionality of love. Also present were Dr. Edward Alam, Miss Valerie Aoun, Dr. Joseph Hajjar, Fr. Martin McDermott S.J., Mr. K.J. Mortimer, Dr. Berge Traboulsi and Dr. Joseph Yacoub.

On April 27th, the meeting was supposed to discuss a *Communio* article about Gustav Sieworth's *Trinitarian Ontology* after a short review of Mel Gibson's film *The Passion of the Christ*. But the film was found to be so full off symbolism and theological implications that it took up the whole time. Those taking part were Mr. Pierre Abou Azar, Dr. Edward Alam, Ms. Thérèse Chbat, Dr. Mary Ghaleb, Dr. Habib Charles Malek, Fr. Martin McDermott S.J., Mr. Kenneth Mortimer, Dr. Doumit Salameh and Dr. Joseph Yacoub. It was remarked that Mel Gibson had waited to reach the summit of his profession before making his film, many years in his mind, before feeling that he could overcome the opposition of certain circles sensitive on the issue of anti-Semitism. It was considered curious that some of these had considered the film unsuitable for showing to children despite the fact that children must surely be hardened by all the violence viewed in cinemas and on home TV. In fact, the first two days of its appearance had covered the financial investment.

The discussion was based on sixteen points noted by a certain Father Sean of the Legionaries of Christ at a meeting held last February at the St. Joseph Center, Alhambra, USA. Point number 2 dealt with the question of the violence, which reflected the effect of sin on our souls. Dr. Alam noted that one of his children, far from being shocked, had simply remarked that the real Passion must have been "just like that", something far removed from the simpering sentimentality with which "gentle Jesus, meek and mild" is so often presented by watered-down Western Christianity.

Interested persons of any religious persuasion, whether from inside or outside the University, are always welcome. Information about future fixtures and documentation on the upcoming subjects may be obtained from the office of Dr. Edward Alam, extension 2415 or 2502. Email calam@ndu.edu.lb or razar@ndu.edu.lb



Left to right: Mr. Pierre Abou Azar, Dr. Mary Ghaleb, Dr. Habib Malek, Dr. Edward Alam and Fr. Ross Frey.



Left to right: Mr. K. Mortimer, Ms. Thérèse Chbat, Dr. Eugene Sensenig-Dabbous, Mr. Riad Mofarrij and Dr. Joseph Yacoub.

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH, TRANSLATION, & EDUCATION

Launching of the Group for the Gifted

The NDU Group for the Gifted was launched on 29 March 2004 by the Department of English, Education and Translation in the Faculty of Humanities, at 12:00 noon in Friends' Hall. The launching was introduced by Dean Boulos Sarru' and Chair Amal Yazigy, followed by a presentation by Dr. Samra outlining the Group's objectives and possible activities.

GROUP OBJECTIVES:

- > To raise awareness of giftedness and talent on and off campus
- > To encourage sharing of experiences
- > To encourage gifted children
- > To promote the care and appreciation of giftedness
- > To establish ties with others involved in the field, academically and professionally
- > To encourage research and fieldwork

POSSIBLE ACTIVITIES:

- > Seminars
- > Workshops
- > Lectures
- > Social meetings
- > Field visits to schools and other institutions
- > Shows and exhibitions
- > Talk shows and debates
- > A newsletter/website (?)
- > Awareness campaigns

Based on the slogan that "You don't have to be gifted to care for the gifted", membership will include:

- > NDU Special education students

- > ALL other NDU students
- > NDU Faculty members
- > NDU Staff

Special Guest Member status can be afforded to interested non-NDU persons.

TARGETED COMMUNITY:

- > NDU family
- > Other universities
- > High School teachers
- > High School administrators
- > NCERD/Ministry of Education
- > Pedagogical Offices
- > Special education institutions
- > Publishers
- > NGOs (Human Rights, UNESCO, etc.)

The GfG plans to set grounds for its set up and activities during the Spring Semester to be able to start actively functioning in 2004-2005. Those interested can contact The Department of English, Education and Translation (the pink building).



Left to right: Dr. Sami Samra, Dr. Boulos Sarru' and Dr. Amal Yazigy.



Students attending.



Left to right Ms. Mona Shehadi, Librarian, and Doctors Mary Ghaleb, Carol Kfour and Paul Jahshan, Faculty members.

ARAB ACADEMICS MEET WITH NDU PARTICIPATION

Literally hundreds of academics from all over the Arab world met on February 16, 17, and 18th 2004 at the Phoenicia and Monroe Hotels in downtown Beirut to listen to each other's views on ways to bring education in the Arab world into the 21st century. The conference was organized by the Arab Thought Organization .

Drs. **Joyce Bahous, Carol Kfour, Christine Sabieh, Sami Samra** and **Amal Yazigy**, represented NDU at this conference. The abstracts of their presentations are found below.

The Effect of Cheating on Evaluation in Higher Education

by **Jocelyne Bahous, Ed.D.**

Abstract

Universities nowadays are facing a serious problem of students cheating on many exams and plagiarizing papers. The main worry is that students do not consider their acts as impermissible, unethical, or even illegal. They transfer the corruption they experience every day in their social life into the academic life. Many instructors work single-handedly trying to teach the students to be honest and ethical. Although this is an international problem that faculty members in the USA and Europe are suffering from, they, at least, take severe action when cheating or plagiarism is detected. This paper aims to show the serious consequences of not putting an immediate end to instructors lax attitude towards cheating. The evaluation of students performance becomes invalid. Standards drop. Instructors identity as educators is demolished. Most importantly, universities lose international recognition, credibility, and accreditation. This paper also suggests steps to be taken in order to overcome this problem, such as educating students to become honest citizens, maintaining a sense of professionalism and evaluating students on solid grounds. This paper concludes with a strong urge to put an end to cheating in order to achieve an optimal learning environment.

The University Student and Technology

by **Dr. Christine Sabieh**

Abstract

Many students in universities are misusing technology and getting away with it because their educators are not well informed in what technology has to offer to the teaching/learning medium. The purpose of the paper is to make the educators aware of this. The educators must inform the students how they are to use the technology in the appropriate manner. I believe this may only be done if the educators themselves are informed. This is best done through appropriate training. I conclude that to accept students work in any fashion because it is technology-aided is not acceptable. If the educators continue to do so, I believe that using technology in the teaching/learning environment is meaningless.

Group Work in Large University Classes

by **Dr. Sami K. Samra**

Abstract

Also known as the socio-psychological approach, group work is based on theories and principles derived from social psychology and group dynamics. To summarize these principles, effective group work is based on set norms, explained expectations, relevant motivation and open communication.

In essence, group work functions best whenever there is a problem-solving situation. It depends on careful planning by the teacher, effective acquisition of skills by students, and communicative processes by both the teacher and the students.

The advantage of the group in large classes in institutions of higher education is that it focuses on inter-personal relationships, creative thinking, reflection on others' opinion, sharing research loads, and other activities which can be exhausting to individual students.

Self-Regulated Learners

by **Dr. Amal Yazigy**
Abstract

When exerting a lot of effort, the instructor does not always find this rewarding in terms of student performance. Thus, educators need to rethink their strategies and models of learning and teaching. Much feedback concerning this issue may be taken from the interactive work of the different disciplines such as psychology, philosophy, education, and several others. Based on this collaborative effort, studies show that there is a direct positive relationship between measures of academic motivation and measures of effort and achievement in the classroom. Thus, this paper intends to give the background of the basic recognized types of motivation supported with real-life examples. Moreover, the paper proceeds into naming and explaining factors, both external and internal to the learner, that foster motivation. Through this part of this paper, practical suggestions are given to help instructors guide learners into self-motivation and create of them intrinsically-motivated individuals to reach for higher levels of learning and knowledge. This is the ultimate aim of our profession as educators.

The Power to Empower

by **Dr. Carol Ann Goff-Kfour**
Abstract

Even though most instructors do not participate actively in the actual writing of university policies, this does not necessarily indicate that they do not have power to bring about change in the system or the students they teach. This power to encourage evolution among the students can be brought about if instructors take three factors into consideration: orientation, high standards and self-discipline. Students come to university because they do not know; it is the role of the university instructor to orient students to the options available to them and to fill the gaps in their academic preparation. It logically follows that instructors must set high standards for themselves by giving only the highest level of instruction and only accepting the highest level of work from the students. Self-discipline on the part of the student is the key element in this paradigm. Instructors do certainly guide, orient, and encourage, but it is only students who can learn and apply that knowledge to the world around them.

CORRECTION

We apologise for a misunderstanding on page 17 of Issue N° 30. *Developing American Studies at Arab Universities: Resources, Research and Outreach* was the title of the Conference, as stated in the text, while *American Studies and the Arab University: The Challenges of Contemporary Critical Theory* was the title of the paper presented by **Dr. Paul Jahshan** of NDU and should have appeared over his name following the abstract of the paper of **Dr. Boulos Sarru'**, Dean of Humanities.

TO HELP NGOS

Reaching out to NGOs and Civil Society Organizations in the whole MENA-region, Arab World and Beyond through a comprehensive NGO Management and Capacity Building Program.

Targeting NGOs and Faith-Based Organizations and their leaders regardless of the religious background, creed, political affiliation, ethnicity and race.

These are the aims of the NGO Management Program of the NDU Faculty of Political Science, Public Administration and Diplomacy, e-mail: ngo.management@ndu.edu.lb . The Summer 2003 Course had NGO participants from Yemen, Libya, Iran, Lebanon, Sweden and Turkey. Twenty applicants able to work in English and computer literate are selected for each course

This year, there was a course on NGO Fundraising and Grant Seeking held from June 15th to 17th and managed by Associate Professor **Johan Gärde, Ph.D.**, of the NDU FPSPA&D Institute for Social, Religious and Civil Society Studies (ISORCS), in collaboration with **Caritas (Sweden)** and funded by the **Swedish International Development Cooperation Agency (SIDA)**. The Facilitator was **Mr. Jean Kors**, PCM specialist and former Head of Programs at Caritas Middle East and North Africa Secretariat.

Between 14th and 23rd September, 2004, there will be a course at NDU Main Campus under the title *NGOs, Civil Society and the Challenges of Participation and Governance in the MENA Region*. The modules will be as follows: 1. The Theory and Practice of Participation. 2. Participation and the Poor. 3. Participation and Organizational Change. 4. MENA – Context and Participation. The Facilitators will be **Dr. Peter Taylor** and **Dr. Samuel Musyoki** of the Institute of Development Studies, University of Sussex, UK, **Dr. Michael O'Reilly** of the NGO Policy and Practice Management Program, UMU, Uganda, and Mr. Jean Kors.



ADVERTISING CLUB INVITES **LAAA**

On March 25th, 2004, the NDU Advertising Club organised a conference entitled *Lebanese Advertising Agencies*, with the attendance of **Mr. George Abdel Malak**, President of the Lebanese Advertising Agencies Association (LAAA) and two members of the Association, **Mr. Kamal Darouni**, Assistant Professor at NDU and Advertising Club Advisor, **Mr. Dany Karam**, General Manager of the advertising and marketing agency *Feedback*, **Dr. Khaled Fakih** Associate Professor at NDU and **Mr. Vatche Donerian**, also of NDU.

Mr. Darouni gave a brief history of advertising in Lebanon, listing the pioneers who worked between 1935 and 1963. He remarked that the LAAA was founded on October 12th, 1959 with the aim of protecting the advertising profession and raising its standing, as well as safeguarding the interests of its members and creating a link between them and developing a mutually beneficial relationship with other professional and official associations.

He added that, after the setting up of the LAAA, advertising flourished and it became necessary to establish relations with foreign professional bodies. Some mem-



From left to right: Mr. Kamal Darouni, Mr. George Abdel Malek, Mr. Dany Karam, Dr. Khaled Fakih and Mr. Vatche Donerian.

bers of the LAAA visited Madrid in 1963 to attend the world conference of the International Advertising Association (IAA), after which they received an official charter recognising the IAA Lebanon Chapter, which had already received preliminary approval in 1961.

Mr Abdel Malak for his part declared that advertising was a matter of teamwork. Plans were being made for providing a location for students to show their work where visitors from neighbouring countries could see it. Further, a website was to be opened giving the CVs of all graduate students, so that direct contact could be established between the graduates and interested companies. A magazine was to be published under LAAA sponsorship where students could write and express their opinions and wants. Mr. Abdel Malak expressed his objection to any law that limited advertising in Lebanon and finished by advising students to make up a very professional CV to be shown together with one of their best projects in order to attract the attention of business circles.

For the information of our readers we add that NDU is the only IAA-accredited university in Lebanon.



From left to right: Mr. Shady Mouallem, Mr. Kamal Darouni and Mr. George Abdel Malek, President IAAA.

ADVERTISING ASSOCIATE SEMINAR

Synchronize your Pulse – From Theory to Practice, such was the title of the seminar of the International Advertising Associate held in NDU Friends Hall on Friday, 22nd May, 2004.

The speakers were **Mr. Jean-Claude Boulos** (IAA World President), **Mr. Rony Jazzar** (IAA President Lebanon Chapter), **Mr. Jean-Pierre Keyrouz** (President IAA Associate Chapter), **Mr. Dany Richa**, the **Rev. Dr. Elias**

Keserwani (NDU), Mr. Ramsay Najjar, Ms. Samar Salman, Mr. Jean-Claude Sikias, Ms. Zeina Haddad, Mrs. Hilda Khalifé and Mr. Kamal Darouni (NDU). Among the audience there were professors and students from the major Lebanese universities, NDU, LAU, LU and USJ.

Mr. Jean-Pierre Keyrouz opened the session by presenting the objectives of the seminar. Its aim was to bring together all the advertising students in Lebanon and to introduce them to a practical approach to advertising and marketing. Mr. Keyrouz thanked Mr. Kamal Darouni, advisor of IAA Advertising Club, and NDU for having organised the event together with the IAA Associate Chapter.

Dr. Jean-Claude Boulos made a speech thanking all those involved in this domain. He emphasized that the advertising field was becoming very important in Lebanon and all over the Arab countries, so great opportunities lay ahead for our new generation. He also spoke about the 39th IAA World Conference due to take place in China with himself presiding. It was not to be forgotten that the 38th IAA World Conference, held in Lebanon in the year 2002, had been a great success.

The first speaker, Mr. Rony Jazzar, started his speech by describing advertising as a life that has to be lived with whole-hearted energy and enthusiasm. He stressed that the media *régie* is the commercial arm of the media vehicle. Then he defined the role of the newly established Media Buying Unit (MBU) as the negotiable power to generate money. He also defined the most successful medium as the one with the highest audience rating. Programmes were evaluated on the basis of the largest audience at the lowest cost per rating/point method. Mr. Jazzar then answered the students' questions.

The second speaker, Mr. Dany Rich, dealt with advertising creativity, which he said was the only key and formula for success. One had to be an encyclopedia for generating ideas; the richer the encyclopedia, the easier it was to associate ideas. We do not actually create things, as things already exist in our creative mind as a pattern. In the field of creativity we looked for hungry people with passionate minds.

The Reverend Doctor Elias Keserwani of NDU then introduced the new NDU major of musicology, which initiates students into the art of incorporating music with advertising communications. **Dr. Elie Achkar** and **Mr. Nicolas Tombe** then performed for the audience.



From left to right: Mr. Jean-Pierre Keyrouz, Mr. Rooney Jazzar, Mr. Dany Richa and Mr. Kamal Darouni.

Lunch followed in the NDU main cafeteria, with the NDU Advertising Club sharing its 11th anniversary cake with its guests.

The third speaker, Mr. Ramsay Najjar, pointed out that advertising was continually changing. He said that sometimes you know and sometimes you don't know, but the most important thing was, when you don't know, you should know what you have to know. Thus one has to consider the changing pattern. Finally, he said that one of the major changes affecting the advertising industry was its shift towards being a temple standing on six basic pillars, of which we had to be part:

- Design corporate identity
- Advertising – creative brand building
- Media investment
- PR in the strategic form
- Media research
- Customer Relationship Management (CRM)

Ms. Samar Salman then explained the media buying systems and their parameters, with particular attention to increasing advertising while improving accountability and resources. She showed and explained various media planning models.

The fifth speaker was Mr. Jean-Pierre Sikias, who explained the TV ad production process from the brief to the creative script, shooting and post-production. He showed his audience some of the commercials produced by his own company.

Finally, Mrs. Zeina Haddad and Hilda Khalifeh recounted their experience in organising, planning and executing such events as *Bus Stop* (LBCI), *Star Academy* and *Jar El-Kamar* (FTV). Mr. Kamal Darouni then said some closing words and delivered certificates to those who had attended the seminar.

STUDENT BYRON CONFERENCE

NDU English Graduate Students Rank High in Greece

For the first time, NDU graduate students have participated in an international student conference, thanks to the efforts of **Professor Naji Oueijan**, who accompanied two of NDU's English MA graduate students, **Ms. Valerie Aoun** and **Mr. Harvey Oueijan**, to the 3rd International Student Byron Conference, held in Messolonghi, Greece, May 16-24.

As Greece is hosting the Olympic Games this summer, the conference theme was "Lord Byron and the Olympic Spirit". The Conference included students and professors from Greece, the United Kingdom, Ireland, the USA, Germany, and Lebanon. The venue of the conference was in the newly built Byron Center in the sacred city of Messolonghi, where Byron died as he was supporting the Greek revolutionaries against the Ottoman oppression early in the 19th century.

Professor Oueijan made the Introductory Presentation of the Conference; his presentation, "Byron and the Land of Olympia", emphasized the paramount impact of the Olympic spirit on the development of Byron's personality and works. Ms. Valerie Aoun made a presentation entitled, "Byron and the Greek Feminine Splendor", and Mr. Harvey Oueijan presented a paper entitled "Byron's

Concept of Democracy". Interesting enough was the fact that both presentations by our students were classified by the organizers of the conference among the top four student presentations. As both were commended for their excellent work and offered special grants to attend next year's conference, their papers will be published in a special edition sponsored by



Ms. Valerie Aoun in Greek costume.



Ms. Valerie Aoun presenting her paper.



Mr. Harvey Oueijan takes his turn.

the Byron Society of the Sacred City of Messolonghi and the University of Athens. Ms. Aoun was further honored when she was chosen to wear the very expensive traditional Greek dress of a female folk dancer and to pose for pictures to be published on the Society's Web Page.

Besides their effective contribution to the academic activities, our students had the opportunity to visit several historic places in Athens, such as the Acropolis, and other parts of Greece, especially Olympia, where the Olympic Games first started about 3000 years ago. We congratulate Professor Oueijan and his students for this successful academic activity, which enhanced the professional reputation of NDU in the world.

Here we must thank NDU administration and **Professor Boulos Sarru'**, Dean of the Faculty of Humanities, for their financial support, and especially Professor Oueijan, who, as Member of the Board of Directors of the International Byron Council, was able to secure a special grant for our students from the conference organizers. We sincerely hope that such activities will become a tradition at NDU. **Participants.**

NORTH NEWS

Star Academy Visit

In coordination with the Public Relations Office, the Student Cabinet organised a trip to the LBCI studios in Alma for students to attend the "prime" of Star Academy on Friday, February 6th, 2004.

Students and staff to the number of 110 signed up for this event, but only forty applications could be approved and admitted due to the pressing demand to attend this show from both local and regional schools and universities, including ones in neighbouring countries as well as in Lebanon.

NDU-NLC students arrived at 7.25 p.m. and were immediately directed into the studio theatre, which was already crowded with young people and TV staff. People continued pouring in until 8.30 p.m., when admission was stopped and the show started.

The guest stars were **Saber Al Rubahi** and **Maya Nasri**. The show was highly entertaining with its varied performances and the Star Academy students did their best to make the evening memorable for everybody. The NDU-NLC students wanted to take photos, but unfortunately this was not allowed.

Cedars Trip

In collaboration with members of the Student Cabinet, the Student Affairs Office arranged a trip to the Cedars, which took place on March 6th-7th, with the Tyrol Motel close to the ski slopes as its destination. The price was very affordable for all students and comprised bed-and-board, yet only nineteen students signed up. The weather was not encouraging early on Saturday morning and some students contemplated withdrawing even though their intentions were not purely skiing and winter sports as such. Fortunately the weather cleared up as noontide approached.

Saturday night was a time for the students to dance till the small hours and enjoy themselves at the Storm, which is at present the most popular nightclub in the area.

Sunday turned out to be a superb day at the Cedars, clear, sunny and warm, just perfect for

skiing or sunbathing. Not to miss the beauty of the day, the party postponed their lunch into the afternoon and left at 3.30 after collecting their personal effects. The trip was thoroughly enjoyable for the students, who wine and dined, went skiing, and tanned themselves in the sun.

Forum for Arab Women

A Forum for Arab Women was held on three consecutive days, March 7th, 8th and 9th, at the Monroe Hotel in Ashrafieh, Beirut. Four of our students took part in a discussion session that was held on the last day of the Forum, Tuesday March 9th. This session was specially formulated to give university students a chance to express their ideas about the role of women in Arab societies and about how much they can, or cannot, accomplish.

The event was a profitable experience for our students and gave them a great opportunity to say what they really thought.

Information kindly supplied by **Susan Dandan, SAO/NLC.**

Book signing

NDU/NLC hosted a special book-signing event on Thursday, March 25, 2004 in the Amphitheatre. The book was one of the series *The Holy Virgin Mary in Lebanon* by **Mr. Anwar Saber**, author and researcher for NDU Publications, Office of Sponsored Research and Development. The event was presided by **Bishop Elias Korban** and by **Monsignor Youssef Soueif** representing **Bishop Youhanna Fouad El Hage** and there was an audience of members of the NDU Board of Trustees and various religious and socially prominent personalities, including NDU President **Father Boutros Tarabay**, **Mr. Joseph Neeman**, **Mr. John Moufarrej**, **Mr. Elias Ayyoub** and **Mr. Rifaat Saba**.

Bishop Korban opened proceedings with some remarks about the ancient icons of Our Lady, about how they dated back to the early centuries and about their significance for the Church. He described the author's work as an outstanding accomplishment, achieved with the aid of the NDU Office of Research and

Development. Bishop Korban praised this work as one that enriched both the Church and Lebanese society.

For his part, Monsignor Soueif emphasised the significance of the Holy Virgin Mary in Christianity as well as in other religions and thanked the author for having made his study under three aspects, archaeological, liturgical and tourist. He added that NDU's collaboration in research and raising standards in academic studies was much to be appreciated.

Father Boutros Tarabay then assured the public that NDU would be at the disposal of individuals or research groups seeking to serve their country by advancing knowledge in the light of truth and thanked the audience for their presence.

Mr. Edgar Harb, PR Officer at NLC, then introduced Mr. Saber, the author of the book. He thanked him for giving the public the benefit of his valuable research in his books before inviting him to speak.

There was a projection of images of spectacular historical churches and icons honouring the Holy Virgin in various remote areas of the North that Mr. Saber had painstakingly investigated to provide material for his series of volumes. Mr. Saber showed even those churches that had been inconsiderately renovated, something that much impressed his audience, who were generous with their applause. He then proceeded with signing the books.

Afterwards there were generous refreshments to honour the crowd, which had shown itself highly appreciative of such an interesting cultural and education event. All hoped that NDU/NLC would continue to prosper and maintain its keen determination to benefit the public with work of such value.

Information kindly supplied by **Mr. Edgar Harb**.



The Mini-Football team at Main Campus 1st April.

Caritas-Barsa & World Youth Day

For two days 27, 28 March, 2004, NDU/NLC acted as host to the young people of Caritas-Barsa for activities under the themes of the JMJ (*Journée mondiale de la jeunesse*), World Youth Day, a worldwide Christian event.

The twenty Caritas student members spent two days and one night on the premises of NLC under the direction of **Fathers Jean (John) Saab** and **Tony Chaina**. They formed groups for the purpose of community prayers and spiritual exercises. In their spare time they enjoyed themselves with hearty games and entertainment. The weekend at NLC was thoroughly enjoyed by all, before departure on Sunday afternoon.



Father Jean Saab and the Caritas students.

NLC Sports

The NLC Sports Teams were invited to play inter-campus friendly games at both the Main and the Shouf Campuses. The first were on April 1st and the second on April 7th, 2004. The Basketball, Table Tennis and Mini-Football teams were accompanied by the basketball coach, who went with them to both campuses. The scores were very satisfactory for NLC, as the Basketball team scored the highest points for all three campuses.



The Basketball team at Main Campus, 1st April, 2004.

The Mini-Football team at Shouf Campus, 7th April, 2004.



The students enjoyed the friendly confrontation and the chance to meet the team members they played against, who showed good sporting spirit and support, especially those at Shouf Campus. They were enthusiastic about the possibility of future tournaments, and looked forward to the chances of their being held on the playgrounds and courts, God willing, of NDU/NLC.

Information kindly supplied by **Mrs. Susan Dandan SAO/NLC.**

Drugs Conference, Problems and Solutions

On Friday, 4th June, 2004, NDU/NLC hosted a conference on drugs called and organised by the *Al-Islah* Society, headed by **Mr. Fadi Nasr**. Representatives of **Dr. Assaad Diab**, Minister of Social Affairs, and of the head of the Internal Security Forces were present.

Dr. Salim Karam, Director of NDU/NLC, opened the Conference with words of welcome that pointed to the importance of raising awareness and of education in societies especially concerning issues relating to "Substance Abuse" liable to stifle and harm our rising and future generations.

Professors from different disciplines took part in the debate and discussed the whole problem under its diverse aspects and perspectives. Psychotherapists and analysts, as well as experts in law and education, made statements

Experts on drug abuse speak to the students.



The Basketball team at Shouf Campus, 7th April, 2004.

shedding light on how to deal with, cope with and avoid dependency problems caused by drugs and intoxicating chemicals. The names of other new materials produced for public commercial use came up, ones that were linked with dangerous substance abuse.

One lecturer attributed the use and abuse of drugs to different socioeconomic and psychological factors and to biological predisposition. Others attributed these to the lack of attention in the system whether family, educational or environmental. Yet others considered administrative reasons, the lack of reinforcement and the frail judicial system which, although it proclaimed the protection and rehabilitation of drug users by its stipulated laws, left these as provisions on paper instead of as laws applied for preserving their rights as human beings.

Although the Conference lasted two hours, it held everybody's attention because of the interest relating to drug abuse and because it dealt with the problem from different angles, the lecturers all being specialists in their own fields.

After the Conference, the audience was invited to a small cocktail reception that allowed them to mingle with the speakers and to share ideas that proved to be beneficial for the general public as well as for the NDU/NLC students attending the seminar.

Information kindly supplied by **Mr. Edgard Harb.**



The experts have an audience of students feeling deeply concerned for Lebanon's youth.



Late news Starting an NDU/NLC Tradition

Three NDU/LC staff birthdays coming in the month of May were celebrated together for the common pleasure and delight, starting what is hoped will be a tradition of anniversaries shared. The birthday celebration shown in our photograph were for the following:

Miss Rita Abdelmassih, Administrative Assistant, May 14.

Mr. Edgar Harb, Public Relations Manager, May 16.

Mrs. Jaceline Fayjaloun, Cafeteria Staff, May 17.

ALICO Seminar

On Wednesday, 12th May, 2004, NLC students were invited to an interesting seminar about insurance work, with a lecture given by **Mr. Abdel Kadr Akkari**, North Branch Director of the American Life Insurance Company, who came with two of the Company unit directors. Information was given about work in the insurance field with real-life examples. Those

attending learnt about the requirements for becoming an insurance consultant.

The seminar provided students with an opportunity to meet ALICO representatives, who discussed with them the possibilities of training for a salary- or commission-based career in the international company.



Mr. Abdel Kadr Akkari accompanied by ALICO representatives.



An interested audience.



The Aikido Club demonstrates attack and defence.

Founders' Day 2004

Founders' Day was celebrated at North Campus on May 7th. The IAF Club, the Aikido Club, the Social Club, the Green Club and the Para Academic Club had stands serving excellent food, the Music Club provided food for the soul and the Sports Club organised games and activities. The Aikido Club put on an impressive demonstration.

Bishop Hajj of Tripoli with members of his clergy.



The large audience show their keen interest.

Tripoli Youth Conference

We wish to see Jesus. John XII, 21. This was the title of this year's Annual Youth Conference of the Maronite Diocese of Tripoli, organised by the Diocesan Youth Committee. It was held on Friday, Saturday and Sunday, 16th, 17th and 18th April, 2004, with about 350 young people from different Christian communities and with NDU/NLC playing the host.

A forum was launched for young people to deepen their religious experience and to express themselves on different subjects in depth to specialists, opening the way to dialogue.

DETAINEES: A MOVING FILM

There was a forum organised in Friends Hall by the Debate Club on Wednesday, 17th March, 2004, concerning Lebanese political detainees held in Syria. Opening the event, **Mr. Suheil Matar**, NDU Director General of Public Relations, pointed out that while the return of Lebanese prisoners from Israel was a joy for all Lebanese, those detained in Syria should not be forgotten. There was no difference between a person detained in an Israeli jail and in a Syrian one. A documentary film about the detainees directed by **Bakhous Alwan** was shown, entitled *Wheel and Torture* and giving the testimony of former detainees in Syria and interviews with families of people still said to be held.

Mr. Shady Dirany, President of the Debate Club, said that the war had ended sixteen years ago but not yet for these families. He criticised officials who attempted to uncover the fate of missing Iranian diplomats before trying to find out what had happened to missing Lebanese. The film presented the testimony of **Dr. Joseph Haleet**, who was set free in December 2000 after being imprisoned for eight years, four of which were spent in solitary confinement, under the pretext that he was a member of the Lebanese Forces.



Centre, from left to right: Mr. Shady Dirani, Mr. Suheil Matar and Mr. Bakhous Alwan.

A WORD FROM THE DIRECTOR

Once again, the year has been very busy and productive for the Shouf Campus in terms of expansion and growth. On the one hand, the number of students enrolled in all majors has grown substantially; on the other, this year will witness for the first time the graduation of a number of students from the Shouf Campus. Such achievements would not have been possible had it not been for the tremendous efforts that have been exerted by all faculty and staff.

No doubt, over the past couple of years we have faced many difficulties, but, as a team, we have overcome all obstacles. As a matter of fact, we have laid solid grounds for the foundation of our campus. The major stages have been completed. As founder and Director, for three consecutive years I have had the privilege of forging out four faculties, finalizing and consolidating their organizational structure, and attracting highly qualified faculty members.

Today, we are more aware of the challenges that lie ahead, and such an awareness adds another dimension to our determination and commitment.

Now, what about the future? Our expansion strategy is expected to create a more distinctive campus, enhance growth, and develop links with overseas universities. In line with this strategy, we cannot but recognize the importance of maintaining close ties with the neighboring communities and of keeping up with the team spirit that has prevailed so far.

Finally, as we hope for a more prosperous future, we cannot but be grateful to all those who have provided us with encouragement and support, namely our President, our Vice President and the Director of Public Relations. As for all of you, colleagues, staff and students, I express my deepest gratitude and wish our NDU-Shouf Campus all the success with its new endeavor.

*Dr. Assaad Eid,
Director of NDU-Shouf Campus*

Trip to Faraya

The Ecotourism Club organised a day trip to Faraya and Dream Park on March 20, 2004. About forty students took part, accompanied by three faculty members, **Dr. Nabil Haddad**, **Mr. Youssef Haddad** and **Ms. Zeina Nehme**, advisor of the Ecotourism Club. The trip was a great success and quite unforgettable. Our photos show fun and games in the snow at Faraya and at Dream Park. Wish you had been with us! More trips to come!





3rd Shouf Campus Art Exhibition

The 3rd Shouf Campus Annual Art Exhibition was open from May 4 to May 14, 2004, under the patronage of H.E. the Minister **Dr. Ali Hussein Abdallah**. It was inaugurated with the presence of the Right Honourable **Mr. Nabil el-Boustany M.P.** and **Mr. George Dib Nehme M.P.** and of **Mr. Tony Antonios** representing **Ms. Nehme Tohme**.

The Exhibition displayed the works of more than fifty professional painters and sculptors. **Mr. Izzat Mazher** spoke on behalf of the artists, thanking the University for its initiative and expressing best wishes for its progress and prosperity.



From left to right: Deputy George Dib Nehme, NDU Director of Public Relations Mr. Suheil Matar and the poet Henri Zgheib, with Shouf Director Dr. Assaad Eid speaking.



Requiescet in Pace

Requiem for the repose of the soul of Ihad Abou Dehen, who left this world as the result of a car accident on May 6, 2004. Our sincere condolences to the bereaved members of his family, to his friends and to his colleagues of the Shouf Campus. - *NDU Spirit.*

MISS NDU 2004

Organised by the Student Union headed by Edmond Boueiz, the 13th Miss NDU Beauty Pageant, Miss NDU 2004, was held starting at 9 p.m. on Friday, June 4th, 2004 at Oscar Beach Resort, Ghazir Sea Road, near *Casino du Liban*, with Commercial Insurance as the major sponsor.

The host and hostess were Mr. Carlos Azar, TV presenter and actor, and Miss Carole Hajj, TV actress, while the animator was the well loved TV actor and personality George Khabbaz (*Abdo and Abdo*), who interviewed the six finalists. The jury included nine personalities with undisputed experience and credentials in the world of beauty and elegance, namely:

Mr. Suheil Matar, Jury President, representing NDU.
Miss Chahinaz Abdallah, TV Personality, Future TV.
Dr. Ibrahim Abi Abdallah, plastic surgeon.
Mrs. Hilda Khalifeh, TV personality, LBCI.
Mr. Aymoun Kaysouni, Superstar TV personality, FTV.
Mrs. Mireille Dagher, fashion designer.

Mr. Simon Mendelek, hairdresser and Relook expert.
Mr. Said Mrad, music producer and composer.
Miss Sirine Daou, Miss NDU 2003.

To commemorate the Third Millennium, past Miss NDU title-holders were honoured chronologically, first the three most recent, Myrna Khayat, Nicole Bardawil and Hilda Khalifeh, and then Cynthia Khabbaz, Miss NDU 1995, Computer Science graduate, currently Quality Assurance Manager at Data Quest, who expressed her deepest gratitude to NDU and shared with the audience some of her NDU memories. Three title-holders of national beauty pageants, former NDU students, were also honoured, namely Miss Nadine Yazbeck, Miss Universities 2003, Mr. Assaad Tarabay, Mr. Lebanon 2003 and 1st Runner-Up for Mr. World 2003, and Mr. Anthony Hakim, Mr. Lebanon 2004.

This year, as the Miss NDU pageant increases in popularity, more contestants presented themselves in hope of winning the coveted crown, thirteen in number from different majors and academic standings.



Wadad Kfoury, Miss NDU 2004.

Programme

9 p.m.	Arrival.
9.30 p.m.	Dinner served.
10.30 p.m.	Welcoming address from the Student Union President and introduction of the host and hostess and jury.
10.45 p.m.	Commencement. The election consisted of three major rounds: 1. Sportswear Competition (35%), points being awarded for physical measurements and overall physical appearance; 2. Evening Gown Competition (30%), with points for personal style, elegance and choice of gown; 3. Interview (35%), with points for personality, intelligence, poise and content of the answers. The finalists, those who had the highest total for the three rounds, were Nadine El-Zein, Wadad Kfoury, Joelle Phanem El-Bon, Pamela Prince, Rawia Chidiac and Layal Rajha. The remainder joined the six hundred spectators cheering on their favourites.

Next, Mr. George Khabbaz stepped on the stage to interview the finalists, each of whom selected an envelope containing questions. Then Miss Sirine Daou, Miss NDU 2003, took her final walk, recalling as she did so the event of the year before when she took the title. She said in farewell, "There are many faces that I see tonight. Even if we never meet again, we shall always share a bond that can never be broken. We are, and forever will be, the proud, spirited, outstanding students, graduates and friends of NDU."

Tension mounted again as the final results were handed over to the jury and Mr. Suheil Matrar rose to announce the results in the following order:



Drinking a toast.

Second Runner-Up 2004:

Rawla Chidiac, majoring in CCE.

First Runner-Up 2004:

Joelle Ghanem El-Bon, majoring in Biology.

Miss NDU 2004:

Wadad Kfoury, majoring in Int'l Business Mngt.

According to the custom of national and international beauty pageants, contestants were awarded three titles according to specific criteria:

Miss Elegance, title awarded for the highest score in the Evening Gown Competition, and gained this year by Wadad Kfoury.

Miss Photogenic, title gained by Joelle Ghanem El-Bon, after Joseph Chartouny, Miss NDU photographer for the past seven years, NDU graduate in Architecture and now Fulbright Scholar, had spent hours taking photographs of the contestants.

Miss Congeniality, title won by Layal Rajha after the contestants had chosen her from among themselves as the most friendly, helpful and kind.

Miss Audience Popularity, which was a novelty according to which members of the audience marked their favourite contestant on their entry card. The cards were gathered after the three major rounds and the announcement of the result made after that of Miss NDU. In this case audience and jury agreed.

Celebrities Madeleine Matar, Saoud Abou Sultan and Jad Nakhleh sang items from their latest albums and NDU student Hadi Hajjar opened the event with a Nunshaku performance.



Miss NDU 2004 with runners-up Joelle Ghanem El-Bon and Rawia Chidiac.

Media coverage

TV by ORBIT, ART, HEYA

Radio by RADIO ONE, Sawt Mousika

Press by AL-NAHAR, ANWAR, Mondanité, Layalina, Prestige, Special, Femme Magazine

Technical assistance

Lighting and sound by Chadi Akiki

Decor by Charbel Abi Rached

Video coverage by Ghanem & Co.

Photography by Abdo Bejjani

The organisers are grateful to the many people who assured the success of the event: Fr. Boutros Tarabay, NDU President, Mr. Suheil Matar, President's representative and head of jury, Mr. Max and Mr. Roger Zakkar of Commercial Insurance, Mr. Nicolas Khabbaz, Mr. Marwan Aily, Mr. Rodney Eid, Miss Romona Azzi, Mr. Imad Choueri, Mr. Michel Farhat, Mr. Toufiq Jabbour, Mr. Carlos Azar, host, Miss Carole Hajj, hostess, Mr. George Khabbaz, distinguished host, Mrs. Rose Madi, who worked even after midnight on the paper work, Mrs. Lea Eid, who gave endless moral support, Miss Betty Hindi, who was indefatigable, Mrs. Grace Boutros, who worked creatively on the choreography, Mr. Joseph Chartouny and Ms. Sandra Chartouny, who helped particularly with the brochure, Mrs. Grace Khalil, PR Office, and Dr. Ziad Fahed, SAO Assistant Director.

Edmond Boueiz and Joe Saliba would particularly like to thank their student friends Samer Naoum, Paul Chakkour, Jad Bechara, Alexandra Pop, Joe Kouayess, Hadi Hajjar, Toufiq Jabbour and Arine Atamian.

* Information kindly supplied by Dr. Simon Aboujaoudeh, who warmly congratulates the Student Union on another event well done and expresses best wishes to Miss NDU 2004 throughout her reign and life.

A BRUSH EXPRESSES MUSIC



On Thursday, 18th March, 2004, NDU was honoured by the visit of **H.E. Samir Jisr**, Minister of Education and Higher Learning, who came to open an exhibition entitled *Music expressed through the brush of Paul Guiragossian (1927-1993)*. The exhibition, which was open until Friday, March 26, was organised by the NDU Faculty of Architecture, Art and Design (FAAD). Present on this occasion were NDU President **Fr. Boutros Tarabay** and the Dean of the Faculty **Dr. Chahwan el-Khoury**.

After the playing of the National Anthem, **Mr. Suheil Matar**, NDU Director General of Public Relations, welcomed the audience, saying that, despite the fog surrounding the Public Administration, the Ministry of Higher Education and the proliferation of universities, there is a light coming from afar, the light of a great undertaking to cope with the question of university education in Lebanon.

Faculty member **Ms. Danielle Zakkour** spoke of the late artist being shown, one with a worldwide reputation whose valuable paintings touched on the human condition in various kinds and colours. She also emphasised the importance of the exhibition as being part of a more general and structured programme in connection with the Art Department and in particular three new majors, namely Studio Arts, Performing Arts, and Arts and Crafts.

H.E. Minister Jisr for his part said that the true university had a major role to play in treasuring the gifts that had been revealed, as well as in the evolution of the arts and the development of knowledge through sound orientation.

After the formal opening, the journalist **Akl el Awit** insisted that the Government should start on a museum for the modern Lebanese arts. He appealed to official and private bodies to support the new museum built in Jdeideh by private initiative, bearing the name of this great artist.

NDU Grads in the Gulf

At the invitation of NDU graduates in the Emirates, hundreds of old NDU students with members of their families and friends met at the Meridian Hotel in Dubai on Thursday, 29th April, 2004. The occasion was sponsored by the Lebanese Minister of Foreign Affairs and the Emigrants, **H.E. Jean (John) Obeid**, represented by **H.E. Mr. Hassan Birrou**, Lebanese Ambassador to the United Arab Emirates.

Also present was the Lebanese Consul in Abu Dhabi **Mr. Fadi Ziadeh**, the Head of the Lebanese Work Council **Mr. Albert Matta**, and the Director of Muwakeb School **Mr. Nabil Nasr**. Notre Dame University was represented by its President **Father Boutros Tarabay** and its Director General of Public Relations **Mr. Suheil Matar**.

During the event, the NDU President **Father Boutros Tarabay** made a speech in which he hailed the Emirates and drew attention to the efforts and activity of the graduates in the technical and humanitarian fields. Representing the graduates, **Mr. Elie Matar** had a few words to say, as did Ambassador Birrou. Finally, **Mr. Suheil Matar** declaimed some verses proclaiming the sentiments of affection that united Notre Dame University with its students.

NDU Graduates in Jeddah

The Lebanese Consul General in Jeddah **Mr. Ghassan al-Mouallam** and the Consul **Mr. Rayan Saïd** were honoured as shown by NDU graduates working in the region in recognition of their support and help. Subsequently, they were presented with NDU shields.



NDU graduates in Jeddah celebrated Founder's Day with a boat trip on the Red Sea, 14th May, 2004. The party enjoyed diving, snorkeling, fishing and swimming.



News and photos from **Mr. Marc A. Ghorayeb**.

S.O.L.I.D.E. AND SOCIAL CLUB



For Mother's Day on 19th March, 2004, the NDU Social Club, the Committee of families of those held in Syrian jails, and S.O.L.I.D.E. held a reunion attended by NDU President **Fr. Boutros Tarabay**, members of prisoners' families and a large number of students.

The meeting began with the unveiling of a memorial, after which **Mr. Suheil Matar**, NDU Director General of Public Relations, welcomed those present and declared that Mothers' Day would give no joy until the return of all the country's sons.

The student **Rock Chlala** declared that on this day all shared the pain, and stood by the side, of all those mothers who longed to have just a glimpse of their sons' faces and to kiss their brows if only for once. The President of the Committee **Mrs. Sonia Eid** then thanked Notre Dame University and the Social Club for organising this event, from which there rose the cry of the mothers calling to the authorities. She confirmed that their cries would continue to go up loud and clear however long the return was delayed.

The SOLIDE representative **Mr. Ghassan Aad** for his part called on the authorities to form a neutral committee of independent personalities such as judges, lawyers, and members of Non-Governmental Organisations, the International Red Cross and committees of mothers. Finally, there were moving testimonies from some mothers of prisoners.



THE REGION AND LEBANON G. Murr and F. Makhzoumy speak

As guests of the Club of International Relations, Engineers **Gabriel el-Murr** and **Fouad Makhzoumy** came to NDU on March 22nd, 2004, to speak about the effects of the regional situation on the internal politics of Lebanon.

Mr. denied that there was any enmity towards Syria but affirmed that simply the Lebanese should recover their independence and sovereignty and be free to make their own decisions, so that Lebanon could make balanced agreements with Syria to the advantage of both. He said that the Lebanese authorities had no opinion or freedom of choice of their own, for choice and decision were in the hands of others. He was discussing what was happening today in a university, where students graduated and found the doors in front of them closed. Also, in the days of President Elias el-Hrawi there had been nothing like the events of August 7th or the closing of the MTV.

The MTV had been shut down illegally; the question was where were the institutions and the law when a station could be shut down without legality or law and no one could be sure of defending themselves? There was said to be freedom in Lebanon while students were being oppressed.

After referring to the Christian Opposition's analysis of commercial relations between Syria and the United States, Mr. Fouad Makhzoumy for his part appealed for an electoral law that would guarantee true representation and for consideration of the powers of the Presidents of the Republic, the Ministry and the Chamber of Deputies, as well as of the cases of Doctor Samir Geagea and General Michel Aoun.

Communication experiences of Bruce Kennedy

On Friday, 19th March, 2004, **Mr. Bruce Kennedy**, longtime CNN correspondent, spoke in the NDU Friends Hall about his adventurous life.

Currently News Director of a radio station in Atlanta in the southern state of Georgia, USA, he had worked for fourteen years with CNN, for three of them producing special projects for CNN-dot-com. He started working in international news in 1983 with *Visnews*, a British television news agency, under the guidance of a remarkable Australian journalist by the name of John Tulloh. In those days, he said, correspondents were still relying on telexes, airport courier services and a second generation of satellites with all its problems.

Along with reporting, writing and working as assignment editor, one of Bruce Kennedy's jobs was satellite coordinator. This meant getting news from North, Central and South America onto three daily scheduled satellite feeds to news organizations worldwide, as well

as coordinating with reporters and photographers in places such as Nicaragua and El Salvador at the height of the conflicts there.

Mr. Kennedy took the 1985 Mexico City earthquake, which levelled the city and killed some 10,000 people, to show how primitive conditions were then as compared to now. The entire communication grid was knocked out for several days; but an enterprising NBC affiliate station in Texas sent one of its satellite trucks across the border, which drove hundreds of kilometres nonstop and was for 24 hours the only means of communication between Mexico City and the world outside. Today, however, news organizations had devices such as satellite telephones not only to help them make calls from places that had been devastated but also to send out digitalized video feeds.

Mr. Kennedy started working with CNN in 1988 and by the spring of the following year he was caught up in the events of Tienanmen Square. This was an interesting story if only for the communication issues involved. Some weeks before the June 4th massacre, the Chinese authorities had declared martial law and forced western organizations to halt their satellite transmissions of events in the Square. So much of what came out of China was either via tapes shipped to Tokyo and Hong

JOB OPPORTUNITIES IN LEBANON, NDU Conference

On Monday, 26th March, 2004 there was a conference at NDU organised by the Public Relations Office and the Faculty of Business Administration and Economics under the title *Job Opportunities in Lebanon, Realities and Horizons*, dealing with the production sector, the liberal professions, and the services sector.

During the opening session, talks centred on the present lack of vocational guidance in Lebanon, resulting in a continued flight abroad of young people who were completely in the dark about commercial policy in both the public and private sectors.

The Minister of Labour **H.E. Assaad Hardan** proposed first a radical reform of the organisation of education to be based on a fundamental partnership ensuring cooperation and communica-

tion between educational institutions and the social and commercial milieu. Second, the setting up of a higher national committee of learned specialists whose main concern would be to advise students about the fields of specialisation in demand in the labour market. Third, the development of higher education in the direction of recycling courses in the various specialisations, taking into consideration the latest scientific and technological developments.

For his part, **Doctor Elie Yashoui**, NDU Dean of Business Administration, proposed, first, a reduction of the value-added tax from its present 10% to 5% and the extension of the various exceptions. Second, a reduction on the high taxes on communications, petrol and other petroleum by-products, cars and the various

administrative procedures in order to support internal demand and the volume of production, with consequent favourable repercussions on the possibilities of employment. Third, compensating the consequent losses to the national budget by an increase of certain Customs duties on importations in order to protect domestic production and the home labour market and to favour economic growth and social stability.

Ending this session, **Doctor Kamal Hamdan** made a comparison between the supply and the demand on the labour

Kong and then sent by satellite or were video captures sent down the telephone line. At that time it took ten to fifteen minutes to send one image this way. The speaker reflected on how different coverage would have been, and perhaps also the outcome, if at that time there had been access to e-mail and a full-scale Internet.

In 1998 Mr. Kennedy made the switch from CNN International to CNN Interactive, discovering that with credible new organizations news coverage was much the same whatever the medium. In the CNN Interactive newsroom deadlines remained as constant and demanding as for television and bound by the same standards. Just as for television, there were producers, writers, copy editors and graphic designers. But Internet had other challenges that TV workers were only now getting used to. CNN was primarily a television news network, so it was therefore possible to take many elements of television and place them on the Web sites.

But now the Internet staff also produced original content and had its own reporters and faced the intricacies of print journalism, the visual awareness of magazines and such elements as chat rooms, message boards and instructive Interactive games. On TV and

radio, said Mr. Kennedy, news stories were usually presented in straightforward bursts and news writers and copy editors had to make sure their audiences got the message first time, or they might miss it altogether. However, Internet forced one to present a story in as many ways as the viewer might want to experience it, by video streams, captioned photo galleries, files of background information such as maps and statistics, commentaries by experts and analysts, or all these combined.

Mr. Kennedy gave as an example the CNN *Visions of China* site, produced in 1999 ahead of the 50th anniversary of the People's Republic, on which he worked as lead writer and reporter. For two weeks he was writing a reporter's notebook in China, daily filing stories and Interactive elements that would give colour and a personal perspective on events and life there, acting as his own still and video photographer. He travelled looking like a pack mule, carrying a suitcase with formal interview and street clothes, a laptop, a still digital camera, an IPIX lens for panoramic views and a digital video camera. Although under obvious surveillance, he was able to travel at leisure and finally linked up with CNN television crews in Beijing and Shanghai. The Web's possibilities, while not endless, were still great.

Mr. Bruce Kennedy ended his most informative lecture by saying that there remained the challenge of keeping journalistic standards high. Further, there were still people like himself from the Old School working very well with people half their age to ensure that news remained accurate and dependable.



market, giving figures of between 34,000 and 40,000 applications for the former and between 22,000 and 25,000 offers for the latter.

During the first formal session, the President of the Association of Industrialists **Mr. Fadi Abboud** stressed the importance of developing the industrial sector as a means of stemming emigration particularly of those qualified in industrial technology and the administrative services associated with it. Such growth required the Government to create job opportunities in this sector by facilitating profitability particularly by an extension of land devoted to industry, a reduction of taxes on industrial raw materials and a reduction

of VAT on industrial material in Lebanon.

The President of the Chamber of Commerce and Agriculture in Tripoli **Mr. Abdallah Ghandour** dealt with the developments over the second half of the twentieth century in the labour market especially concerning demand and supply. He also referred to the importance of relationships between the industrial societies and the various educational institutions. He proposed the creation of bodies to observe developments in the labour market first in the Arab area and then in the other countries and regions worldwide for the orientation of the Lebanese economy to develop its profitability and to guide students towards the appropriate professions.

The next session was devoted to new opportunities in the liberal professions. Its Chairman, former minister **Abdel Rahim Mourad**, and the speakers all insisted on the improvement of education and preparation for the practice of such professions and also

on support for small and medium-sized institutions involved in their practice

The third session was devoted to the development of job opportunities in the sector of the services. Speakers included H.E. the Social Affairs Minister **Doctor Assaad Diab**, the representative of the tourism syndicates **Mr. Pierre Achkar**, the representative of the communications sector **Mrs. Rinalda Hayek**, and the representative of the major retailers **Mr. Shawki Bou Khalil**. They made a number of proposals for the organisation of the tourist and retail industries and for the formation of students aspiring to work in them.

The Conference ended with a presentation of a summary of the proposals that had been made, particularly concerning cooperation between bodies offering employment and those concerned with appropriate professional formation.

Information kindly supplied by
Dr. Abdou Kahi, organiser

NATIONAL UNITY

Walid Junblatt in Friends Hall

NDU is open to all, as the Shouf Campus shows, and on Wednesday, 31st March, 2004 **Mr. Walid Junblatt** M.P. was the guest of the NDU Phoenician Club, with NDU President **Father Boutros Tarabay** attending. He was welcomed by NDU Director General of Public Relations **Mr. Suheil Matar** and introduced by the student **Mr. Elie Aboujaoudeh**. Accompanying the distinguished leader was **Mr. Nabil Boustany** M.P., member of his party, The Democratic Gathering.

In the interests of national unity, Mr. Junblatt stressed the need for more balanced development and economic integration in the different regions. National internal unity he saw as the only guarantee for Lebanon as a country. This, however, did not exclude different opinions. He regretted that the coming municipal elections were still to be conducted on the traditional family basis for lack of an appropriate law regulating the work of political parties. Political parties had never had a strong presence in municipal elections in Lebanon, he said, and he called for a new electoral law that would improve representation, limit the influence of wealth and power, and preserve the rights of religious minorities.

Asked whether he thought the Syrian presence in Lebanon to be an occupation, he answered firmly in the negative, saying that it was the result of an official request by the Lebanese Parliament. He considered Lebanese-Syrian security coordination to be a vital factor for stability.

Discussion followed that was directed by Phoenician Club Advisor **Dr. Imad Chamoun**.



From left to right: Mr. Nabil Boustany M.P., Father Boutros Tarabay, Mr. Walid Junblatt M.P. and Mr. Suheil Matar.

CARLOS EDDEH ON NB PRINCIPLES

On Monday, 19th April, 2004, **Mr. Carlos Eddeh**, head of the National Bloc, spoke in the NDU Friends Hall at the invitation of the Faculty of Political Science, Public Administration and Diplomacy. He was accompanied by **Mr. Roy Chlela**, who presented him, after welcoming speeches by **Mr. Suheil Matar**, NDU Director General of Public Relations, and **Dr. Michel Nehme**, Dean of the Faculty.

Answering questions, Mr. Eddeh said that his party would stand in the forthcoming elections on the basis of its "well known principles". He said he would join hands with anyone who wanted to introduce a change in the country, despite the difficulty of making an alliance with certain groups in most cities. Agreement between the FPM and the National Bloc had been reached for a list in Jbeil headed by the independent Mr. Tanios Zaarour, which might include other opposition groups.

On the Syrian presence in Lebanon, Mr. Eddeh said that any improvement in the American situation in Iraq would lead to increased pressure on Syria, but he was not convinced of the American position on Syria as, he said, Syria had entered Lebanon with US backing. He recalled that his party had always advocated the entry of the Lebanese Army into Palestinian refugee camps to establish state authority. This meant that it did not agree to Syrian hegemony in Lebanon or to Palestinian intervention, or to Lebanese parties directing foreign policy, such as in the case of operations carried out by Hizbollah.



From left to right: Mr. Roy Chlela, Mr. Suheil Matar, Mr. Carlos Eddeh and Dr. Michel Nehme.

DR. ADIB SAAB

Unity and Diversity



On Wednesday, 21st April, 2004, a meeting was held at NDU for the presentation of studies concerning the book of **Doctor Adib Saab**, *Unity in Diversity (Discussions on Religious Thought)*, published by *Dar an-Nahar*. The audience included NDU President **Father Boutros Tarabay**, faculty members, intellectuals, students and interested members of the public. The meeting was opened by NDU Director General of Public Relations **Mr. Suheil Matar**, who welcomed the audience and in particular Professor Adib Saab, who has honoured the University by his presence at its scholarly conferences. Mr. Matar referred to four points in the book to which attention was drawn, namely the unity of God, in whom all religions believe; the diversity in the approaches to God and in knowledge of him, far removed however from blind fanaticism; dialogue, which is the road to understanding while avoiding the pitfalls of indifferentism; and philosophical thought.

Mr. Matar was followed by **Father Boulos Wehbe**, Director of Student Affairs, who considered that this, the fourth book of Dr. Saab, embraced a broad understanding connecting religion and humanism. Father Wehbe pointed out that the author did not confine himself to any particular religion but followed a number of lines of argument embodied within one global philosophy; but he also pointed out that the study of any one religion did not do away with philosophy's need for religion.

Former Minister **Doctor George Corm** referred to the book's appeal to the State to be an example of unity in diversity. He found the philosophy of Dr. Saab to be a continuation of the Arab Renaissance.

Doctor Sami Makarem considered that the book of Dr. Saab opened with the philosophy that leads us to an awareness of the essence of religion, to the element of unity in multiplicity and to true dialogue whereby one person does not seek to convert the other to his own opinion but rather strengthens the principle of unity in diversity. Dr. Makarem insisted on the Sufi heritage and on the idea of love found both in Christianity and in Islam, so that true religion was found in the defence of all men indiscriminately.

Finally, **Mr. Muhammad es-Sammak** dealt with true pardon as seen by the author, a pardon which did not mean indifference, looking the other way or taking an easy way out.

AOUN AND ELECTIONS

On Friday, 30th May, 2004, the NDU Social Club organised an open telephone discussion with **General Michel Aoun** in Paris about the coming municipal elections, during which the General urged all to participate in the elections in order to set right the disorder reigning in government.

He said that Lebanon's political life was in chaos and that today the municipalities had in common an agglomeration of families with local interests but no developmental political programmes. He then answered students' questions concerning the local alliances and members of the Opposition.

LEBANESE PIONEERS

ANTOUN KAZAN

On Thursday, 16th March, 2004, the NDU Faculty of Humanities held its second cultural forum for the current year, in the series *Lebanese Pioneers* organised by the Department of Social and Behavioral Sciences chaired by **Dr. Doumit Salameh**. The audience was welcomed by **Mr. Suheil Matar**, NDU Director General of Public Relations, who spoke of the close relationship between former Lebanese President **Charles Helou** and **Antoun Kazan**, in which friendship accompanied patriotic vision and culture.

Dr. Doumit Salameh spoke of the purpose of the forums to create an atmosphere favouring cultural dialogue in the Arabic language and to set the stage for opening a Major in Arabic Literature beginning in the Fall of 2004. **Dr. Mansour Eid** of NDU described how Antoun Kazan enriched his culture from the sources of Arabic thought and his style from Imam Ali. **Dr. Issam Kazan** thanked NDU on behalf of the family of Antoun Kazan, remarking on how the latter had invited people to enjoy life through love and beauty. **Dr. Anis Moussalam** spoke of the scholar's role in the late mid-twentieth century, while **Dr. Fawzi Atwi** praised his gifts as a lawyer and in legal studies, oratory, literary criticism and poetry.



ANIS FREIHA

On Tuesday, 23rd March, 2004, a forum in the series *Lebanese Pioneers* honoured the late author **Anis Freiha**. Opening the session, **Dr. Doumit Salameh** said that it was hoped to rescue masters of Lebanese thought from oblivion. **Dr. Mansour Eid** drew attention to the introduction Anis Freiha's book *The Lebanese Village, a Culture Being Forgotten*. **Dr. Mitri Boulos** pointed out that the importance of Anis Freiha was not confined to his attachment and devotion to the Lebanese village, for he had also made it the subject of his deep learning. **Mr. Ameen Zeidan** noted Freiha's love for childhood, the village and Lebanon. His books *The Lebanese Village*, *Listen, O Rida*, *Names of Lebanese Villages and their Meaning* and *New Dictionary of Lebanese Proverbs* bore testimony to his utter devotion to Lebanon. Anis Freiha's overall vision of God, Man and Nature formed the theme of the concluding remarks of **Dr. Boulos Sarru'**, Dean of Humanities, who highlighted the profundity and simplicity of childhood in Man, Nature and Lebanon.

A more detailed account of the forums will be found in the Arabic section of this issue and a list of coming forums on page 33 of Issue N° 30 of *NDU Spirit*.



SALAH LABAKI

On Thursday, 22nd April, 2004, in the framework of the series *Lebanese Pioneers* the NDU Faculty of Humanities honoured the memory of the late writer **Salah Labaki**. The meeting was opened by words of welcome from the Chair of the Department of Social and Behavioral Studies **Dr. Doumit Salameh**, who was followed by **Dr. Mansour Eid**, speaking of Salah Labaki as a poet according to whom God created Lebanon in the likeness of His heavenly paradise; and to the gods' inquiry as to why He created Lebanon in so special a fashion that it earned the jealousy of the rest of the world, He answered, "It is My garden to which I go down from My heights to rest from My heavenly engagements."

Dr. Emil Kaba for his part said that the poet had been inspired by his knowledge and experience of life and work and not merely by the beauties of imagination.

Dr. Omar el-Tabbah spoke of symbolism and romanticism in the work of Salah Labaki while also affirming that his work was based not on theory so much as on realities directly experienced and tried.



HONORING EX-NDU STUDENT



On May 5, the Office of Sponsored Research and Development (OSRD) arranged a special ceremony at noon time, to honor **Mr. Joseph Chartouni**, ex-NDU student, who graduated with a BA in Architecture – Fall 2001, for having won a 2-year Fulbright Scholarship and being accepted at Harvard University (USA) to prepare his MA in Architecture.

The ceremony took place in the Auditorium (Museum Building), where **Dr. Ameen Rihani**, VP/OSRD, welcomed the attendees, and gave the floor to **Dr. Farid Younis**, Chairman of the Architecture Department, who gave a short speech about Mr. Chartouni; then Mr. Chartouni spoke for few minutes about his academic life and about how he had been struggling to graduate, not forgetting that his only target was to win a scholarship “by hook or by crook”. He thanked the faculty members and administrators of NDU who had assisted him in building his future. Then NDU President **Father Boutros Tarabay** gave his blessing with a few words and together with Dr. Rihani offered Mr. Chartouni a silver-plated award plaque, engraved with the words:

**From NDU to Mr. Joseph A. Chartouni
in recognition of his winning the Fulbright
and receiving the acceptance at Harvard University – May 2004**

At the end, all the attendees were invited to have refreshments with a sweet and salty cocktail.

Information kindly supplied by Fadia El-Hajj



Dr. Ameen Rihani, Mr. Joseph Chartouni and Dr. Farid Younis presiding.



Fr. Boutros Tarabay presents Mr. Joseph Chartouni with a commemorative plaque.



Surrounded by NDU faculty members, Mr. Joseph Chartouni displays his NDU award.

PRIZE FOR FAAD GRAD

NDU Architecture graduate **Ms. Tamara Youssef** was awarded *Distinction of the Jury* by the Committee of the Chadergi Prize at the Order of Engineers and Architects of Beirut. Taking part in the competition were Architecture graduates of the year 2004, coming from NDU, ALBA, AUB, BAU, LU and USEK. The Chadergi Prize was awarded to **Mr. Joseph Barakat**, while **Mr. Maher Fleyfel** obtained the Congratulations of the Jury.

The **Rifaat Al Chadergi Foundation** was founded in 1999 and is located in London. The Foundation strives for sound social relations in general and encourages the establishment of such relations between architects and society in particular.

The title of Ms. Tamara Youssef's project was *Emblem of Beyond*, which she explains as follows:

Emblem of Beyond is an experimental "Space" for "Death", a new approach for developing a Christian Cemetery. It is a place where the disjunction between the city of the living and the city of the dead is destroyed, where the borders of the city of the dead melt into the urban fabric of the city and maintain its integrity while being blended within a continuous field of the social activities of our daily lives.

According to the Catechism of the Catholic Church (p. 282-288), the core of the **Christian Death** is the **rebirth** into everlasting life and the **total transformation** of physical bodies into spiritual bodies at the Judgment Day. According to Gilles Deleuze (*A Thousand Plateaus*, p. 152-154) **birth** is a **total transformation** in shape from an egg into an embryo. This transformation is a morphogenetic transformation from a **Body Without Organs** to a body with organs by the judgment of God. A **BWO** is not a space nor is in spaces, it is matter that



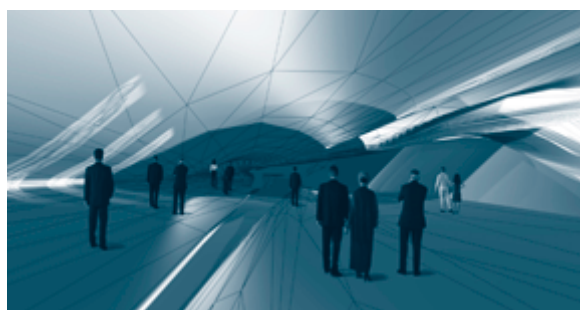
Prize winners with the Chadergi jury.



Tamara Youssef in front of her project.



A Space of Pause (looking from the Roman bridge to the highway).



Space of Remembrance.

occupies space to a degree corresponding to the **intensities** produced. It is considered in relation to a **double articulation**; one for the fabrication of the **BWO**, another for making something circulate on it or pass across it.

In the valley between Adma and Ghazir, from the Roman bridge up one kilometer passing under the highway bridge facing Casino du Liban, *Emblem of Beyond* is con-

ceived as a **Body Without Organs** fabricated by a morphogenetic transformation of the valley topographical line into a topological surface enfolding space.

Emblem of Beyond is generated in topological geometry as a contrast to Euclidean geometry, through elastic deformation rather than rigid deformation, by pliant systems that are capable of engendering unpredicted connections with contextual, cultural, programmatic, and structural contingencies by vicissitude. By systems that are **formally folded** in order to incorporate their contexts with minimal resistance. - By systems that are compliant by forces beyond control; that have **intensities** describing the dynamic internalization and incorporation of external influences; and are two-fold deterritorialisation that expands by internalizing external forces and externalizing internal forces.

Emblem of Beyond is conceived as a body without organs with intensities of circulations. It has no functions or rooms but rather spaces with intensities of actions.

Space of Pause: where we stop to depart from one state and enter another.

Space of Remembrance: a tunnel of digital images where the visitors remember the deceased through their lives and not through their death.

Space of Transition: an ethereal ambience where the funeral ceremony takes place for the spiritual transition from one life to another.

Space of Absence; Space of Presence; Space of Hyperpresence: This is the burial space where the **spirit** is in absence, the **body** in presence and the **being** in hyperpresence. But where the body is the reminder of the being and

thus is representing the state of hyperpresence through vertical burial situation.

The departed people live in this world through our memory and not through their dead body, and the cemetery is nothing but a mind-triggering impulse for this memory. Thus we build our cemeteries in the way we want to remember our deceased and the way we want people to remember us.

TRAGEDY STRIKES YET AGAIN!

We have to deplore yet again a tragic road accident leading to the decease of one of our dear students. The following information about Edy Robert El-Achi comes from his sister Caline. To her and to her family we extend our deepest sympathy. We also beseech all who drive to be always prudent and to remember that on the roads there are always unforeseen dangers and other drivers who are inebriated or who think that the road belongs to them. **NEXT TIME IT MAY BE YOU, AND YOUR FAMILY WHO MOURN!**

Edy Robert El-Achi was born on 21st September, 1979, and left us as the result of a car accident on the Dora Highway at the beginning of Holy Week this year.

Edy was about to graduate this summer from FAAD, NDU, as an interior architect. The project for his diploma dealt with

transforming some land by the sea in Byblos, owned by his father, into a dynamic space where artists could

live and create, with all necessary facilities available, and have an opportunity to exhibit their works.

Edy had been a student at St. Joseph's School, Antoura. At the age of 12 he had won the 1st prize of a *Fabiano* contest with a drawing that was exhibited at the UNESCO in Paris. Already at this age he was influenced by his father's artistic skills and career.

Edy was an artist by nature. His passions included painting and handicraft, but most of all he expressed his great love of music by studying and playing the guitar. Apart from that, his main hobbies were tennis and especially snowboarding. Everything he used to be and do remains alive in the hearts of his family, with his creative mind, his good will, his warm smile and most of all his love for life.

To our Brother and Friend Edy, Until we meet again, here's our prayer, deep from the heart...

For you, my angel,
 For you I pray my little brother,
 I pray for the purity of your soul always faithful to our Holy Mother Mary,
 I pray for the sake of your white heart, for white on the inside is never to be tainted.
 I pray for your Oh-so charitable humble spirit and hope to follow your example of generosity and integrity.
 You have blessed my life with your presence,
 I pray to carry you within me always.
 You have taught me to be positive,
 I pray to keep my belief that the Beyond is life's territory too.
 You have lightened my ears with your music,
 I pray to glimpse a dawn in each obscurity.
 You have shed millions of smiles upon my heart,
 I pray to see your radiant face everytime I smile.
 You have touched my existence with your flaming spirit,
 I pray that my heart-felt prayers touch your soul.

You are wise my brother, and wisdom is seldom weighed by the number of years...
 To measure by your smallest deed is like recognizing the power of the sky by the lightness of a cloud.

Now that you have reached the mountain top, may you find in Jesus an everlasting Friend... and hold my hand through my walk of life till I get there, where you are, where I know I'll have the greatest key: You.

For you, all of us will pray...Love

R.I.P.

Just before going to press, we have learnt of the tragic death of Ihab Samir Abou Dehen of the Shouf Campus, also in a car accident. We of *NDU Spirit* present our condolences to his family in their loss.

A **University day for Driving Awareness** was held by the NDU Computer Science Club on Monday, 31st May, 2004 in collaboration with the Connections Club and the World Safety Organization. Among those attending were NDU President **Father Boutros Tarabay**, NDU Director General of Public Relations **Mr. Suheil Matar**, **Dr. Elias Choueri** from the World Safety Organization, **Dr. Nouhad Rizk** of NDU, and members of the families of NDU student accident victims. An NDU folder was distributed *In Memory of NDU students who were victims of car accidents*. The victims were listed as follows:

- 1995 Alan Wajih Daniel
- 1995 Christian Nicolas Hanna
- 1995 Habib Rachid Attieh
- 1996 Rima Saba
- 1996 Bachir Akef el-Khoury
- 1996 Dimetri Manoli Kakos
- 1996 Bechara Youssef Bou Akl

- 1997 George George Kakos
- 1998 Walid Samir Habayeb
- 1999 Claude Samir Bitar
- 2000 Emile Assaad Samaha
- 2000 Georges Emile Nehme
- 2001 Fady Youseph Krayem
- 2002 Naji Ramez el-Hayek
- 2002 Imad Ghazi Mansour
- 2002 Ralph Robert Ibrahim
- 2003 Nelly Mohamed Ayoubi
- 2004 Antoine Michel Azar
- 004 Adib Robert Achi
- 2004 Ihab Samir Abou Dehen



The following may be contacted by those concerned by road safety:

Dr. Elias M. Choueri, World Safety Organization, International Office for Lebanon, email e_choueri@hotmail.com

Dr. Nouhad J. Rizk, email nrizk@ndu.edu.lb Web site www.nducs.com and www.nouhadjrzk.com

Support from **Commercial Insurance**, Zouk Mikael, tel. 09.211680, fax 09.211686

Email comins@commercialinsurance.com.lb

Web site www.commercialinsurance.com.lb

NEW BISHOP FOR THE USA

Welcome and congratulations
from Fr. Roger Chikri at Louaize Monastery



Fr. Roger Chikri speaking between Bishop Gregory Mansour and Dr. Ameen Rihani at Louaize Monastery.

Your Excellency Robert Chahine, Bishop of the Eparchy of Our Lady of Lebanon of Los Angeles, **Your Excellency Gregory Mansour**, Bishop of the Eparchy of Saint Maron of Brooklyn, dear Monsignors and Fathers, distinguished guests, and friends of NDU, welcome to our midst. We are glad to have you; you are part of our family in Lebanon and in the USA.

On behalf of our **Abbot François Eid**, the Superior General of the Maronite Order of the Blessed Virgin Mary, **Father Boutros Tarabay**, President of NDU, and our religious community, congratulations to you and to all the Maronites. May the Maronite community in the USA entrusted to your wise and prudent leadership grow in solidarity with the rest of the Maronite flock spread all over the world!

The Maronite Church has celebrated the consecration of the new bishop of the Eparchy of Saint Maron of Brooklyn in the USA. His Excellency has become a familiar figure to our religious community, since our priests have lived in Michigan and have been under the jurisdiction of the Eparchy of our Lady of Lebanon. The contacts between the Chancery Office and our religious community have developed with a view to establishing a permanent residence for our priests in Ann Arbor-Michigan. Your Excellency's support has made our priests discover the care and concern of the Eparchy for us. Our community members (I was one of them) have been like the priests who belonged to the Eparchy.

No less is your interest in NDU. You always provide support for the activities and projects that NDU is

carrying out in the USA. Your contribution to promoting and making the image of NDU known is of a high significance to our institution. By ourselves we can do little, but with your assistance we can achieve much. NDU seeks your constant prayers and your blessings on our endeavors in the USA, where we are trying to form a strong NDU family.

Again welcome and many thanks to you and your esteemed group for taking the time to be with us; Your visit unveils the love and friendship you show to our religious community and to NDU. May you live many years to shepherd the flock of God. We pray for God's blessings upon you and upon your endeavors.

Thank you.

Fr. Roger Chikri
March 5, 2004

Spiritual Retreat

The retreat took place this time on March 27, in Mar Doumit Monastery, Faytroun. Fr. Roger Chikri was our spiritual leader, and around 45 staff members were present at the retreat as usual. This time, the retreat took place in a different way. Fr. Chikri divided the members into six groups, and asked them to analyze the following phrase:

((ليس من حبٍ أعظم من هذا، وهو أن يبذل الإنسان نفسه عن أحبائه))

The idea was new, and the groups were thrilled to give their own ideas. Forty-five minutes were given to discuss the sentence and for the analysis to be presented by the leader of each group.

The ideas of each group enriched our memories and gave us new points of view. Briefly, it was said that love, forgiveness, offering without greediness, reciprocal issue (give and take), using one's conscience, and of course praying were the most important. All the important expressions which were mentioned were easy to say, but executing them is really difficult for many people.

Any way, around 12:00 noon, Holy Mass was celebrated by Fathers Boutros Tarabay, Samir Ghsoub, and Roger Chikri, after which a lunch was offered, with a Thank you to all of us.

Fadia El-Hajj

Dinner

Maintaining its tradition, the Office of Research and Development (OSRD) gathered on the evening of April 30 at Abdel-Wahab Restaurant (Achrafieh) to have dinner and socialize for a while. The table included 20 persons, who were thrilled and delighted to be together. Those present included friends from outside the Office, these being always welcome at such gatherings. The food was delicious, the music was soft and the decoration of the place took us back to the days of the late great singer Mohammad Abdul-Wahab. Information kindly supplied by Fadia El-Hajj.



A tempting table at the Abdel-Wahab Restaurant.

Founder's Day

On Friday, 14th May, 2004, Founder's Day was celebrated with all the usual enthusiasm and gusto. The programme was as follows:

- 10:00 Mass celebrated by NDU President **Father Boutros Tarabay** and the Fathers of the Administration and attended by administrators, instructors and staff.
- 11:00 Parade and Opening Ceremony.
- 12:45 Introduction of Clubs and Societies, with dances and on-stage activities.
- 15:30 Nescafe Saxo Player.
- 16:00 D.J.
- 16:30 Nescafe Soft Music Band.
- 17:30 PES Students' Work Out (with Mr. Wael Jaber).
- 18:00 Coral Group (Debate Club).
- 18:30 Mr. Lebanon 2004, Anthony Hakim.
Mr. Lebanon 2003, Asaad Tarabay, 1st Runner-up of Mr. World.
- 18:40 Latino Dance, Mr. Patrick Khalil (First Aid Club).
- 19:00 Nunchaku Show (Hadi Hajjar, NDU student).
- 19:30 Clubs' Dances. / Jugglers' Show (Scouts' Club).
- 20:45 Khanito Dance Academy.
- 21:00 Fire Show, NDU student Hadi Hajjar.
- 21:05 Fouad Nohra (Singer).
- 21:30 Wassim El Farissi.
- 22:00 Fadi Bader (One-Man Show).
- 23:45 End of Founder's Day 2004.

MESSINA – CONFLICT CONFERENCE

by Maha Aad

As a mark of great progress, and perhaps to celebrate our new partnership with Central Connecticut State University, nine of our students together with **Dr. Chahine Ghais**, Chairman of Political Science, and **Dr. Eugene Sensenig-Dabbous**, attended a conference in Messina on the Italian island of Sicily from the 17th to the 22nd of March, 2004. The host was the University of Messina and the title of the conference was *Sources of Conflict and Prospects of Peace in the Mediterranean Basin*. Following a university-wide competition for essay compositions on the subject, the winners discussed their topics and listened to other presentations from CCSU and from various universities throughout Italy.

Upon arrival at Messina, the students were placed in comfortable spacious dorms in close proximity to the University. Rooms were shared two apiece and equipped with a kitchenette, two balconies and a living space, while there was a common lounge in the lobby, all provided by the University of Messina. Students from CCSU were among those accommodated in the dorms, while their respective professors were lodged in a hotel overlooking the beautiful port of the city. The first night, all the students were invited to an opening ceremony followed by a fine dinner which gave students and professors the opportunity to mingle and become acquainted with one another.

On the third day, the first three winners, Alya Chehab, Bchara Melkoun and Jean Angelopoulo, headed their respective groups and presented their topics. It was a golden opportunity for us NDU students to share our views, and more importantly to affirm our credibility as modern, capable thinkers in the Middle East rather than appearing as the unawake and idle individuals that

we are often portrayed as being. The session also provided an opportunity for the CCSU and Italian students to share their papers, which also were of outstanding caliber. This was followed by a question-and-answer discussion that was voted by the students of the universities as by far the most interesting part of the conference, in view of the lack of opportunity for questions throughout most of the proceedings. Our own Dr. Sensenig-Dabbous asked the opening question: "Some believe that the only segment of the Middle East population capable of finding a solution is the Christian community; do you as students from various parts of the world agree or disagree with that?"

Our professors Dr. Sensenig-Dabbous and Dr. Ghais concluded the conference on the last day with a thought-provoking discussion on ethnic pluralism and communities in conflict. After their presentation the floor was opened for yet another exciting question-and-answer session. The central question debated was whether or not cultural pluralism, which seemingly works flawlessly in many countries in the world, most notably in the US, can work in the countries in this region, specifically Lebanon or Israel. Can and will the Palestinians and Israelis ever coexist peacefully, can political thinkers with opposing views ever find a solution that satisfies all parties concerned, these were some of the questions raised and thoroughly discussed.

It was interesting to attend a multilingual conference at which the hall was equipped with headphones so one could hear translations of the discussions. Many students commented on the similarity to a UN conference. Another high point of the experience was interacting with different cultures. The American

students, living in the same building, were fascinated by our culture, our trilingual society and our familiarity with the English language. Although they were informed that we presented a pragmatic slice of the Middle East, we surpassed their expectations in that sense. Likewise, we were told that they represented radical liberal views concerning the American government and policymakers, but we were not quite prepared for the magnitude of their controversial opinions.

On the final day of the trip, after the conference was concluded, we were invited by the CCSU students on a day trip to the neighboring tourist attraction, Taormina. We visited the historical site and then toured the quaint town and did some last-minute souvenir shopping. After we had gathered for a quick lunch and farewells, our bus headed for the airport, thus marking the end of an action-packed, fun-filled, educational week.

The nine NDU students participating enjoyed more than one unforgettable eye-opener, were it the conference, the quaint towns of Messina and Taormina, or getting to know one another, foreign students included, on a more personal basis. Because the competition was university-wide, the students came from different faculties and did not know one another properly. So the week was spent making friendships both within our group and across oceans with the CCSU students, with whom many of us are still in contact. As a true testimony to the friendships formed among us, the NDU group has come together more than once to share memories and to solidify our special friendship initiated by the unique experience that NDU made possible.

SPORTS NEWS

UNIVERSITY JUDO CHAMPIONSHIPS

On Friday 7th May, 2004, the Judo Championships for Lebanese universities were held in Balamand University, with twenty-one participants from five universities. NDU came out first in the general classification, while **Haisam Sleiman** of Balamand came out as best player. The event was supervised by **Dr. Mustapha Aloush, Dr. Omar Alameddin, Anwar Mortimer, Ibrahim el-Khoury, Sharbel Ghobril, Hazem Alameddin** and **Yahia el-Saba**.

Results

UNDER 55 KILOS.

1. Haisam Sleiman (Balamand)
2. Samer Sabbagh (LU)
3. Tony Nasr (Balamand)

UNDER 60 KILOS.

1. Roger Boustany (USEK)
2. Jad Kabbara (LU)
3. –

UNDER 66 KILOS

1. Mario Abu Shibl (NDU)
2. –
3. –

UNDER 73 KILOS

1. Wissam Abu Nader (NDU)
2. Tony Saadeh (USEK)
3. Samer Shehaidi (LU)

UNDER 81 KILOS

1. Tony Bismarji (NDU)
2. George Khoury (Balamand)
3. –

UNDER 90 KILOS

1. Jad Fadel (USEK)
2. Saeed Shehaidi (LU)
3. –

UNDER 100 KILOS

1. Abdo Ayoub (NDU)
2. Nicolas el-Hajj (USEK)
3. Muhammad el-Qabs (C&E)

OVER 100 KILOS

1. Elias Azar (NDU)
2. Ibrahim Fayad (Balamand)
3. –

ALL CATEGORIES

1. Elie Farhat (USEK)
2. Ibrahim Fayad (Balamand)
3. Elie Azar (NDU)

The distribution of medals followed.

Information kindly supplied by
Ghazi Mawlawi.

NDU SPORTSFEST 2004

Table Tennis (Men):

- 1- Said Antoun (Leb. Uni.)
- 2- Rami El Kareh (Leb. Uni.)
- 3- Bassem Nader (NDU)
- 4- Nassib Takeddine (NDU Shouf)

Table Tennis (Women):

- 1- Liza Barikian (AUB)
- 2- Layal Halabi (Leb. Uni.)
- 3- Anty Techkedjian (Haigazian Uni.)

Volleyball Men Final:

NDU vs AUB (2 – 0)

1st place: NDU

2nd place: AUB

Chess:

- 1- NDU
- 2- Leb. Uni.
- 3- USEK
- 4- USJ

Basketball Women's Final:

NDU vs. AUB (42 – 36)

Minifootball Final:

NDU vs. Military School (8 – 2)

Basketball Men's Final:

NDU vs. USEK (78 – 70)

Results kindly supplied by Mr. George Nader,
Head of Athletics Department, NDU.



COMPUTER GRAPHICS AND ANIMATION: *A Merging of Science and Art*

By Doctor Hoda Maalouf



The following incident pushed me to merge the artistic and scientific worlds in the NDU Computer Science Department.

One day while I was working in my office, a student came for a visit. His name was Henry. I realized that Henry was rather reluctant to tell me what was bothering him. After he had sat down and relaxed, he said, "Dr. Maalouf, I want to change my major." I asked him why. He said that although he liked computer science courses, he did not feel fulfilled. Since he was inclined to art and to drawing in particular, he had decided to transfer to the Faculty of Art & Architecture. I knew Henry from two different courses and he was quite a good student, so I felt puzzled how to advise him. I have always believed that students must study what they really like, which helps them excel. Finally Henry wrote a petition and changed his major.

Whenever I hear about the "art-science divide", I think of the Lebanese baccalaureate system where we are required to choose one series or the other. Many teenagers develop a thirst for science and for art as well and struggle to make a decision between the two. After asking our parents for advice and discussing job prospects for both professions, we usually make the practical choice, a career in science.

By the time we start our university education, we are liv-

ing a double life. During the day, we explore current scientific topics. By night, we sit alone painting or indulging ourselves in other artistic matters.

Most of this category of students find the division between these two worlds to be intolerable since they cannot dedicate themselves to a single passion. Eventually, they realize that art and science have a common thread: both are fueled by creativity. Whether writing a scientific paper based on the latest research topic or filling a canvas with paint, both processes tell a story and require a creative mind.

With this revelation, I decided to merge the artistic and scientific realms, and I sought a way forward. I made up my mind to open a new major in Computer Graphics and Animation (CGA). Luckily it was not hard for me to sell my idea to the Administration. My tool was to show them that opening new "fancy" majors and not just the traditionally known ones could do well in attracting new students. Current Lebanese and international markets require people with hybrid degrees, people who are equally good in science and the arts.

The CGA major started in the academic year 2002-2003. Four students who already were students in the Computer Science Department shifted to it. Once the CGA program was published in the NDU catalogue and brochures, new students started applying for it.

Currently we have a total of twenty students in this new track. The CGA program consists of 108 credits, and it covers a variety of topics ranging from drawing, computer programming, computer animation and many related computer and applied mathematics courses, such as “game theory”, “graph theory” and “artificial intelligence”.



Since CGA is a Computer Science concentration, students planning to enter this field require a good scientific background at school. They must enjoy artistic hand drawing, artistic computer drawing and industrial drawing. If you are the kind of person who can spend hours watching computer-animated films, if you are equally fascinated by an intelligent robot or a colorful painting, or if you believe that a good picture can express your thoughts more than a thousand words, this major is tailored just for you.

Popular stereotypes frequently represent that scientists and artists are two opposites: one cannot be both scientist and artist. This is totally wrong and has been dis-

proved many times in history and in our daily lives. The most famous example is probably Leonardo Da Vinci, a scientist and a world-famous artist at the same time. The cave painter as well as contemporary artists have, to some degree, also been scientists. In fact, until the last few hundred years, art and science were always closely allied.

Finally, I believe that the current success of the CGA major directly

reflects the enthusiasm that both the students and many NDU academics have for studies that mix art and science. I can easily name many people in the Faculty of Natural and Applied Sciences who are impressive musicians, painters or writers. The secret to a successful career in such interdisciplinary studies is finding like-minded people. Hybrid programs such as CGA could yield a new generation of visually literate scientists, and could provide us with graduates with dual capabilities, people who are fulfilled and not frustrated (for example, our friend Henry). This is truly the modern “Renaissance” person.

Deux poèmes

SONNET À MADONE

Nous partîmes tous les deux dans la nuit solitaire
 La voiture dévalait les pentes enneigées.
 La tempête hurlait, l'ouragan s'enrageait
 Des lions dans la nuit pourchassaient des panthères.

Devant nous s'étendait une morne campagne
 La blancheur des ténèbres reflétait des fantômes,
 Marionnettes de la nuit, toutes dansantes elles
 fredonnent
 L' antique refrain glacial de l'exil des hommes.

Enfoncée dans ton siège, tu rêvais aux étoiles
 Que cachai à tes yeux cette nuit, mille voiles
 C'est l'angoisse d'un dieu qui s'exhale et s'abat,

Et la grêle s'égrenait sur les vitres tout autour
 Dans mon âme naissait un printemps et là-bas
 Les flocons silencieux de tisser notre amour.

« Poèmes de jeunesse »

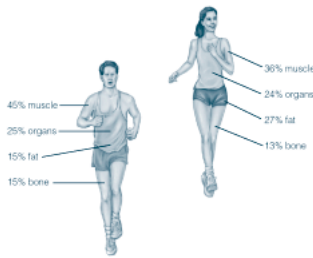
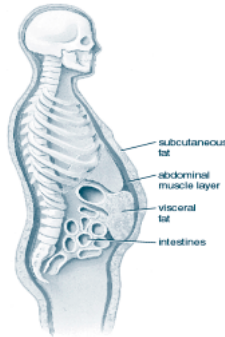
MATERNITÉ

Maternité de mes enfants!
 O la plus réelle des réalités. Devant
 toi,
 je m'incline comme à l'orée d'un temple.
 Devant toi je me tais dans une prière
 sans paroles ni gestes rituels.
 Silence de respect et de noble admiration.
 Maternité ...ô divine ressemblance
 ô déesse
 Eternel retour de la vie.

Antoine Y. Sfeir,
 Lettres et Traductologie, NDU

OBESITY AND ITS MANAGEMENT

Obesity is an excess amount of body fat. In the normal young-adult man, about 15-18% of body weight is fat. Normal young-adult women are about 20 -25% fat by weight. Fat content significantly higher than these levels is defined as obesity. Obesity is almost always associated with a greater than normal weight. There are, however, some exceptions.



Professional football players who have a large muscle mass may be overweight by the standards of published weight tables and yet not be obese in that they do not have a high level of body fat. Conversely, inactive people may seem to have acceptable weights, but still may carry too much fat. In addition, the distribution of fat on the body may be even more critical than overfatness alone. Fat that collects in the abdominal area of the body may be especially likely to lead to diabetes, stroke, hypertension, and coronary heart disease. The risk of death from all causes may be higher for those with central obesity than for those whose fat accumulates elsewhere in the body. Abdominal fat creates the 'apple' profile of central obesity.

Two factors that may affect body fat distribution are intakes of alcohol and physical activity. Alcohol consumption, particularly beer drinking, may favor central obesity. In contrast, regular physical activity seems to prevent abdominal fat

accumulation. Smokers, too, may carry more of their body fat centrally. A smoker may weigh less than the average non-smoker, but his waist circumference may be greater.

How to assess obesity?

Body Mass Index (BMI) is a useful and very practical way of assessing obesity. BMI is calculated by dividing weight (in kilograms) by height squared (in meters). An 80- kg man who is 180 cm tall would have a BMI = $80/(1.8)^2 = 24.7$.

A BMI between 18.5 and 24.9 implies few of the health risks typically associated with too-low or too-high body weight as shown in table 1.

Risk increases as BMI falls below 18.5 or rises above 24.9, reflecting the reality that both underweight and overweight impair health status. As BMI correlates with disease risks,

BMI values do not reveal how much of the weight is fat, nor do they indicate where the fat is located. Accordingly, measures of body composition are needed. In addition to BMI and body composition, measurement of waist circumference is important

Causes of obesity:

Genetics: a person's genetic makeup almost certainly influences the body tendency either to consume or store too much energy.

Lipoprotein lipase activity (LPL): People with high LPL, an enzyme that promotes fat storage in fat cells, are especially efficient at storing fat. Obese people generally have much more LPL activity in their fat cells than lean people do.

Leptin: a protein produced by fat cells under the direction of a gene in humans called the obesity gene. Leptin appears to act primarily on the hypothalamus, suppressing

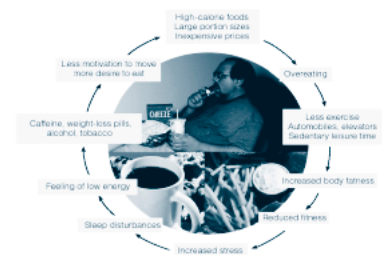


Table 1. Disease risks according to BMI and waist circumference

BMI		Waist <40 in (Men) or ≤35 in (women)	Waist <40 in (Men) or ≤35 in (Women)
18.5 or less	Underweight	Low	----
18.5 24.9	Normal	Low	----
25.0 29.9	Overweight	Increased	High
30.0 34.9	Obese, class I	High	Very high
35.0 39.9	Obese, class II	Very high	Very high
40 or greater	Extremely obese, class III	Extremely high	Extremely high

Risk for type 2 diabetes, hypertension and cardiovascular disease.

Source: National Heart, Lung, And Blood Institute, National Institutes of Health, The Practical Guide: Identification, Evaluation, and Treatment of Overweight and Obesity in Adults, NIH publication no. 00-4084 (Washington, DC: Government Printing Office, 2000).

hunger and increasing energy expenditure.

Fat cell development: development of excess fat cells during childhood.

Environmental stimuli: abundance of calorie-rich foods available to the majority of the population.

Increased consumption of 'fast food': the demands of everyday life have decreased the time available for food preparation and this has led to increased consumption of fast food and processed foods that are often calorie dense.

Physical inactivity: in the past, caloric intake often was offset by physical activity. However, with industrialization, society has become increasingly sedentary. The evolution of computers and the Internet has led to a more sedentary workplace. At home television, remote controls, and videogames have replaced outdoor physical activities. Conveniences such as cars and mass transit have decreased the energy expended in travelling.

Treatment of obesity:

As shown in figure 1, the key to weight loss and maintenance can be thought of as a triangle in which the three elements consist of:

1. Controlling energy intake
2. Performing regular physical activity
3. Making needed lifestyle changes

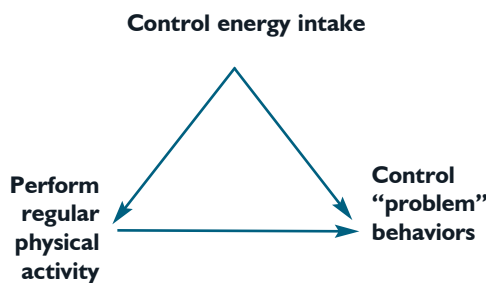


Figure 1. The three corners of the triangle support each other in that without one corner the triangle becomes incomplete.

Treatment requires long-term lifestyle changes, rather than simply taking medicine for two weeks, or

following a quick fix promoted by a fad diet book. People usually view diet as something one goes on temporarily, only to resume prior habits once satisfactory results have been achieved. It is for this reason that so many people regain lost weight. In this sense, healthy active living with dietary modifications which one can live with should be the emphasis for both obese and thin people.

Eating plan strategies



- Adopt a realistic diet plan, and then keep track of calories
- Emphasis on nutrient dense foods
- Eat regular meals
- Eat small portions of foods at each meal
- Choose low-calorie versions of foods you like
- Go easy on foods that are high in fat or sugar
- Limit alcoholic beverages
- Roast, broil, steam or boil rather than fry
- Select lean cuts of meat and trim visible fat
- Eat poultry and fish without skin
- Use spices and herbs instead of sauces, butter, or other fats
- Consume low-fat or fat-free dairy products
- Make whole grains, legumes, fresh fruits and vegetables central to your diet plan
- Try fresh fruits for dessert
- Drink plenty of water (8 glasses or more per day)
- Use alternatives to foods for rewarding such as long walks or gardening.

Perform regular physical activity:

Physical activity as part of weight-loss program should be focused on duration rather than intensity. Ideally, vigorous activity for 30 to 60 minutes should be part of each day,

both during weight loss and then indefinitely. The current recommendation from the US Centers for Disease Control and Prevention states that people should accumulate at least 30 minutes of moderate-intensity physical activity on most, preferably all, days of the week. The Institute of Medicine in US has recommended an even greater amount of moderate intensity exercise (approximately 60 minutes per day). In the setting of a person actively trying to lose weight, it has been reported that the percent weight loss increases with increased physical activity. However, one of the greatest barriers to exercise is lack of time. A possible solution is intermittent activity throughout the day rather than a single period of exercise. It might be easier to integrate three ten-minute periods of exercise into a day rather than one 30-minute block. Another strategy to fit exercise into busy schedules is to have home-based exercise equipments rather than supervised exercise at a gym or health club. A final strategy is to put exercise first activity in the morning. In this sense, hectic activity of the day will not affect exercise compliance. To burn 250 extra calories a day (equal to 227 g of fat loss per week), add one of these activities to your daily routine: walk (briskly) for 45 minutes, bike for 36 minutes, swim (fast) for 23 minutes or run (moderate pace) for 18 minutes.

Behavioral modification:



- Shop for food after eating and avoid shopping when hungry
- Avoid ready-to-eat foods
- Plan to limit food intake as needed
- Store food out of sight

- Use smaller dishes and utensils
- Put fork down between mouthfuls
- Chew thoroughly before taking the next bite
- Pause in the middle of the meal
- Do nothing else while eating (for example watching television or reading)
- Avoid setting unreasonable goals.
- Know when to refuse food after satiety registers and reduce portion sizes (for example order cup of soup instead of a bowl).

Pharmacological approach:

For obese people (BMI \geq 30) who have failed traditional methods of lifestyle modifications with reduced caloric intake and increased physical activity, weight loss medications are an option. It should be noted that weight-loss medications should only be used for limited amounts of time. Furthermore, if proper nutrition and exercise habits are not in place, people will regain weight after discon-

tinuing medication. The two most popular drugs that have been approved by US Food and Drug Administration are sibutramine and orlistat.

Finally the motivation to lose weight and keep it off generally comes with the proverbial "flip of the switch," in which the desire to lose weight finally becomes more important than the desire to overeat.

Written by Dr. Najat Yahia
April 26, 2004

The Legend of Radio

Regular readers of *NDU Spirit* might remember my articles in previous issues on 'Radio Drama' and 'A Tribute to Radio'. Many may also remember my articles on Astronomy. However, this article is a special tribute to one of Britain's most popular broadcasters who tragically passed away on the evening of March 29, 2004 due to bad health. A popular voice among BBC listeners, Alistair Cooke will be remembered by all those who grew up hearing his voice on the BBC.

Born Alfred Cooke in Salford, near Manchester, in 1908, Alistair grew up in a very strict family atmosphere. His early days were more dull than bright. His parents forbade him to go out and enjoy himself with friends. It wasn't until his early teens, when he began at Jesus College in Cambridge, that he started to wake up to the world of 'Radio and Television'. It was then that his legendary journey into the media world began.



He left for America at the age of 20 to apply for American Citizenship. He also became a great journalist, reporting for the British newspaper *The Guardian* as a correspondent in America. He grew fond of his adopted country where he first saw the Statue of Liberty and which he called "Paradise". His broadcasts were all based on 'The American Background' and life from another point of view to listeners outside America.

Early in March 2004, he announced his retirement from radio broadcasting on health grounds following advice from his doctors, as he struggled with poor health. For 58 years, Cooke presented the world's longest-running speech radio programme.

The series known as *Letter from America* was one of the most listened-to radio series worldwide.

It was Cooke's ability to give his own twist to momentous events across the Atlantic that captivated listeners. His first broadcast, in what was meant to be a run of just 13 weeks, gave the British a take on what life was like in post-war America. Half a century later, following the Korean war, the thwarted Bay of Pigs attack on Cuba, the Vietnam war, President Nixon's impeachment, the Monica Lewinsky affair, two Gulf wars and much else besides, Cooke's Letters were still on the airwaves. Still broadcasting at 95, he missed only three instalments. He became the oldest person on the national airwaves. It wasn't easy working for radio for an amazing total of 58 phenomenal years. With his elegant looks, dry humour and well-cut tweed suits, Mr Cooke became the epitome of the sophisticated Englishman.

His first broadcast was in the spring of 1947, and his final Letter broadcast was on February 20, 2004.

In the 1950's he presented *Omnibus*, a cultural show which broke new ground on US television, before moving to public television's *Masterpiece Theatre*, which brought upmarket British TV dramas to a US audience. His biggest commercial success was the 1970's documentary *Alistair Cooke's America*, a smash on both sides of the Atlantic which generated a best-selling book, *America*, and earned its author an invitation to address Congress during the bicentennial celebrations in 1974.



Cooke became a US citizen in 1941, and was given an honorary

knighthood in 1973. He also received four Emmy awards and three George Foster Peabody awards for broadcasting. He spent his

early years in a Blackpool boarding house, took a degree in English at Cambridge and joined the BBC as a film critic in 1934. Two years earlier, he had made a first trip to America. He described his trip as “an absolute eye-opener”.

Millions tuned in to his regular *Letter from America* broadcasts. Many enjoyed them and from a certain point of view, the listeners could learn some English if not teach their surroundings. I was only an on-and-off listener due to my daily schedules. But even though I wasn't a



regular tuner-in to his show, what really appealed to me was his use of the English language (I mentioned the same reason in my tribute to Alistair Cooke on the BBC website, www.bbc-worldservice.com and click on the Have Your Say section – it may still be available on the website by the time you, the reader of

NDU Spirit read this article.) All in all, he will be the legend that many listeners will really miss, tuning into and enjoying his 95 year old voice on the airwaves of the BBC World Service. He will remain the diamond of British Radio.

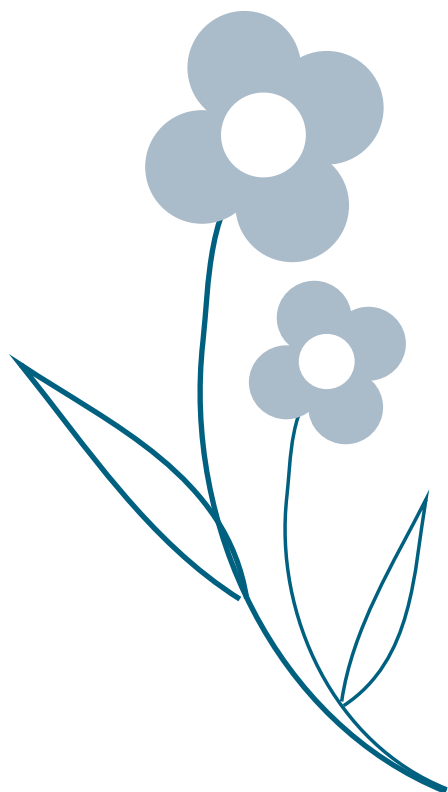
I will terminate my tribute in the words of Alistair Cooke in his last and final *Letter* broadcast before retirement: “Throughout 58 years I have had much enjoyment in doing these talks and hope that some of it has passed over to the listeners, to all of whom I now say thank you for



your loyalty and goodbye”.

Written By: **Joe Chamma**
NDU Astronomy Club

Resources: The BBC World Service Radio, www.bbcworldservice.com, and www.independent.co.uk and www.bbcnews.com. The pictures are courtesy of www.bbcnews.com BBC World Service – 1323 kHz (AM)



Un jardin pour moi

Fleur parmi les fleurs
Tiges de lumière
Herbes du printemps
Chaleurs d'été
Feuilles d'automne
Cendres d'hiver
Hiver monotone.

Prends-moi par la main
Faire le tour du jardin
Montre-moi les oiseaux en vol
Écoutons leurs paroles
Dégustons le temps qui glisse
L'air a un goût complice
L'air a un goût de délice.

Amal Saleeby Malek

April Rose



Are you one of a kind or the last of a breed?
Flawless, body and mind, careless of earthly needs.

Fair as a beauty queen you do live like a saint
So content, so serene, no demands, no complaint.

You don't mind loneliness enjoying simple things
You speak only to bless, gentle words to soothe kings.

How nice to see you smile! what joy to hear you laugh!
My mind floats a long while dreaming on your behalf.

Candid heart, by all means, you give me a new heart
Fresh blossom of first teens, nature is yours and art.

Could you be an angel gliding through reality
Setting an example for all humanity?

More peaceful than a dove, can you cope with this world?
Are you made all of love, innocent like a bird?

Lovely bird spread your wings, leave your nest to fly high
Let your voice be heard, sing! Dear life is passing by.

Bashful child, princess talk, noble from head to toe,
Mild maiden, model walk, no peer for you nor foe.

What lies beneath the snow? Who dares to give it heat?
Lava waiting to flow or delights eversweet!

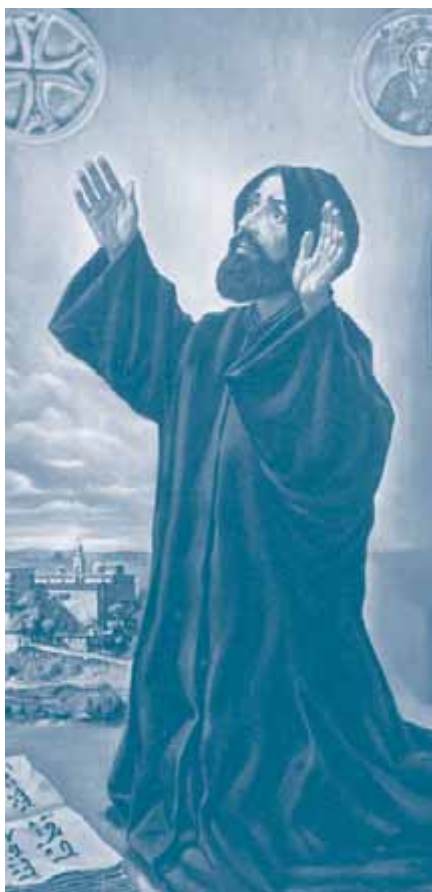
Butterfly in mid spring, April rose in full bloom
What's twinkling in your ring, heaven or utter doom?

Marwan Eid

NEMATALLAH HARDINI:

UNE SPIRITUALITE D'UNE ETONNANTE ACTUALITE

La béatification prochaine-le 16 mai-du Bienheureux Nematallah Hardini revêt une étonnante actualité dans un Liban mouvementé et à la dérive. En effet, la compromission semble être devenue la règle générale même parmi les plus réputés comme incorruptibles. Certains doutent de l'avenir et se lancent désespérément à assouvir leurs désirs les plus vils ou à la recherche d'autres cieux. D'autres se compromettent avec les plus forts dans l'espoir de garder leurs privilèges ou d'en acquérir de nouveaux. Une autre espèce est celle des personnes qui à force d'être prudents et de calculs finissent par ne rien faire de peur de subir les foudres des puissants ou de mettre en péril leurs privilèges matériels. Enfin, la dernière catégorie est celle des arrivistes qui donneraient même leur âme pour décrocher un poste, une fortune ou un gain matériel quelconque dans une société où la consommation est reine. Ces faustiens, à l'image du Faust de Goethe, sont prêts à tout pour arriver à leurs fins. Or, face à cette situation que nous apprend le message de Hardini ? Tout simplement que le sage est celui qui sauve son âme. Et pour cela acquittons-nous de nos tâches et faisons notre boulot comme il se doit. De prime à bord ce message nous semble égocentrique et étroit. Le croyant n'est-il pas en effet appelé à sauver le monde et même l'humanité toute entière? En réalité, si toute l'humanité est appelée, peu sont élus. En d'autres termes, cela veut dire aujourd'hui faire preuve d'une totale abnégation des dangers que nous avons cités plus hauts en : s'acquittant de nos tâches quotidiennes de façon exemplaire, ne pas délaissé son poste en abandonnant



ceux qui nous ont été confiés à leur sort, savoir dire *non* à la frénésie de consommation et de luxure qui envahit le monde et témoigner à travers la fidélité à notre appel profond aussi simple fut-il même dans le contexte d'une vie toute simple. Et le reste viendra à savoir la sanctification de l'âme et même la sainteté.

SAINT GEORGES, TEMOIN PERMANENT DE L'ESPRIT DE COMBAT

Cette année dans le sillage de la Béatification du bienheureux Nematallah Hardini tombe la fête de

Saint Georges. Etymologiquement, *Georges* vient du grec et veut dire celui qui aime la vie champêtre. En réalité, ce saint honoré dans un grand nombre de pays de diverses cultures jouit d'une grande popularité parmi les peuples les plus divers. Bien sûr, la légende a assombri quelque peu l'idéal prôné par ce grand Saint. En effet, l'image de Saint Georges enfonçant sa lance dans la gueule d'un dragon légendaire semble sortir droit du Moyen Age. En réalité, Saint Georges fait figure d'un homme de courage et de conviction. Ce fils de bonne famille, issu de la noblesse romaine, foncièrement honnête, riche, et officier de l'armée impériale, ne pût accepter l'injustice en restant les mains croisées. En effet, guidé par les prières silencieuses et secrètes de sa mère, il n'accepta pas les persécutions de l'Empereur contre les chrétiens qui ne commettaient aucune lèse-majesté contre l'Empire mais se contentaient de pratiquer leur foi. Fougueux, ce valeureux chevalier se révolta contre l'injustice, faisant fi de son grade militaire et de sa carrière, arracha l'édit de l'Empereur qui voulait forcer les chrétiens à adorer les idoles et le tailla en mille morceaux. Cela lui coûta la vie mais en contre partie l'éleva sur les autels de l'église pour y être éternellement vénéré. C'est cet élan révolutionnaire qui fait défaut de nos jours à tant de gens empêtrés dans leurs peurs ou embourgeoisés dans un mode de vie qui les isolent et les privent de liberté, en les réduisant au silence et à l'impuissance. En cela, Saint Georges ressemble à Hardini car tous les deux ont finalement triomphé du système. Savoir oser, et adviennent que pourra :

voilà ce qui manque le plus de nos jours aux majorités silencieuses qui le restent indéfiniment.

LE FLEAU DE L'EMIGRATION

Chaque matin nous apporte son lot de personnes qui quittent ou se préparent à quitter le pays des Cèdres. Des quartiers entiers commencent à se vider et les jeunes se font légion

devant les ambassades pour quémander un visa même pour les coins les plus misérables de la terre. Cette plaie touche particulièrement les jeunes qui croient de moins en moins à l'avenir et laissent tomber. Or, jeunesse rime avec révolutionnaire, ambition et challenge. Que de jeunes libanais avaient donné leur vie à leur pays au cours des dernières décennies car ils croyaient en une cause malgré le complot des

nations contre leur petite patrie. L'exemple de Saint Georges vainqueur du dragon nous éclaire. Il faut relever le défi, se jeter dans la bataille et déchirer l'édit de la peur, du pessimisme et de la défaite. Et la le reste suivra. Et ce reste fut la chute d'un des plus grands empires de l'histoire, l'Empire Romain.

Dr. Georges LABAKI
Un des derniers humanistes -NDU

Warning for your Mobile!

The Shell Oil Company recently issued a warning after three incidents in which mobile phones (cell phones) ignited fumes during fuelling operations.

In the first case, the phone was placed on the trunk lid of a car during fuelling; it rang and the ensuing fire destroyed the car and the gasoline pump.

In the second, an individual suffered severe burns to the face when fumes ignited as a call was answered while the car was being refuelled.

And in the third, an individual suffered burns to the thigh and groin as fumes ignited when the phone, which was in the person's pocket, rang while the car was being refuelled.

You should know that:

Mobile Phones can ignite fuel or fumes.

Mobile phones that light up when switched on, or when they ring, release enough energy to provide a spark for ignition.

Mobile phones should not be used in filling stations, or when fuelling lawn mowers, boats, etc..

Mobile phones should not be used, or should be turned off, around materials that generate flammable or explosive fumes or dust (i.e. solvents, chemicals, gases, grain dust, etc.).

To sum up, here are the Four Rules for Safe Refuelling:

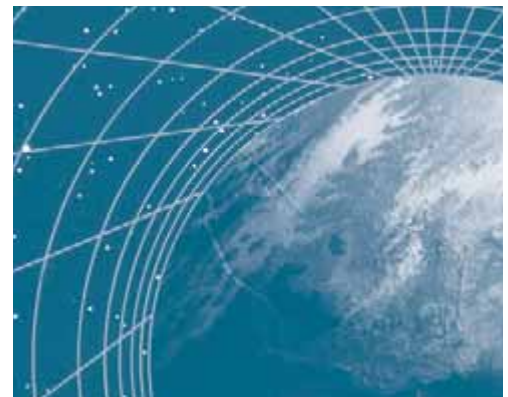
- 1) Turn off engine.
- 2) Don't smoke.
- 3) Don't use your cell phone — leave it inside the vehicle or turn it off.
- 4) Don't re-enter your vehicle during fuelling.

Bob Renkes of Petroleum Equipment Institute is working on a campaign to try and make people aware of fires as a result of "**static electricity**" at gas pumps. His company has researched **150 cases of these fires.** His results have been very surprising:

- 1) Out of 150 cases, almost all of them involved women.
- 2) Almost all cases involved the person getting back in the vehicle while the nozzle was still pumping gas. Having finished, the individual went back to pull the nozzle out and the fire started, as a result of static.
- 3) Most of those involved wore rubber-soled shoes.
- 4) Most men never get back in their vehicle until they have completely finished. This is why they are seldom involved in such fires.
- 5) Don't ever use cell phones when pumping gas.
- 6) It is the vapours that come out of the gas that cause the fire, when connected with static charges.
- 7) There were 29 cases of fire where the vehicle was re-entered and the nozzle was touched during refuelling, involving a variety of makes and models. Some resulted in extensive damage to the vehicle, to the station, and to the customer.
- 8) Seventeen fires occurred before, during or immediately after the gas cap was removed and before fuelling began.

Mr. Renkes stresses that one should NEVER get back into the vehicle while filling it with gas.

If you absolutely HAVE to get in your vehicle while the gas is pumping, make sure you get out and close the



door while TOUCHING THE METAL, before you ever pull the nozzle out. This way the static from your body will be discharged before you ever remove the nozzle.

As I mentioned earlier, The Petroleum Equipment Institute, along with several other companies now, are really trying to make the public aware of this danger. You can find out more information by going to <http://www.pei.org/> >>. Once here, click in the center of the screen where it says "Stop Static".

I ask you to please send this information to ALL your family and friends, especially those who have kids in the car with them while pumping gas. If a fire were to happen to them, they might not be able to get the children out in time.
Thanks for passing this along.

Passed along by Mona Shehadi.
Thank you! —Ed.

WHY MANAGEMENT!!

I quote from the Old Testament, Genesis, Chapters 1 & 2, the Story of Creation: "In the beginning God created the heavens and the earth; the earth was waste and void; darkness covered the abyss, and the spirit of God was stirring above the waters. God said, "Let there be light," and there was light. God saw that the light was good. God separated light from the darkness, calling the light Day and the darkness Night. And there was evening and morning, the first day. Then God said..."

On the sixth day God finished the work he had been doing. And he rested on the seventh day from all the work he had done. God blessed the seventh day and made it holy because on it he rested from all his work of creation."

If one continues to read the rest of the chapters of Genesis, one would realize and imagine that God had created the proper systems, orders, and routes of perfect management in the universe.

Man has continued trying to invent and create what he needs, so as to live in a comfortable way and to achieve his goals.

Now, let us see the importance of management in our lives.

To define "business" or "management" is to use efficient organization, planning, direction and control of the operations in a business. Briefly, I will explain the meaning of the previous sentence

- Organization is to establish responsibility through an organizational chart from the executives of the business (from the President) and downward to the workers. This is a vertical relationship. On the other hand, a horizontal relationship should be established between the workers.
- Planning is to establish broad policies with respect to different departments, to implement these policies, and finally is to establish standards of work in all the departments.
- Direction is concerned with supervision and guidance by the executives of the authority. This is administrative in nature and operative management.

- Control means to prepare reports to compare performance with the established standards of work.

Moreover, the workers of any establishment should be satisfied and feel that any job they perform is part of them, as if they own the establishment. Therefore, a properly managed institution should apply the above-mentioned steps for the business to become successful and prosperous.

Just to give a hint of a true story. The owner of Marriott Hotels was a poor American man who owned an ice-cream shop. Gradually, he started enlarging his business and increased his profits. He taught his children to treat the employees of the business as their own family, and not to treat them as mere workers, so as to motivate them to improve the productivity. As we all know, Marriott Hotel is now a large chain of hotels spread around the world. This was due to proper and accurate management; the employee promotion scale encouraged the workers to climb the stairs of success with some effort by performing their duties to their utmost through what we call "job description", which entails and describes the nature of each job as it appears from the name.

On the other hand, the workers needed to know their rights, in order to be on the safe side while carrying out their duties.

This goes to show that the employee needs to be motivated through the executives and feel that one owns the "business" where one earns a salary. Motivation is a magic word in any business, where it can be offered through different ways; otherwise, the routine will de-motivate the employees and the employer, and will degrade the moral feelings.

This is a brief explanation of the word "management", which God started by creating nature as is should be and Man is still trying to improve his life to its utmost.

Fadia El-Hajj

FROM NORTH CAMPUS

Life, A Structure or A Relation?

You often hear people contemplating the good old days and talking about how people used to be different, about how life was easier and merrier (Rizallah!)

One thing brought to my attention was that women still say the same old things about men ... with only one addition: men now ask more of their women. A woman has to be this and that, hold a good paying job, have plenty of dough, be able to bear a number of children and still have appeal, and so forth, whereas the screening ritual used to be less "sophisticated" in the past.

You also find women more demanding than ever these days and even worse than men. They first and foremost check the guy's financial abilities, his status symbols and his appearances. They then proceed with their Machiavellian schemes. Women these days know what they are doing, and are ready to do it for a **good** reason!

In former days, men were better providers and women were better nurturing mothers. This raises a few simple questions: are men becoming more dependent on women? Do women still want to be good mothers?

I look closer and think to myself: Well, this can't be an issue of men and women alone, a matter of power and submission; yet it surely is an issue of **human nature!**

Then I question again: Don't you ever get this feeling when you hear from someone that there **lies something beneath the apparent intention?**

What it all boils down to is the individual's innate instinctive characteristics and his acquired social characteristics, his milieu, his identity, and

more prominently his fear for **self-preservation.**

When I reflect, still I come up with this: if this is about humanity and survival, continuity and the self-sustained human race, where did our faith in the goodness and sacrifice of Our Lord Jesus Christ go? Where did our dignity and self-respect go?

Is it happiness that we celebrate when leading a life of pretence, hypocrisy, envy and greed? Do we need others' misery to cultivate fulfillment? Will it count for anything to win riches and lose one's child?

It seems that somewhere down the line we lost our willingness to give unconditionally along with our empathy and compassion. What happened to our love and forgiveness for our brother? What went wrong with **our sense of spirituality?**

It looks as if we were leaping into a whole new era, an era of a reversed Darwinism, of regression, and not one of evolution, an emergence of a new material cycle that inflicts **physical** cerebral change! Or maybe an invasion of a new "Empire"!

When I acknowledge all the above I come to realize why the nostalgia for the "good old days" still lingers on, and I know why it has been left for us to speculate!

In former days people had fewer temptations and a closer relation with God, so life was simpler and more supportable. The farther we are from God, the less content we are with ourselves and with others. Satisfaction comes from within the self and not from what we conquer from the material world.

Yes, I do agree that we all need to survive; yet it can't be on bread alone! This is not advocacy; in my opinion this is merely plain truth.

With admiration for all the good people around us.

Suzanne Dandan SAO-NLC

Experience at North Lebanon Campus

In the earlier issues of *Northern Star* (review of NLC- Ed.), you may have seen some articles written by *Anon 82*. Those of you who have read them will know what I am talking about. These articles have reflected some aspects of our daily life. Aspects that were exasperating were brought up with some sarcasm, maybe to capture the reader's attention and to make him or her consequently act differently, or maybe that was just the author's way of writing. Whatever the reason may have been, I hope you enjoyed reading them and gave at least a little thought to those printed words. As for those people who have not read them, on the pretext of some lame excuse, that is just their loss.

After having spent several semesters at NDU documenting reports and writing code, I have finally reached my last semester. If I were to pause for a moment, think of the past years at NDU, and talk about my experience gained, I would have much to comment on. Now that I look back, I would say that it was rather memorable, even though at the time I may not have thought of it in that light.

When I came to NDU, I had been in Lebanon around five years. Five years may seem more than enough for a person to become used to new surroundings and to forget about the country that was once called home. But to me at that time those five years were only five years wasted in trying to get used to the surroundings without any hope. People would ask me: "Haven't you learned to speak Arabic properly

yet?" How could I learn when I had spent most of my time speaking the other languages I knew, and hardly ever spoken my own language? At first I did not even care whether or not I was speaking the language correctly; all I cared about was going back to where I had come from. That dream, though, started slowly to fade when my best friend made me realize that I wouldn't be going back, at least not soon. That probably was when I started to be more realistic and stopped day-dreaming about how wonderful it would be to go back to the country where I'd lived all my earlier life. I can't say that at that point everything suddenly became all rosy and that I had completely changed my perception of everything, because that was not the case. However, in my mind I did manage to change the gray color, to which I could attribute everything, into a more colored image. It was very difficult, but I tried to forget the existence of that world, thanks to that great best friend who encouraged me to keep going on; nothing is

impossible or difficult if you are in the right frame of mind.

I was still able to keep my ideas unchanged by other people, while at the same time being able to listen to their ideas and analyze them and reach some sort of conclusion. I think this fact helped me a lot in developing a sixth sense and in being able to use it upon meeting new people. All this was great experience as it helped me become who I am now.

I am proud of having been able to arrive at this stage of my life, when I believe in God, have a caring family, have the best friend in the world, know Arabic, and am due to graduate this semester. On the way here, I have been able to develop skills which I am also proud of and will never forget. During my stay at NDU I have had the chance of a lifetime because of two major achievements.

I have been able to work on projects with different people most of the

time, an achievement that would never have been possible considering that I was once totally averse to mingling with others. The second achievement is right under your nose. I have had the opportunity to develop this hidden talent thanks to the enormous effort some people were making in order to make possible the publishing of a newspaper at NDU/NLC, a newspaper which was considered nonsense by many students but could be the starting-point of a career in writing.

I shall end this article by adding my real name and not my *nom-de-plume* **Anon 82**, but before that I would just like to advise you to enjoy your time as much as you can. Enjoy every year, every month, every week, every day, every hour, every minute and every second. Although it is sometimes easier said than done, try your best and, as I once said, what have you got to lose? A great life!

Asma Yamak

THE MAGI – Me and the Others

BY FATHER BOULOS WEHBE

The Reading is from Matthew 2: 1-3, 9-12

"In the time of King Herod, after Jesus was born in Bethlehem of Judea, wise men from the East came to Jerusalem, asking, "Where is the child who was born king of the Jews? For we observed his star at its rising, and have come to pay him homage ... and there, ahead of them, went the star that they had seen at its rising until it stopped over the place where the child was. When they saw that the star had stopped, they were overwhelmed with joy. On entering the house, they saw the child with Mary his mother; and they knelt down and paid him homage. Then, opening their treasure chests, they offered him gifts of gold, frankincense, and myrrh."

The birth of the Lord of the universe became the focal point of history, or, as St. Paul calls it, 'the fullness of time'. (Galatians 4: 4) His incarnation has bridged the past and the future in an everlasting present moment which is ever transformed by His love, or, as one of the hymns in the Byzantine tradition says, the eternity of God's ever-lasting kingdom was renewed. This birth was not a gift to His people alone, "who did not accept him", as the Evangelist St. John says, "but to all who received Him, who believed in His name, He gave power to become children of God" (John 1: 11,12).

It may seem like an enigma to try to interpret these references from the Apostles Paul and John. Who is Jesus Christ and how does He impart His knowledge to people? What does the phrase "all those who received Him" mean? The traditional answer for Christians is that He is the God-man they worship and that He is their savior and redeemer through His death and resurrection. This is completely true, but is this all? Does Jesus Christ operate outside the boundary of His Church, which is officially the aggregate of the baptized people? Or, to put the question in another form, does His redemptive work extend beyond it? And for that matter, can people who are not baptized know Him and interact with Him? Is this possible?

The Son of God, as we say in the Creed of Faith which we recite in our prayer services, in part echoing the Gospel according to St. John, is the One through whom "all things came into being" (John 1: 3). He has infused Himself into the world and continues to transform the world by His bounty through operating in the righteous and, as St. James the Apostle stresses, "every generous act of giving, with every perfect gift, is from above, coming down from the Father of Lights." (James 1: 17) St. James uses the word "every", to mean that all that is good and beautiful in the world is the direct function of the interaction between those who are producing it and Christ Himself. He is like the sower who casts his grain in all the histories and traditions of the world, functioning as the muse of poetry, the inspirer of poetry, the inspirer of art, the catalyst of emotions and of all that is noble in people, the producer of love and the end to Whom all the universe converges. HE IS in everything, operating everywhere and in all times, but manifesting His fullness in His physical incarnation.

The Magi, whose number by the way is not mentioned, were not Jews, i.e., were not believers in the One God; they worshipped the stars and the sun, so they were basically heathen. According to the standards of many in the Church today, such people are doomed to hell. But are they? The main Christian hymn in the Byzantine Tradition says that "the worshippers of the planets learned, through a planet (the star), to worship You, O Sun of Righteousness, and to know that You

have come from the East on high (the place of the rising of the sun)." It is interesting to note the use of the word "know" – to KNOW You; isn't this strange? Did the Magi go back to their countries as believers in Him (the way we believe in Him) or did they remain star worshippers? My reading of the incident is that they remained as they were and that God accepted them as they were. And despite that, they were the very first people to behold Him. This is a shining example of the truth of my thesis: He guides everyone from within his personality, transforming him but not changing him, and He operates from within people's experiences, traditions and histories. He embraces all and continues to operate in all.

This does not discount His Lordship or His being our God. The Magi sensed that, but inasmuch as they could grasp from their perspective; this was attested by the quality of their three gifts (hence the uncertain belief that they were three); He was given gold because He was (and is) the King of all ages, and frankincense because he was God (and incense is offered only to God), and myrrh to pre-shadow His death and burial anointing. They did what they did because the goodness in them, which as we have seen was instilled in them originally by Him, opened them up to the light that was shining from Him. This today is the lesson of the Magi: can whatever goodness is in all of us open up to whatever goodness is in the other? The baby Jesus in the manger was certainly not the prototype of what a king or a god should be like, so why were they able to embrace Him?

The story of the Magi offers two lessons for us. God accepts us as we are on condition that we do what we do with all the will and effort that we can exert, and the long journey of the Magi to see Jesus is but an example. And in the same way that He accepted their offerings – and we all should offer the best that we can which is a pure heart and an attitude of deep commitment and love – He will accept ours. But for those of us who are Christians He will continue to remind us that He is fully revealed in Jesus; for those who are not Christian, He will continue to operate from whatever frame of reference or perspective of goodness we have. Both have to love each other in Him. This is the story of the Magi.

Ed. We apologise to Fr. Boulos Wehbe, SAO, and our readers for the delay in publishing his article. It was taken home for perusal and enjoyment at leisure was mislaid. *Mea culpa!* K.J.M.)

THE PERCEPTION OF ADVERTISING SEEN FROM THE WHOLE BRAIN PERSPECTIVE

- Kamal Darouny is an executive member of the Board of the Lebanese Advertising agencies Association (LAA),
- member of the International Advertising Association (IAA),
- member of the International Academy of Business Disciplines (IABD).

By **Kamal Darouni**
Assistant Professor
Faculty of Humanities, NDU

1- Introducing The whole brain process

Hermann in his work *The Whole Brain Business Book* explains that at the core of the whole brain technology two hemispheres exist “left, and right”. Neurosurgery has found that each hemisphere or compartment has different ways of thinking and remembering.

Each compartment contains two quadrants A & B for the left brain “rational” and two others for the right brain B & C “emotional”. The former, *vertical thinking*, is convergent, such as shooting from one point to another point. “It is considered to be negative in creativity, analyzer, linear...” while the latter, *lateral thinking*, “is divergent; it shoots from one point to many other destinations and is considered to be positive in creativity, intuitive, risk taking...” (Hermann p.p. 7-12)

The black box of the creative managers’ “brain” should be highly intuitive, embedded with a high degree of love and emotion.

In Christ’s teaching, one word has changed the stream of our universe, differentiating it from all other religions; without which the doctrine of Christianity would not be dominant in the brains of Christian believers. “LOVE”, belonging to the right brain (C & D), is the key word which heals us from negativity, fanaticism, war, destruction etc

Nowadays most of the creative gurus in the field of creative advertising are preaching the LOVE approach in creativity. For more reading refer to the website of Saatchi and Saatchi: www.lovemarks

There is also another website which is worth looking at; www.chiatday

It belongs to DDB Advertising Agency , which initiated the new 5 P’s in creativity .

According to Clow Kenneth in his book *Integrated Advertising Promotion and Marketing Communications*, defining the concept of cognitive, affective and conative elements of attitudes, the affective component contains the feeling and emotions a person has about the object, topic, or idea. The cognitive component is the person’s mental image, understanding and interpretations of the person, object, or issue. The conative component is the individual’s intentions, actions or behavior. The most

common sequence that takes place when an attitude forms is: Cognitive ...Affective Conative (Clow, page 196)

In my understanding the *lateral thinking* of the brain, i.e. right brain, dominates the whole quadrants of the brain but my whole experience in professionalism and academic research have made me believe that creativity is a double-edged function 1- knowledge (Quadrant A) , 2- intuition (Quadrant D) .

I will give my readers some hints about left- and right-brain constitution, together with the characteristics of each quadrant.

Left brain (rational)	Right brain (emotional)
(Hemisphere left)	(Hemisphere right)
<i>vertical thinking</i>	<i>lateral thinking</i>

The Quadrant A= Analyzer The Quadrant D-Visualizer
The Quadrant B= Organizer The Quadrant C- Personalizer

How could the above quadrants be applied to creative advertising?

An example on the applications of the quadrants would be: “People from the Western World have a logical tendency in their thinking pattern (A&B), so the Dewar’s commercial which appears there carries a slogan “It never varies’; however in the Middle East, since our brain is more biased towards emotion (C&D), the tagline says “When it is love, it never varies.” The former slogan means the degree of alcohol is constantly the same but, since this communication does not move our five senses, the creative director from the Middle East has added, “When it is love, it never varies...” (Darouni p.p. 183-186)

Also, there is another element, related to the world difference in thinking patterns. The East has a high context culture (A&B) collectiveness, analogue, uncertainty avoidance, while the West has a low context culture (C&D), individualist ,digital, risk taker .

So communication is used differently from one country to another, depending on the cultural dimension; for this reason the world in communication is going towards symbolism and semantics. One can take an example:

NIKE's "Just do it" is a culture-free communication which faces no obstacles and can travel across borders.

The following are the functions and utilities of the four quadrants with their inferences in the advertising communications field.

Quadrant A (The Rational Self)

This is logical, analytic of facts, processing numbers

Utilities:

- 6 Gathering the facts
- 6 Determining brand's current value and image with consumers-
- 6 Evaluating how well communications have added to its equity.-
- 6 Considering the brand as a living human being with character, personality and the ability to communicate.

Quadrant B (Safe Keeping Self)

It is organizing the facts, planning approaches, detailed review

UTILITIES: (WHERE ARE WE NOW?)

- 6 Asking the questions, why do people find me appealing? (Rational, sensual & emotional benefits)
- 6 What is my Personality? (Character in people's minds)
- 6 Who do I appeal to? (Needs, wants, desires, fears, benefits)
- 6 What relationship do I have with them? (Nature)
- 6 Why am I different? (Compare with other brands)
- 6 How do I express myself? (Communicate with meaning and distinctiveness)

Quadrant C (Feeling Safe)

It is interpersonal, intuitive, expressive.

UTILITIES : (WHERE DO WE WANT TO BE?)

- 6 Triggering (Category motivators, kind of purchase?)
- 6 Considering (Frame of reference, need?)
- 6 Searching (Information sources available?)-
- 6 Choosing (Brand discriminators)
- 6 Buying (POS, where the brand is weak)
- 6 Experiencing (Satisfaction and expectations)
- 6 The brand mission and vision

Quadrant D (The Experimental Self)

It is imaginative, big-picture thinking , conceptualizing.

UTILITIES: (HOW TO GET THERE)

- 6 Why do people find me appealing?
- 6 What is my personality?
- 6 Whom do I appeal to?
- 6 What relationship do I have with them?
- 6 Why am I different?
- 6 How do I express myself?
- 6 How do I need to change? (Application, visualization and imagination)-

2- What is perception? (B&C quadrants)

Perception is formed by present attitude and past experience. When a sign is a stimulus, it is a perceptive substance formed by sensation and followed by learning. When the sign is a code, transmission of a recorded message takes place between a sender and a receiver.

The conception of a copy strategy should be based on how the product is perceived according to the lifestyle, culture and tradition of the consumers. Vitaly important is to determine if the motivation should have a rational appeal, by supporting it with a logical, learning approach, with value orientation.

3-What Makes Effective Advertising (C&D Quadrants)

- It must consider the consumers' needs and wants.
- It must breakthrough the advertising clutter.
- It must not over-promise.
- It must have a persuasive idea.
- It must have a good positioning and differentiation

4-Is advertising highly praised as persuasive? (A & D Quadrants)

The prime contention of the critics is that advertising creates demand among consumers. Many of us are being influenced and manipulated in the patterns of our everyday lives. Great efforts are being made to channel us into unthinking habits, purchasing decisions and thought processes by the use of insights from psychiatry and the social sciences.

These efforts take place beneath our level of awareness. This manipulation takes place at a subconscious level.

Consumers are also manipulated by an advertisement's promise that the product will do something special for them, something magical that could transform their lives! What is a creative idea? How to get it? How to execute it? How to impress a target market?

Today, modern technology in telecommunications is bringing the world closer together. It is changing the life style of segmented people around the globe, creating

what is now known as the “Global Village”.

Consider the following examples: Why should I smoke Marlboro? Because I like to feel virile. Why should I smoke Winston? Because I like to feel adventurous. Why should I wear Levi’s jeans? Because I like to look sexy. Why should I drink Dewar’s White Label? Because I am loyal and my love never varies.

Then, the question arises: Where is the big idea? An idea starts with research, decoding what the consumer has in his black box. It must be remembered that out of at least 2000 daily communications or exposures per day, what remains in the consumer’s mind the next day does not exceed a few digital numbers. (Try this: Attempt to state the Ten Commandments of Moses; you will recall only five of them, seven at best. Better yet, give yourself one minute and try to remember the ads you have seen yesterday.)

To become effective, advertisements must have wide appeal; they have to play on very basic human emotions: “They go beyond reason into something even more basic.” In other words David Ogilvy, the pioneer in brand-image building has said: “Unless your advertising contains a big idea, it will pass like a ship in the night.”

What needs to be considered most importantly is whether the product being advertised is among the list of brand names the consumer can remember. Also what

need to be known are the consumer’s attitudes and feelings toward the advertised product. A consumer cannot remember all the advertisements he reads or listens to. He only remembers whatever interests him according to his perception, whatever motivates him emotionally or rationally. “It is as though he carries a small box in his head for a given product category.”

Here I would list some of the great advertising ideas which brought success to the products and became memorable longer than other commercials:

Seven up: “The uncola”

Revlon: “We sell hope.”

VW: “Think small”

Avis: “When you are only second, you try harder or else.”

Orangina juice: “Precipitation of orange pulp in the bottle.”

BDDO: “New word procrealligence”

Nike : “Just do it.”

Budweiser: “Wassup.”

6 Finally, Idea generation is a neural event and therefore the brain must be the source of creativity. Synergy among the four quadrants contributes strongly to the creative process. Moreover, there seems to exist a semiotic relationship between the original thinker and the connector (creative director) where one feeds off the other (consumer), the whole brain process.

THE QUEST FOR DEMOCRACY IN THE ARAB WORLD



Dr. Akl Kairouz

Throughout human history, whether on the local or international levels, so many studies, trends, political systems, conflicts and diplomatic tools have revolved around the concept of democracy and human rights. Humanity in our present world, unlike during the Dark Ages, is hungry for freedom, equality and recognition of the individual. By contrast, democracy, since Plato and Aristotle, has often been associated with pejorative implications in its narrow sense; namely the rule of the majority over the minority; a sort of political and numerical despotism that fails to recognize the values and benefits of the pluralistic society.

In modern history, scholars, writers, political and religious leaders of all types, background, beliefs and associations compete to proclaim the virtues of the system they impose, projecting it as free and democratic. The results are often chaotic, or used as tools to justify the unethical and repressive behavior of many political leaders; thus leading to contradictions, abuses, misperception and corruption.

Till the beginning of the 18th century, humans in the Western World were dominated by the divine authority of the ruler whether a king, an emperor, a prince, a witch doctor, a tribal chief or servants of many man-made gods and so forth.

The writings of J.J. Rousseau, Montesquieu and J. Locke emphasized the concepts of the "social contract" and the "general will" based on the true Christian ethics, not the Christian practices of the Dark Ages. The ruler was no longer the focal point of the political system, rather the human being's welfare.

The American Constitution embodied that cultural and political revolution. It created a new system that proclaimed the ultimate dream of humans to establish a government "from, by and for the people".

Human rights became the focal point of modern history following two disastrous world wars. Our modern world is bombarded with a stream of unlimited technological inventions coupled with internationalization, globalization and secularization concepts and practices.

The government's role is no longer to oppress but rather to serve the individual and the public by pronouncing human rights as sacred.

This modern world, however, soon faced many types of conflicts relating to economics, gender, races, cultures, ideologies, religions and lately terrorism. Consequently, researchers have introduced several categorical terms to identify states and peoples such as East vs. West,

North vs. South, Free World vs. Communist World etc.

We choose to deal in this article with the East-West political-cultural conflict better known as the Arab-Islamic culture vs. the Western secular Euro-American one.

It is no secret that following WWII, American policy centered on fighting Communism through well calculated economic, cultural and military policies to promote all over the world, the democratic principles, human rights and liberties as the Americans perceived them. The Arab Middle East, composed of 26 countries, was placed on that list for political development and democratic change.

The Arab World democratic realities

It is commonly known that the Arab World has been ruled by a pyramid-shaped authority that flows downward, spreading fear among the subjects, demanding full compliance and outlawing all opposition. The ruler is often a holder of two authorities: one divine the other worldly and secular, but subjected to the first.

Opposition is not permitted in any form or shape especially if it constitutes any deviation from or any threat to the religious power of the ruling individual or elite.

If democracy is fully recognized as the rule of the people as indicated in the Greek writings by *demo-kratia*, we can conclude that the Arab world lives in a parallel world to such a concept, making it impossible to find or reach a meeting point.

In fact, all Arab regimes, except for Lebanon, which is ruled by oligarchies, are regimental and dictatorial, often controlled by two politically powerful groups: the religious leaders, defenders of the faith and the secular despotic rulers who are compelled to honor those religious leaders by striking a mutual alliance with them to preserve their power.

The case of Iran illustrates that conflict between the Shah and Khoumeini, whereby the divine laws and authorities took control of all economic, social, political, military and ideological facets of the citizen's life. As a result the civil government failed, was dismissed and became subjected to religious leadership.

By contrast, in the case of Saudi Arabia, the political and religious authorities (al-Wahabis) had been working well. In other Middle Eastern countries where civilian dictators took power such as in Egypt, Syria, Libya, Iraq and others, these leaders were able to walk the thin lines by proclaiming themselves defenders of both the faith and the state, consequently appeasing religious discontents or disapproval through a sort of armistice between the civil authority and theocratic dominance.

International and regional military conflicts and in particular the Arab-Israeli one contributed to the propagation of a hush truce in the struggle for power between the civilian and religious leaders in several of these countries.

These theocratically dominated governmental systems are in many ways similar to the ones adopted in Europe or the Western world during the Middle Ages and up to the 18th century

During the Ottoman Empire the Arab World was plunged into the darkest ages of its history, with ignorance, human slavery and poverty. Only the religious leadership was spared and given autonomy.

Presently, the Western world with its completely secular and materialistic ideologies and political systems became more involved in the Arab world. It failed however to understand the Eastern culture based on Islam that encompasses all the aspects of the human conduct and life whether economic, political, social or spiritual. Everything in this

culture revolves around God himself and his Prophet's teachings. By contrast, the Western culture focuses upon the individual's civil liberties and welfare in a world of secular materialism.

Since then, this Western World has devoted its full energy to help modernize and democratize the Arab world. Such attempts and policies have met total refusal, sometimes anger and distrust turning into hatred and enmity. The main reasons for such a violent Eastern opposition that contributed to religious revivalism and fundamentalism are as follows:

- 1-Western cultural democracy calls for the respect of human rights, and civil liberties, equality of men and women and emancipation of women.
- 2- It calls for separation between religion and politics, leading to a civil society controlled solely by civil laws.
- 3- It calls for separation of political powers based on true democracy, meaning: free nominations and elections of officials for a limited time by the people. No divine authority is given to any individual human being endowing him/her with so much power that they install themselves as militarily and spiritually defenders of the faith as they see it and understand it. Here, Western societies are puzzled by the numerous calls for "jihad" or " holy wars" issued by religions leaders in the East. For the West such a behavior ceased to exist in Europe with the Renaissance about 400 years ago as Christianity evolved by returning to the true teaching of its spirituality based on love, toleration, freedom of choice, and separation of religion from politics.

The United States policy has been in particular based on three convictions and principles.



1- The U.S has a divine mission to lead, protect and democratize the Free World. It is the champion of human rights and civil liberties in a world threatened by authoritarianism and oppressive ideologies.

2- The U.S is responsible for promoting and maintaining international peace by

– Encouraging the knowledge and the spreading of democratic principles as it did in the former USSR, Japan, Germany etc;

– Promoting international economic development and living standards through foreign aid, international growth and loans as well as the transfer of technology and know-how; and

– Attempting to resolve international military conflicts and wars that could spread from local to regional and even world conflicts. Here the U.S acted sometimes individually and at other times in cooperation with its allies or through the U.N.

The U.S succeeded in certain areas and failed in others, such as the Arab-Israeli conflict, the Indo-Pakistani and the Cyprus ones ... Sometimes it was compelled to support dictatorial regimes as the least evil choice in contradiction with its own values and principles.

As for the Middle Eastern Countries, the U.S perception of the Arab World has been often incorrect and vague and led to more problems than solutions. Washington has failed to properly understand the Eastern political, economic and social culture; consequently its attempts to promote democracy in these countries has been a dismal failure so far as is the case in Iraq and other Arab countries.

It has failed to fully grasp that the Western secular free world and the Eastern theocratic world could never meet under the present conditions and trends; rather they are in direct opposition and conflict that could in the future, if left unchecked and uncontrolled, end in a catastrophic third world war.

As a result, democracy as defined internationally will continue to be foreign to the Arab world. Perhaps some forms or traits of a partial and seasonal democratic behavior may, from time to time, be applied by this Arab government or that. The roots of Eastern culture are deeply based upon practices generated by different values, beliefs and moral standards deriving from religious laws and teachings.

It is therefore imperative that the U.S perception of the East be subjected to a very close and deep scrutiny of the basic sets of values and spirituality upon which such a culture is built. Failure to do so would cause a greater rift between the West and East and would render the Arab world insecure, angry and more fanatic. The consequences of such a split would lead to a more extreme form of fundamentalism, terrorism and perhaps a threat to world peace. Democracy in the Arab World today remains like a mirage or a distant dream for centuries to come. It requires great sacrifices, intellectual openness and a cultural revolution.

HUMOR IN THE CLASSROOM

By Doctor Naji Oueijan

First and foremost, it must be understood that “Humor in the Classroom” should not imply that it is the ultimate purpose of classroom activities; rather, it should signify that a little sense of humor enhances participation and facilitates the process of interactional communication. Researching the topic, I found a great number of web sites dealing with humor on the Internet. I also found hundreds of articles (See the Bibliography). If this points to anything, it points to the significance of the topic. Though I used a few sources, most of my article comes from personal experiences in live classroom situations. However, before I refer to these classroom situations, I would like to briefly discuss the significance of humor both in general and in the classroom. I shall also briefly point out differences between positive humor and negative humor.

Teaching, as we all know, is an interactional communicative process whereby teacher and students act and react upon each other in various ways. In an observation study of 40 classrooms representing a variety of subjects at two US colleges, researchers found that teachers’ talk occupies nearly 80 % of class time. At a time when most students consider class-time compulsory imprisonment, they are expected to actively process the information provided by the teacher. Unless students become active participants in the education process, this compulsory imprisonment turns into torture. As you all know, a teacher’s ultimate goal is to have students enjoy the class and the subject matter. The pressing question, here, is: How can a teacher eliminate student tension and create the appropriate atmosphere that would enhance student participation and make the process of learning enjoyable? Positive humor is one of the answers, because it is associated with fun, play, and entertainment. And indeed it is a part of teaching that instructors don’t have to do, but if done, may become the best part.

Positive humor produces approving smiles and gentle laughs. If the eyes are the mirrors of the heart, a gentle laugh and a smile, both of which usually involve favorable face expressions, are mirrors of the heart and mind together. The production of laughter and smiles on the faces of students demands a lot of love and wit: love provides the appropriate psychosomatic atmosphere for sharing information and views, and wit clothes this information with agreeable expressions. The therapeutic effects of positive humor have become common knowledge. Positive humor relieves tension and clashes of personalities; it destroys physical, psychological, and mental barriers; it attracts the beholder and the beheld and makes the unfavorable favorable; it reflects self-confidence, credibility; it generates a friendly feeling mingled

with mutual respect; and it joins human beings in a common empathy. In this sense, teachers who only consider teaching as a means to get monthly paychecks cannot love their students; those cannot love and smile or laugh; also, teachers who are not confident of their teaching material cannot laugh or smile; and teachers who can teach but build physical and/or mental barriers between themselves and their students cannot laugh or smile; and if they do, their laughter and smiles reveal negative humor, which is based on ridicule and sarcasm. In short, teachers who cannot laugh or smile in classrooms should not teach.

A sense of humor in the classroom should not mean indulgence in scorn and sarcasm. Its purpose must be to provoke approving smiles. Humor humanizes people. On the other hand, negative humor is ridicule and sarcasm; its targets are objects of scorn and laughter. It diminishes learning, enhances stereotypes, and actually limits students’ perceptive capabilities. If humor humanizes, ridicule and sarcasm dehumanize. And perhaps the best type of positive humor is that which is provoked by the teacher who takes himself lightly and makes himself the target of his own humor—students love this, as it places the teacher and students on an equal platform.

Positive humor is a social skill that helps both the teacher and the students to cope with stress, to enhance their sense of well-being, to alleviate unhappiness, depression, and anxiety, and to boost self-image. How many times did we hear someone saying, “I like her/him because s/he makes me laugh.”

Indeed, from personal experience, I always find myself more apt to laugh and smile in a classroom after telling or hearing a joke before the classroom, all the reason why I always tell my colleagues jokes. Finally, as I have mentioned earlier, if teaching is an interactional communicative process whereby teacher and students act and react upon each other in various ways, positive humor should make this process active, smooth, memorable and effective. After all, positive humor costs nothing, but it buys a lot.

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The Real Challenge of Internet Technology in Lebanon

By: **Dr. Victor Bahous** – Assistant Professor FBAE

Mr. Fouad Senuora (2001), Minister of Finance, discussed the need to promote the Information Technology sector because of its positive effect on the economic development in Lebanon. Information Technology plays a major role in transferring information and keeps businesses updated with the new rapid changes that overwhelm all industries. In addition, the advanced development of the IT sector allows Lebanon to play a major role in the region. Prime Minister Rafiq Hariri

(2001), at the opening of a regional Information Technology Conference, said the Lebanese government had started a plan to accelerate the development of the Information Technology sector to turn Lebanon into a regional hub.

Government officials started to take a closer look at the Information Technology. The initiative is to create a virtual state office to serve as a source of information for members of the public and to set up a procedure for e-payments. The venture

should be highly integrated with the private sector. Finding the private sector partner and changing the business culture of public-employees are necessary elements for launching the project (Government's business was to go online. 2000).

According to the US-based Forrester Research Corporation, Internet users send almost 10 billion electronic messages each day (Gibeily, 2002). Most of these users are in North America and Europe, while the Middle East is listed among the

regions with the least access to the Web. The Middle East region lacks a general model for increasing its Internet penetration and connectivity, which could be achieved with the building of the infrastructure of higher bandwidth and wireless communication. Lebanon could play a leading role in the region because the Internet traffic between Lebanon and the rest of the world is among the highest in comparison with other nations in the region.

In Lebanon, the movement towards the information economy requires a dynamic strategy of providing the infrastructure, which can be achieved by the effective partnership between the private and public sector. The benefit of the e-commerce wave on the world's economy is clear. Accordingly, the Internet could become a great economic engine for Lebanon (Gibeily, 2000).

Gibeily (2000) explained that in Lebanon consumers and banks have been slow in accepting the Internet as a medium for conducting their daily business. The approach of banks for information technology should be no different from that of other retail businesses. It will be clear that unless they change, their market share will decline. In an effort in that direction, Credit Libanais Bank launched an online banking service. Only 3 % of the customers used this service. The main reason that stands behind the slow enrollment with the online banking is the lack of security of the Internet environment.

Bank Audi signed an agreement with Inconet (Internet Service Company) that provides a free dial-up-service access to its clients. The step is aimed to orient its clients with exposure to information technology as a part of an online banking plan (The Tech Bank, 2000).

Al Saidi, Vice President of the Central Bank, expressed the need for setting up a legal frame and environment for e-commerce in Lebanon. The frame should include the setting of security standards for e-banking



and e-payments, policies and procedures for effecting and clearing e-transactions, and a frame to protect consumers (Lebanese Electronic Conference, 2001).

Internationally, high-tech security exists under the Secure Electronic Transaction (SET) which was developed by Visa and Master card to provide high security for Internet banking. The system encrypts data when sent through the Internet to ensure that both clients and businesses are authentic. A digital signature issued by the bank for both clients and businesses is a means of identification in the virtual world. There is another security system, which is Secure Sockets Layer (SSL). The system is open for everybody and is used in most browsers today.

The Internet is going into space. Astrolink, owned by Liberty Media, Lockheed, Martin Telespazio and TRW, built a global constellation of satellites that deliver high-speed Internet and Intranet access and

multimedia services to businesses world-wide. The first satellite provides a high speed Internet that reaches 226 megabits per second with 70 % cost saving. In the region, three satellites were launched. 1- Thurayya offers satellite based mobile telecommunications for a large chunk of the globe. 2- Astrolink provides Internet access by hanging outside dishes. 3- Skybride offers broad-band telecom services targeting telecommunication carriers such as ministries and telecommunication companies.

Lebanon is facing a number of challenges to remain updated with the technological innovations, challenges which include lack of necessary investments, lack of security, and the migration of young skilled persons to the developed nations. There is also the lack of a governmental plan to provide a legal and administrative frame that can cope with the technology updates. What is obvious is that Lebanon still has too many things to do.

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UNIVERSITY STUDENTS NEED RULES TOO

By Dr. Carol Ann Goff-Kfourri

It is becoming more and more frequent on university websites to see links devoted to increasing classroom management skills among the faculty members. These links not only give practical tips and theoretical background, but they often announce workshops, seminars and training sessions that are held on campus. Many administrations such as those at the University of Nebraska, MIT, and many others have realized that university professors have not been prepared to *teach* their subject matter though they may be content experts.

Classroom management includes a wide range of skills. Although prevention of disturbing situations detrimental to learning is one of its basic tenets, it is not the only one. The classroom management domain also includes how to organize content, how to ask questions and how to conduct beneficial discussion sessions. It also offers suggestions to professors on how to make teamwork beneficial.

Our students at NDU generally come from quite strictly run high schools. They often view their first year at university as *the* opportunity to experience freedom. As they are sometimes still immature adolescents, many times their definition of freedom includes the right to walk in and out of class as they see fit, to have a cell phone on their desk, and sometimes even to receive “urgent” calls. They have somehow come to believe that an American system university allows them to “do as they wish.”

At NDU, I have found that our students benefit greatly from being informed at the beginning of the semester of five basic classroom rules. Over the semesters I have fine-tuned the rules so that the ones I implement now deal with the problem areas I have experienced. The five rules I include in my syllabi are

the following:

- Cell phones are to be put out of sight and placed on silent.
- Academic honesty is a must.
- Respect for the other students and the professor is a given.
- Once in the classroom, students are requested to remain in class.
- Students are responsible for completing work on time.

Literature concerning classroom rules emphasizes three basic criteria for their efficiency. First, they should be written in positive terms. Thus, rather than admonish the students to “not” turn on their cell phones, it is more appropriate to direct them to “place them on silent.” Second, five rules are really a maximum number for most classrooms. If the number is increased, the students may feel that rules are more of a hindrance than a guide to academic advancement. Third, students should discuss the rules at the beginning of the semester and be aware of the consequences of non-compliance.

The third criterion is definitely the most important since students need to understand why the rule has been set, and how we as a class will benefit. Before I introduce my rules and discuss my rationale, as well as invite class feedback, I prepare my list of consequences that I apply consistently. Thus,

I announce that if a cell phone is visible in class, or rings, the student is asked to leave the class for the remainder of the hour.

I inform the student that I do not tolerate cheating, or plagiarism. If I do find evidence of either one, the assignment is void. Students have 24 hours to turn in their original work no matter how long the original assignment was to have been. The highest grade they can obtain

on that assignment would be a 65. If a student cheats or plagiarizes on a second occasion, I ask him or her to drop the course.

Students who do not show respect for the opinion of others will not be given the right to express their opinions. It must be noted that the most effective way of applying this rule is by modeling respect for students. Referring to students as Miss or Sir, if we do not know their names, listening to what they have to say during discussion without interrupting them, and asking them to deal with difficulties we may have during our office hours is usually enough to avoid problems of disrespect.

I tell students that it bothers my concentration if they leave class in the middle of the session. I believe that 21-year-olds do not need to drink water and come back into the classroom. I am certainly not against a student drinking in class. If a student has an emergency of some sort, this rule does not apply. I define emergency at the beginning of the semester, however.

I announce that unless I have been informed in advance through an e-mail, or a visit to my office during office hours, a student will be turning in an assignment in late for a valid reason, it will not be accepted. I believe that this rule is important to uphold since it has not been my experience in the workplace that superiors welcome late assignments.

Margaret Mead, the very famous anthropologist, said that people want rules; they actually appreciate knowledge of a framework within which to work. I believe she is very right. My rules may not be the ones you choose to implement, nor may my consequences be the ones you apply, but I have found that my classes run more smoothly when the students know what to expect. Yours may as well.

THE LABOR MARKET AND VOCATIONAL AND TECHNICAL EDUCATION

Dr. Mohamed Hamadeh

The various Lebanese governments have traditionally followed non-interventionist policies towards the economy. However, the government still has a major role to play in shaping the realities of the economy. In addition to providing the necessary social capital and infrastructure, the government should provide the proper political, legislative and economic environments that encourage private investment and maintain confidence in the Lebanese economy. The government is also responsible for developing and investing in the country's human capital through its educational system. The private sector alone cannot achieve the goals of development and growth without a skilled and well-trained pool of labor force that keeps up-to-date with the latest developments in the environment of production.

The demand for labor is determined by the different economic enterprises that belong to the different economic sectors. Companies and enterprises of different sizes change their labor requirements depending on: 1) the current state and the future outlook of their enterprises (growing or shrinking) and 2) the changes they adopt in their work environments. The quantity and quality of the supply for labor with the vocational and technical education (VTE) background depends on 1) VTE system: the educational curricula, the availability of specializations, degrees, schools and VTE teachers 2) students' socioeconomic background and 3) students' preferences and personal capabilities.

The current VTE system awards the following official degrees:

1) Certificat D'Aptitude

Professionnelle (CAP)- This is equivalent to the sixth grade of general education. The duration of this program is two years. Some of the specializations offered under this degree are restaurant waiter, assistant tailor, carpenter, welder and ironsmith.

2) Brevet Professionnel (BP)- This is the counterpart of the Brevet degree of general education. The duration of this program is four years passed CAP. Some of the specializations offered are: assistant accountant, chief cook, pastry chef, machine mechanist, TV fixer, radio fixer and lathe operator.

3) Baccalaureat Technique (BT)- This is the counterpart of BACCII degree of general education. The duration of this program is three years passed brevet (general education) or BP. It could also be two years passed BACCI. Among the specializations offered are: nursing, nursery education, advertising, secretariat, car mechanics, electricity, electronics, computer programming, decoration, industrial mechanics and assistant dentist.

4) Technicien Supérieur (TS)- The duration is three years passed BT or BACCII. Among the specializations are medical lab, lab dentistry, optical testing, civil engineering, nursery education, nursing, mechanics, banking, electricity, electronics, mechanics, fashion design, restaurant and hotel management.

5) License Technique (LT) or LT D'Enseignement (LTE)- The duration is four years passed BT or two years passed TS. Among

the specializations offered are electricity, mechanics, civil engineering, information systems and communication electronics.

In a dynamic world where technological advances, economic policies, globalization, international treaties, habits of thought, institutions, production and political environments are in constant motion, the educational system, and VTE system in particular, cannot remain static. One of the main responsibilities of VTE is to constantly develop curricula and training techniques, to add new highly demanded specializations, and to remove outdated specializations in order to meet the requirements of the ever-changing world of production.

To adopt proper educational policies, and to reduce the "army of unemployed", representatives of VTE should keep investigating the status of the different economic sectors and maintain a continuous dialogue with economic sectors' representatives to discuss their needs. The development of the VTE curricula should be the product of a joint effort between the economic sectors and educators.

Labor market studies performed by the World Bank and other international organizations classified the current specializations offered by the current VTE system into four different categories:

Specializations that should be eliminated: this includes a set of specializations that do not have much demand in the labor market. These include advertising and banking. Representatives of those two sectors have announced policies of favoring university graduates. In

the presence of such policies, VTE graduates do not have the chance to compete with the large number of talented university graduates in those two specializations.

New specializations that should be introduced: These include specializations in printing technology, jewelry, insurance, food processing and biomedical equipment maintenance. Printing was one of Lebanon's main economic sectors, but it is currently losing ground to other countries in the region. The burden of employee training has always been borne by the sector itself. According to sectors' representatives, the introduction of such specialization at the VTE level will help reduce the cost of production and increase the productivity of the printing sector, thus improving its competitiveness.

Jewelry is a promising export sector. To put it in the words of the President of the Lebanese Jewelers' Syndicate: "there are no unemployed workers in our sector". This sector has the potential for further growth, especially if the educational system supports it with the needed skilled labor force.

The insurance sector is one of the ambitious sectors in Lebanon. It aims to expand beyond the borders of Lebanon. It is believed that graduates at the VTE level could help serve this sector especially that, of all the universities operating in Lebanon, this specialization is offered only at St. Joseph's University.

Food manufacturing is one of the leading manufacturing sectors in Lebanon. Yet VTE does not offer any specializations in food processing and the burden of training lies solely on companies. Although the food industry is declining, it still leads all other manufacturing sectors in terms of the number of employees. Despite its current difficulties, it has the potential to grow and to continue playing an important role as a leading export sector, if properly nurtured. Like all other

manufacturing sectors, the food sector suffers from the high cost of production. VTE can play a role in reducing the cost of production and improving the productivity and competitiveness of the sector through introducing some specializations in the manufacturing of food. Currently, training for occupations in food processing is, for the most part, the responsibility of enterprises.

With the current growth and potential future growth of the health sector, biomedical equipment maintenance is one of the promising specializations. This specialization is not available at the VTE level. Its introduction is recommended at the TS level.

Current specializations that should be de-emphasized: This includes tailoring, computer programming, electricity and electronics. While the manufacturing of textiles, clothing and leather products is one of the largest manufacturing sectors in terms of number of enterprises, it is the most declining sector in Lebanon. If the government were to continue its policies of lifting import barriers, it would be very difficult for the prices of textiles to be competitive. This situation has led tailoring to become one of the inactive occupations. The survival and eventual growth of this sector is essential to the Lebanese economy in general and to manufacturing in particular. However, the various Lebanese governments have announced and practiced their desire to move towards an open economy with less protective policies for domestic products (note that this recommendation takes the government policies as a reality and does not endorse them). VTE can play an important role in reviving this key economic sector by introducing specializations that emphasize high-quality designer clothing and leather products. If the prices of Lebanese textiles and clothing are not competitive, more attention and effort should be paid to producing competitive quality. This

requires the efforts of VTE and the willingness of the enterprises to adapt to such changes.

In addition to tailoring, World Bank studies show that graduates of electricity, electronics and computer programming exceed the market needs. While there will always be a substantial demand for such specializations, the supply still exceeds the demand. So, potential students should be redirected towards other specializations.

Current specializations that should be emphasized: this includes nursery education, nursing, medical lab, hotel management and other services-related specializations, especially in the health sector.

In addition to the elimination, introduction, emphasizing or de-emphasizing of some specializations, it is recommended that VTE should introduce fast-training programs focusing on current and new employees for the short, medium and long term covering the following: molding, welding, tour guides, steel fabrication, automotive painting and waterproofing.

The monitoring of the labor market indicators should be an ongoing process that keeps studying and investigating labor market changes. Curricula development and the introduction/elimination of specializations cannot be a one-time effort. This should be a continuous process. This cannot be performed without forming a partnership between VTE and the private sector. The dialogue should be continuous and sincere. The educational authorities, VTE in particular, can no longer ignore the needs of the private sector if Lebanon is to maintain its most valuable asset, one given by its competitive human resources.

SOMETHING

for your GREY matter

CLUES

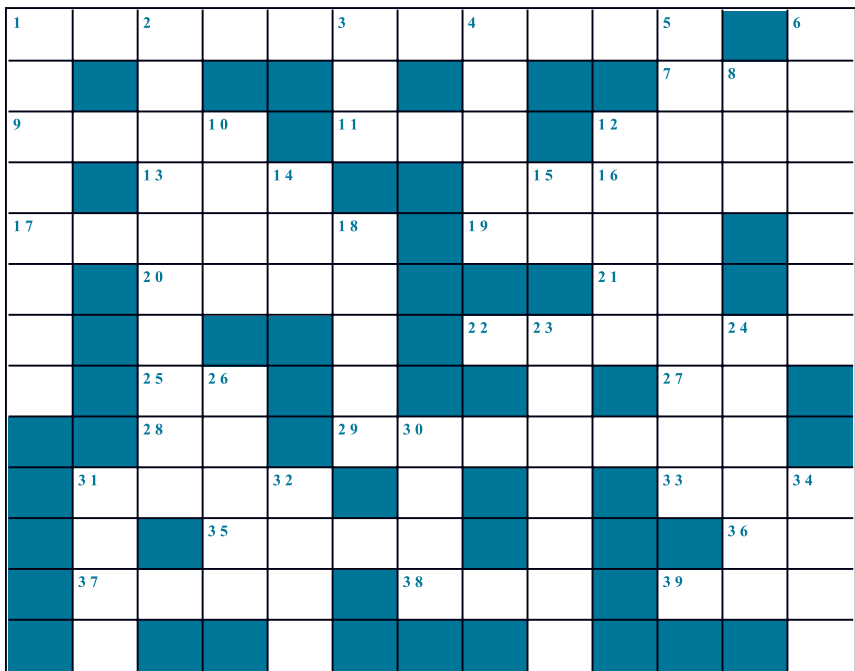
Across: 1. It blocks the arteries
7. Be in debt 9. post 11. Baby's bed 12. Healed wound 13. Pick-up 15. Moving guard 17. Cultural organisation 19. Quantity of paper 20. Archaic *you* 21. Behold! 22. Confined city quarter 25. For example 27. Exists 28. Canaanite god 29. More in store 31. Nicholas was the last 33. ... and others 35. Phoenician philosopher 36. Therefore 37. Cooker 38. Wrongdoing 39. Constellation of the Zodiac (Latin name).

Down: 1. Calculator 2. They make NDU entrance green (5/5) 3. Written thus (Latin) 4. Penetrate 5. Engine on tracks 6. Dizziness 8. Conflict 10. Thong 12. Dimension 14. Corporal or sergeant (initials) 16. Such a wind is hot and dry 18. Exterior 23. Soling and ... 24. A fly that makes you sleepy 26. Make pottery shine 30. Passionate little god 31. Instrument 32. Tear 34. Bald bird.

QUESTION-----

For the geniuses in *Mechanical Engineering*: In what direction does a clock turn its hands?

CROSSWORD



Solutions to the crossword in issue 30

Across: 1. Exit 4. Opera 9. Trite 11. Amen 13. Greetings 14. No 15. Mess 16. Crow 17. M.A. 18. etc. (*etcetera*) 21. Silage 24. Eel 25. Full 26. Why 27. Rain 29. i.e. (*id est*) 30. Par 31. Tall 34. G.I. 36. Greets 38. Eden 39. Lop.
Down: 1. Engineering 2. Item 3. Tree 4. Otis 5. Pen 6. Rascal 7. a.m. 8. Snow 10. Itself 12. Enough 17. Mileage 19. Tea 20. Clip 21. Slit 22. AWOL 23. Eyes 28. Navel 32. Lid 33. Asp 35. One 37. To.

Answer to question: The clock turns its hands **anti-clockwise**, from right to left. Imagine yourself a clock and try with left to right, in relation to the watcher facing the clock!

Crossword:

Solutions to this issue