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Father Boutros Tarabay

## President's Message: Research and the University

Aside from the obvious task of teaching young and impressionable minds, one of the most important tasks of the modern university is conducting research. This not only allows the university to impart the latest developments to its student body but serves the wider society as well. Since N.D.U. currently has three ongoing research centers, we stand in an excellent position to give a high level of service, not only to our students, but to Lebanon as a whole. These three centers deal with three very important areas. These are (1) Lebanese emigration, (2) water and environmental impact studies (scientific research), and (3) society under its political and economic aspects. All three of these research centers serve Lebanon, while the first one throws much light on how Lebanon affects the world outside.

Obviously, emigration effects the population of the country and has an impact on the other two subjects of study, while they have a profound effect on the population.

What students learn from these centers will teach them how to serve the country as well as aiding those already serving the country to do a more effective job. So, NDU will have an immediate impact on aiding the entire land of Lebanon for years to come.

This is indeed the role of the university in today's society. Take water conservation alone as an example. With this research and its implementation, Lebanon will be in a position to help the entire region as well as her own

people. Thus, NDU in conjunction with other universities will greatly contribute to Lebanon's prosperity.

This means that the University is living up to its responsibilities to both the current student body and students to come and to its responsibility to Lebanon. It is fulfilling its highest aims both in the short term and in the long term, both on its campus and in the widest field.

**Rev. Fr. Boutros Tarabay, President**

Notre Dame University  
Lebanon

## A Delegation from the French Embassy Visits Notre Dame University

The cultural attaché at the French Embassy, Mr. Frederic Clavier, visited NDU on May 11, 2005, with a delegation of officials from the embassy.

The aim of the visit was to promote interaction for the purpose of building cultural and academic bridges between the Francophone and Anglophone cultures, in particular through academic cooperation between French institutions and NDU.

The visit was devoted to three main objectives:

1- Establishing a network of cooperation to develop and promote research centers at NDU, especially those related to the issues of environment, energy and water.

2- Establishing an academic cooperation that will allow the exchange of instructors and students with French universities, making use of an exchange of complementary expertise and encouraging students to sit for their MA's and PhD's in European universities.

3- Cooperating on promoting the study of the French language among students, opening French-speaking courses, and paving the way towards offering a major in French literature.

The President of NDU, Father Boutros Tarabay, indicated the possibility of establishing a special department for the teaching of French language and literature at the university.

All those present agreed that this cooperation contributes to guiding MA theses towards the practical issues of scientific principles and commended the successful example of cooperation between the Faculty of Business Administration and Economics at NDU and the School of Business at Bordeaux University in France, which is based on a dual degree program delivering NDU's MBA Degree, and the French National "Grandes Ecoles" Master's in International Business.



Left to Right: Mr. Frederic Clavier and Fr. Tarabay

## A Delegation of Lebanese Emigrants Visits Notre Dame University

On May 10, 2005, a delegation of Lebanese emigrants visited NDU, headed by the President of the Lebanese American Council for Democracy, Mr. Tony Haddad; the President of the Lebanese American Council in Detroit, Mr. Gaby Issa, and the President of the Gathering for Lebanon in France, Mr. Simon Abi Ramia. The delegation was welcomed by the President of NDU, Father Boutros Tarabay, and Vice-President for Sponsored Research and Development, Dr. Ameen A. Rihani.

Discussions centered on academic affairs with the aim of establishing a mechanism to promote cooperation between the Lebanese emigrants in the countries of emigration and the different Lebanese universities in general, and NDU in particular as a university adopting the American system of education.

After the meeting, the delegation was invited to a lunch that was organized on their honor and attended by political, media and social figures.

## Certificate Awarding Ceremony at Notre Dame University



Left to Right: Dr. A. Rihani, Fr. B. Tarabay and Mr. F. Clavier

Under the patronage of the Cultural Advisor at the French Embassy, Mr. Frederic Clavier, the Ministry of Water and Energy and the Water Energy and Environment Research Center (WEERC) at Notre Dame University (NDU) organized a ceremony on April 4, 2005, for the awarding of certificates to the participants in the workshop on Saving Energy in Municipal Buildings and Roads that convened on 7, 8 and 9 December 2004 at NDU.

The ceremony opened with the National Anthem and a minute of silence in homage to Pope John Paul II. After a brief introduction, the President of NDU, Father Boutros Tarabay, noted that the problem in managing energy resources is a persistent one that has been transmitted from one government to the other.

On the other hand, the President commended the initiatives of Dr. Comair embodied in his efforts to finding suitable and feasible solutions to this problem reflects itself on the different levels of life. Further, he reiterated the university's continuous quest in establishing networks of cooperation with competent authorities and in promoting research and studies that help in solving this problem.

On his part, the President of the Lebanese Association for the Saving of Energy and the Preservation of the Environment, Mr. Said Chehab, said that Lebanon imports around 99% of its need in energy while it generates only 1% of it. He also indicated that one billion and 300 million US Dollars were spent in 2003 on the purchase of energy. Further, he pointed that the "Institut de l'Energie et de l'Environnement de la Francophonie" (The Francophone Institute for Energy and the Environment) will be financing projects for the reduction of energy in three municipalities not defined as of yet.

Dr. Comair considered that education is a corner stone in Lebanon in addition to its other resources, such as water and solar energy. He also said that it is through the efforts of the French religious and secular mission we can be sure that France will always

be Lebanon's number one supporter on the political, economic, technological and cultural levels.

Commenting further, he pointed that the continuous presence of the Cultural Advisor, Mr. Frederic Clavier, is a sign of France's support of the institutions of higher education in Lebanon in general, and Notre Dame University in particular. He added that the "Projet de la Francophonie Universitaire" includes a number of developmental and environmental activities.

In his turn, Mr. Clavier commended the ties of strong friendship between France and Lebanon, and reiterated his country's commitment to helping the Ministry of Water and Energy. He also indicated the launch of a program of cooperation since the year 2003 that aims at supporting the ministry institutionally and at implementing a new law for water management in Lebanon, in addition to structurally supporting the Beirut and Mount Lebanon Water Authority.

Clavier considered that the issue of energy and water in the region has come to create a geopolitical problem; and he stressed the necessity of finding immediate solutions to this problem.

The ceremony ended with the awarding of certificates by Father Boutros Tarabay, followed by an address by one of the participants, Mr. Farid Saadehm, in which the latter praised the warm welcome they have received at the university and thanked all those who contributed in the success of the workshop.

## Children of Lebanese Migrants in Australia: Issues and Challenges by Dr. Rose-Mary Suliman



Right to Left: Dr. Rose-Mary Suliman, Australian Ambassador Mrs. Stephanie Shwabsky and Ms. Guita Hourani

"*Children of Lebanese Migrants in Australia: Issues and Challenges*" was the title of the lecture organized by the Lebanese Emigration Research Center (LERC), under the patronage of Her Excellency Stephanie Shwabsky, the Ambassador of Australia to Lebanon. The lecture was held on Thursday, April 7th, 2005 in the Auditorium of the NDU Main Campus; it was moderated by Dr. Amal Saleeby Malek, Assistant Professor at the Faculty of Humanities, and presented by Dr. Rose-Mary Suliman, Senior Lecturer at the University of Western Sydney, Bankstown.

Dr. Suliman is a pioneer in the field of teaching Arabic in Australia; she has also built herself up a reputation for her contribution to curriculum and syllabus development as well as for training teachers in the field of language-teaching methodology. Her hard work has so far earned her, in addition to international recognition, the Australian Arabic Women's Award in 1999, as well as the UWS Vice Chancellor's Award for Social Justice in 2004.

Negative phenomena in religious practices and in the relations between religions are placed under the microscope and greatly highlighted because they are much more exciting. Today, we are in dire need of finding and disseminating positive and practical experiences that motivate emulation and oneness and that substitute for a repetitive speech in a world where people are increasingly seeking meaning and working towards discovering means of change.

Dr. Suliman's study targets a total of 271 "year 9" students in three high schools in South-Western Sydney: an all-boys school, an all-girls school and a co-educational school. The number of Lebanese students in those schools amounts to 117, most of whom are Australian-born; however only 11.8% of their fathers were born in Australia. Hardly ever had the parents of those students completed their education; and only 7.8% of the fathers are in professional and paraprofessional jobs.

Dr. Suliman rejects the theories according to which Lebanese students are performing poorly because of family factors alone, that is to say the family's socio-economic background, the family culture and values which at times do not encourage education, and the mismatch between school and home culture, "because in some instances the minorities who are more different in language and culture from the dominant group are the ones who are more successful at school," and because "the Lebanese are the dominant culture in those schools, since almost 76% of the schools' population is Lebanese" Dr. Suliman adds.

Dr. Suliman however gives more credit to the assumption according to which historical and social factors are highly decisive in shaping school performance. The oppositional cultural frame of reference the Lebanese students have come to develop, and that other migrant students haven't, is mainly due to the distinction between autonomous immigrant minorities and caste-like minorities. Immigrant minorities are those who "moved more or less voluntarily into their host society"; they perceive school credentials as a key to advancement and eventually achieve upward mobility. However caste-like minorities are the minorities who become "incorporated into a society more or less involuntarily and permanently through slavery, conquest or colonization and are exploited by the dominant group" and that's when these immigrant minorities' children experience downward assimilation.

The third wave of Lebanese emigrants adhere to this last group, not because they were persecuted and exploited, but because of seven reasons to which Suliman attributes this bitter reality: the little economic security these migrants had upon arrival to Australia, their limited literacy, their hope of returning to Lebanon once the war is over, the chain migration with the tendency to settle close together, the consequent lack of involvement in the major institutions of the

## Children of Lebanese Migrants in Australia: Issues and Challenges by Dr. Rose Mary Suliman

(continued)

country's life and, to make matters worse, the economic depression in Australia.

Lebanese-born are the sixth largest immigrant group in Sydney, most of whom arrived in a period of about six years (with a thousand immigrants arriving each month) placing financial and social burdens on the existing Lebanon-born population. The children of this last group of Lebanese immigrants were born in Australia, but of parents who migrated during the 1970's and who have lived through the aftermath of the Gulf War, September 11, and the Iraqi war. In addition to these immigrants' poor economic and welfare conditions, third-phase Lebanese Australians also suffer from the "be loyal or go back home" syndrome, which reflects the Australian community's tendency to accuse them of being disloyal to Australia and of threatening its social cohesion. According to Dr. Suliman, the situation became worse with September 11 and with a number of local offences committed by members of the Lebanese community in Sydney. As a result, Lebanese youth "stay Lebanese together" and regard "Aussies" with disrespect.

Dr. Suliman concludes on a very positive note, stating that recently the problems of the Lebanese youth are being addressed by the Lebanese groups and associations throughout New South Wales with the help of the government bodies. The main objectives of these projects are providing parent/family support; improving communication between parents of non-English speaking background and the schools; and improving literacy and numeric skills, as well as establishing a Tutorial Center and homework centers at some schools. The promotion of positive images of the Lebanese community is also on the agenda.

## Typography Workshop at Notre Dame University

Mr. Tarek visited NDU to give a one-day typography workshop with its senior students and a public lecture at the end of the day.

The workshop focused on environmental typography, street graphics and found type. Students were asked prior to the workshop to photograph and document the typographic language that surrounds them. Students were briefed to take flat photos of Arabic type, hand lettering, alligraphy, in fact anything they might find that is out there on the streets, as part of signs, notes, statements of any type of street graphics. Students tried to have photos of each letter of the alphabet, in any form they could find in its position in the word. Initially, the aim was to create an experimental Arabic typeface with the students by putting together the collected letters, resulting in a street Type alphabet.

The workshop started with reviewing and discussing all collected photos, and setting up teams of students to work in groups on the project. Each group pushed the initial brief in a different way, and not all groups ended up putting together a street-collected alphabet.

According to their concept and analysis of the environmental visual data collected, each team of students defined their approach towards the project. All directions though had one thing in common: They were typographic exercises experimenting with the unique environmental graphical environment that surrounds us in Lebanon

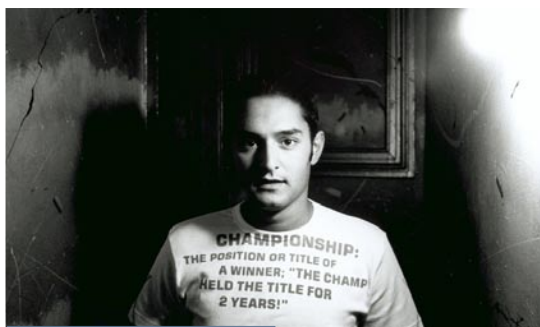
The end results, displayed at the end of the day, gathered a variety of interesting and different solutions. A clear sense of "local Design" was a common feature connected all projects; from Street Type created alphabet to typographic pieces documenting the current street political voices. The typographic and graphic pieces were a true reflection of the student's own and unique visual environment.

The lecture started after the workshop, and Mr. Atrissi started by thanking NDU for inviting him to the university, and expressed his positive impression of the campus, the level of the graphic design students and the overall model created for the Design Department.

## Typography Workshop at Notre Dame University (continued)

The lecture was a portfolio presentation of Tarek Atrissi work, that emphasized the background of Atrissi as a Lebanese designer, who had studied in Lebanon before heading abroad. The different projects shown and the stories told behind every project hoped to inspire the students and to simply give them an example of an idea of how they can design their way in their career. The Communication platform for Arabic Type was developed by Mr. Atrissi during his interactive multimedia studies in the Netherlands at the Utrecht School of the Arts. The website, launched 4 years ago, was the first of its kind to address the new emerging generation of Arabic Type and graphic designers and expose the beauty of the Arabic Graphic language on the web, and to provide an example of a well designed Arabic website. A main section of the website is a collection section that displays various graphic or typographic items. This was the occasion to present a series of Iranian posters and Arabic posters, collected recently for an exhibition in the Affiche Museum in the Netherlands. Another main project shown and discussed in the presentation was the visual identity design of the country of Qatar; a project developed by Tarek Atrissi Design in late 2003. This was a true and rare nation-branding scenario, and not only the full created identity was presented, but also the research and concept behind the project.

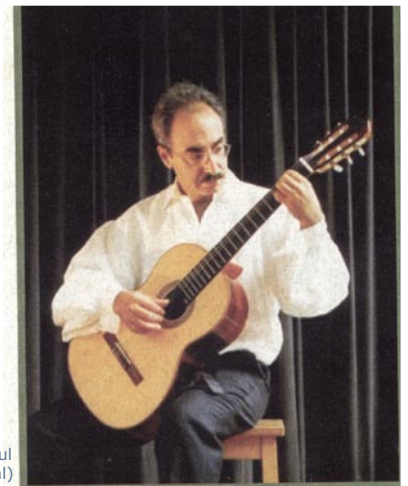
Another topic discussed was the link between business and design, and the importance of the first in order to get design out on the street as part of a real project. The set-up and structure of the office of Tarek Atrissi, based in Holland, was clearly discussed, together with the corporate politics that accompany every design project from concept to production.



Mr. Tarek Atrissi

## American Friends of Notre Dame University (AFNDU) - Washington DC Chapter Event

Classical guitarist Jad Azkoul received a standing ovation for his brilliant recital in Washington, D.C., on May 4th 2005, before a crowd of 350 people. The event was sponsored by the American Friends of NDU, Washington DC Chapter, to benefit the University. Mr Azkoul studied jazz in Boston at Berkley School of Music. Then he studied in Paris with Pierre Petit and Nadia Boulanger, both classical masters, as well as others. Having been invited by the Uruguayan virtuoso Abel Carlevaro to Montevideo, there he perfected his technique and was a teaching assistant to Carlevaro. Now he teaches in Geneva at the Conservatoire Populaire de Musique.



Jad Azkoul  
(classical guitar recital)

In the early 1990's, Mr. Azkoul lived in the Washington area and taught at the American University and the Catholic University of America and this recital was his first U.S. appearance in 10 years.

His program contained works by composers from Venezuela, Brazil, Argentina, Italy and Spain. The Venezuelan composer, Antonio Lauro, advised Mr. Azkoul while he was in Caracas that his waltzes were often performed much too fast. Mr. Azkoul performed Lauro's 3 Venezuelan Waltzes, Piazzella's The Seasons of Buenos Aires, Italian and Spanish works, Castelnuovo-Tedesco's Aranci in Fiore and Capriccio Diabolico (Homage to Paganini), and Granada and Asturias by the Spanish piano composer Isaac Albeniz.

## American Friends of Notre Dame University (AFNDU) - Washington DC Chapter Event

(continued)

There was a reception after the recital courtesy of the Lebanese Taverna, a very well-known Lebanese restaurant in the Washington area with several branches.

The recital was held in Sts. Peter and Paul Orthodox Church, one of the largest Lebanese-American churches in the Washington area.

About American Friends of Notre Dame University (AFNDU) Washington D.C. Chapter, we read on the back of the printed program for the recital: (it) "is a nonprofit organization established in 2001 to assist NDU, Lebanon in achieving its goals in the United States. These objectives include fostering relationships with American educational and research institutions, strengthening ties with American and Lebanese-American communities and promoting NDU as a multi-cultural and international university. AFNDU is currently offering a full scholarship for American students to study at NDU for one semester."

The event began with the audience viewing a video about NDU and receiving printed material. Each participant received a recital program, a scholarship leaflet and the NDU booklet Building for a New Generation.

Mr. Ramzi Rihani, President of the Washington D.C. Chapter, in an e-mail sent to Fr. Tarabay and Dr. Ameen Rihani, stated that the event "went very well" and "AFNDU did a marvelous job". Mr. Rihani said he even had an American professor "wanting to go to Lebanon to teach at NDU and to retire in Lebanon!" He also said that "the awareness created for NDU was quite substantial."

Mr. Rihani, in his e-mail, listed a number of people who contributed to the successful event with an explanation of how each one contributed. He said: "It was truly a collective effort and members felt very rewarded and thrilled after they saw the success of the event."

## Admissions In Action!

Dr. Elham Hashem reports on her recent tour (December 2004-January 2005) of Australia, New Zealand, the Middle East and the USA. The relationship between Australia and Lebanon is one of the closest in the Middle East. Australia's fundamental connection is based on the strength of Australian-Lebanese communities, stemming directly from the large numbers of Lebanese who migrated to Australia over the last 150 years. Today, the Lebanese in Australia are about 300,000 strong. Of these, about 70,000 were born in Lebanon (Census 1996), while the remainder have a Lebanese background. Arabic is the fourth most common non-English language spoken in Australian homes.

Australian-Lebanese play an active and positive role in Australian society and have made notable contributions in business and commerce, politics, education, sport and the arts. They have a strong commitment to their adopted country, Australia, while cherishing their Lebanese cultural and ethnic heritage. Accordingly, because of NDU's feeling of obligation and a personal Australian-Lebanese affiliation, there is a strong need to enhance the relations between these two great countries. Moreover, there is felt a patriotic duty to encourage people to visit Lebanon and come back to their roots. In particular, there is a feeling of urgency to promote NDU and initiate joint academic programs with the prestigious institutions of higher education in Australia.

In "Down-Under" the objective of all contacts and visits – Ministry of Education, Lebanese religious and government officials, Australian officials, schools, universities, educational institutions – was to promote Notre Dame University. The discussions included introducing the NDU programs of study and what academic support services NDU offers. In addition, the Summer Arabic Program and future exchange programs were promoted. The importance of initiating joint research projects and exchange of internships was stressed. Moreover, the reciprocation of programs was highlighted. Furthermore, the possibility of establishing a Ph.D. program at NDU in collaboration with any of these prominent Australian institutions was welcomed and the details of future agreements will be specified by NDU, and the individual institutions after the signing of a Memorandum of Understanding.

The first contact was with the Ministry of Education and Australian Education International (AEI). AEI's programs and services are managed within the

## Admissions In Action!

(continued)

Australian Department of Education, Science, and Training (DEST). The AEI Group comprises three branches (Export Facilitation Branch, International Cooperation Branch and Educational Standards Branch), a Business Management Unit and an International Network of offshore offices associated with Australian diplomatic and trade missions throughout the world. There were meetings with the Director of the Education Recognition Unit known as the National Office of Overseas Skills Recognition (NOOSR). NOOSR offers an educational assessment service, which assesses the comparability of overseas qualifications to Australian awards. Educational assessments give an indication of the comparability of the educational level of an institution's qualifications to Australian educational qualifications. Country Education Profiles (CEPs) are a series of booklets describing the educational systems of over 85 countries and provide guidelines on the comparability of qualifications in these countries to Australian awards. A draft guideline for assessing qualifications of Lebanese institutions as recognized by the Australian government was acquired. It was made clear that; NOOSR accredits NDU Bachelor's degrees as equivalent to Australian Bachelor degrees. Notre Dame University-Louaize /Lady of Loueizeh University, see Notre Dame University [de] Louaizé is on the official list of Universities recognized by the Australian Ministry of Education. This list is made public and distributed to all educational institutions.

A series of courtesy visits was made to Lebanese officials in Australia. One was to the Lebanese Embassy, with a long and productive meeting with H.E. the Consul General of Lebanon who He expressed extreme appreciation for the mission to promote not only the educational system as reflected by NDU but also to encourage people to visit Lebanon. He displayed full support and stated that such an activity must be publicized not only in Australia but also in Lebanon and he would inform the Ministry of Foreign Affairs of my activities.

The Religious figures that were visited were His Lordship the Maronite Bishop of Australia, Aad Abi Karam who blessed my mission. In addition, the Metropolitan Archbishop, Primate of the Antiochian Orthodox Archdiocese of Australia, New Zealand and Dependencies, and the Most Reverend, Bishop of the Melkite Catholic Church of Australia and New Zealand both expressed a great enthusiasm for the promotion of education in Lebanon. They also showed full support and blessed the agenda.



Press conference with prominent academic figures from various universities in Sydney, Australia.

One specific New Zealand city, Canterbury, which has been classified as the "City of Cultural Diversity", is very active. Productive meetings were conducted with the Mayor of Canterbury City Council, with the General Manager, and with the Deputy Mayor, Ms. Fadwa Kebbe, who is of Lebanese origin. The Council members are planning a visit to Lebanon as part of their "Sister City" program. Canterbury has a large Lebanese Community. An invitation for the delegation to visit NDU as part of their official visit was extended.

The Association of Tannourine comprising the families from the village of Tannourine invited me to a gathering at which a presentation about NDU was given with a briefing about my activities.

The schools that were visited were among the most prominent. Rapport was established with the principals and administrators. NDU literature and the Admissions Guides were distributed for the students. A briefing of what NDU offers was given and clarifications made by the AEI and NOOSR were stressed. The following schools are strictly Lebanese and 100% of students are expatriates – St. Charbel's College, St. Maroun's School and Our Lady of Lebanon School. Among the other schools are Stella Maris College, The Casimir Catholic School, The Holy Spirit School, College de La Salle and the Christian Brothers School. These have a student body of which 55% is of Lebanese origin. The meetings were very effective and arrangements were made for future visits with scheduled orientation sessions with the students.

The Universities and institutions of higher education were all very enthusiastic and keen to establish contact with the Middle East and especially with Lebanon. All of them were glad to see someone from Lebanon taking this initiative to enhance the educational relations between the two countries. They all expressed extreme willingness to establish contact and to proceed to a Memorandum of Understanding (MOU) with details to be determined between the two institutions.



## Admissions In Action!

(continued)

The University of Sydney is one of the most prominent universities in Australia. A first meeting was with the Vice-Chancellor and the International and Development College Manager. We discussed many issues such as establishing criteria for accreditation for exchange purposes, internships and the reciprocation of knowledge. We also spoke about future programs that may be established including a Ph.D. program but the stress was on joint research projects. Another meeting was held with Dr. Nijmeh Hajjar (Lebanese) who is with the School of Languages and Cultures. Dr. Hajjar was previously with the Australian National University (ANU) and has visited NDU with a group of students who took the Summer Arabic Program.

Another meeting was held with the Dean of the Faculty of Business and the International Development Manager and the Health Science Department at Sydney University. They have a keen interest in the Middle East and were very impressed with NDU. The Business Faculty is accredited by prominent international standards and they have the European Quality Improvement System. They are very strict on alliances and very cautious with MOUs but they do want a strategic partner in the region. They are very happy that NDU has approached them. We discussed possible future joint projects. The establishment of a CPA program at NDU was suggested. All the officials at Sydney University are ready to visit NDU and take discussions further.

Contact was made with the International Education Officer of Notre Dame University in Perth. It is a sister university with the American Notre Dame of Illinois. We exchanged information and discussed future programs. They are very interested in establishing contact with a Notre Dame in the Middle East. Contact was also established with Curtin University and Griffith University in Perth.

The University of Queensland in Brisbane and The University of Technology in Queensland also expressed great interest.

The University of New South Wales is another prominent institution. There were meetings with the Associate Director of Study Abroad and the Program Managers of short courses. They offer short programs where students can go out with a faculty member for a certain research project or internships.

The Australian Catholic University is a multi-campus institution that excels in Nursing and Education. A meeting was held with the Director of International

Education and discussions also covered issues of importance to both universities. Future course of action was also identified, with other programs as Arts, Theology and Environmental Sciences.

The Director of International Relations at Macquarie University explained that they are considered to be the number one study-abroad destination in Australia. The meeting included the Director of The Centre for Middle East and North African Studies, The Manager of International Development and the Marketing Coordinator. Macquarie is also the home of the National Centre for English. They have a reputation for high quality programs. There was great enthusiasm for establishing an exchange program with NDU and I was given a draft MOU. Our discussion was very effective.

Very productive discussions were conducted with the International College of Tourism and Hotel Management and with the Blue Mountains Hotel Management School. The International Affairs personnel were very interested in learning more about NDU and with follow-up; there is a positive outlook for future agreements.

The New South Wales Department of Education and Training initiate technical degrees and programs across the state through the TAFE. There was a meeting with the International Consultant who is also Lebanese and we had very productive talks about joint programs. There is an urgent need to establish training centers and the TAFE is willing to offer all the facilities and resources.

NDU already has an agreement with the University of Western Sydney. There were meetings with the International Officer, the Dean of the College of Arts, Education and Social Sciences and with the Head of the School of Language and Linguistics. Discussions were also conducted with the Language Course Advisor. We spoke about future programs and plans.

The Australian-Lebanese Chamber of Commerce (ALC) has an excellent reputation and is active in promoting all facets of Lebanon. Words of gratitude are to be extended to President Khattar, VP Mr. Rizk, Mr. Murr, Miss Obeid and Dr. Hashem. They contributed greatly to the overall success of this mission. Special appreciation goes out to Tile Depot/Colour Tile and Australian Consulting Engineers for their full support. SBS Radio conducted one interview in Arabic. The broadcaster was Lebanese and it was organized by

## Admissions In Action!

(continued)

the ALC and was met with vigour.

The Press Conference had prominent newspapers that cover Lebanon and the Arab World – Al Nahar, Future, The Herald and The Telegraph. The Press Conference was attended by educational, religious, governmental and business officials. NDU literature and press releases in both English and Arabic were distributed. A general overview of Lebanon and Education was given and NDU facts and statistics were offered. The objectives of the visit to Australia were listed. The feedback of my visits and what we aim for in the future were mentioned and we spoke about the establishment of the "Friends of NDU". This was warmly welcomed.

In general, the recruitment and promotional visit to Australia was an extremely fruitful event. The objectives were met and there will definitely be follow-up visits with all those concerned. We wish the best for Lebanon and Australia and hope that these two great nations will prosper always.

Thereafter, there was a recruitment visit to Amman, Jordan where about fifteen schools were visited. Orientation sessions were given and application forms were completed.

The Admissions Office also participated in the annual GETEX (Gulf Education and Training Exhibition) in Dubai, UAE. There were over 350 universities, institutions and training organizations from all over the world and more than 20,000 people visited this year. NDU exposure was exceptional and many contacts were made. In addition, schools in Dubai, Abi Dhabi and Sharjah were visited.

As members of the NAFSA, the Association of International Education, the Admissions Office attended the 57th annual Conference that was held in Seattle, Washington this year. The theme of this year's conference was "Opening Minds to the Global Community". There were over 6,000 accomplished colleagues from more than 90 countries. Fresh ideas and new skills were acquired from workshops that revitalized knowledge based strategies. Inspiration was offered by renowned speakers and activists and new perspectives were shared among colleagues who face the same challenges in education. Most importantly, the networking was a very promising opportunity to capitalize on tomorrow's international education and exchange.



Lebanese community in Sydney; Tannourine Association

Another annual event that the Admissions Office attended is the NAM (National Apostolates of Maronites) convention in San Diego; again a very successful networking procedure that has recruited students from USA to come to NDU and especially for the Summer Arabic Program.

It has been another very fruitful academic year both inside and outside Lebanon. Overall, more than 300 schools were visited by the Admissions Office of Main Campus, NLC and SC. Now it is time to end one academic year and start another; applications for 2005-2006 are being submitted.

During 2004-2005, we experienced success with the Association of Directors of Admissions and Orientation organizing School Forums in Tripoli, Akkar, Saida and Zahle. We have plans to expand our activities during 2005-2006. We are coordinating well with each others keeping "healthy competition" our goal. In addition, we are collaborating with the Secretary General of the Catholic Schools in Lebanon to enhance relationship between our schools and universities. We wish you all continued success and good health and the Admissions Office wishes NDU continued prosperity and development. The Admissions Office Staff are to be thanked for their efforts: Miss Pascale Abi Rizk, Mrs. Karine Saadeh, Mrs. Mirna Sfeir, Mr. Mario Kozaily, Miss Marise Abboud, Miss Nancy Rizk, and Mr. Farid Haykal.

God bless you and may the Blessed Virgin guide us always.

## Cross Cultural Symposium at NDU Hosting Professors from the American University, Washington, DC

Five instructors from the American University (AU) in Washington, D.C., joined their colleague Ms. Brigid Maher, a Fullbright Scholar, who is teaching this semester at NDU. The Symposium was organized by Ms. Maher and the Department of Mass Communication, Faculty of Humanities, from May 26 to 28, at NDU's main campus in Zouk Mosbeh. The guests presented a series of lectures and workshops in various areas such as filmmaking, photography, new media technology, public diplomacy, and media studies. Some faculty members and students from the Department of Mass Communication also presented their work during the Symposium. A substantial number of students, faculty members, and guests from outside the university attended the event. Following is a rundown of the Symposium's proceedings:

Thursday, May 26: Dr. Doumit Salameh, the Acting Dean of the Faculty of Humanities, opened the conference on behalf of Dean Boulos Sarrou, and said that because of the many things that Lebanon and the U.S. have in common, it only makes sense that there should be a genuine partnership between these two societies on a variety of levels, and more specifically a partnership leading to a global human welfare based on human dignity, transcending, but not ignoring, race, creed, and other features distinctive of the cultures concerned.

Dr. Joseph Ajami, the Chairman of the Department of Mass Communication welcomed the participants and the guests and spoke about NDU's endeavors in keeping up with the communication industry's latest trends and technologies. Dr. Ajami also expressed his hope that this symposium will plant the seed for future collaborations with the American University in Washington as well as with other educational institutions worldwide.

The opening ceremony was attended by Dr. Ameen A. Rihani, Vice-President for Research and Development, Mr. Suheil Matar, Director of Public Relations, Dr. Assad Eid, Dean of the Faculty of Architecture,

Arts and Design, and other faculty members, students, and guests.

In session one, professor Leena Jayaswal from AU, gave a visual presentation on the history of manipulation and lies that photographs have represented and the ethical choices surrounding the making and the interpretation of the single image.

In session two, Justin Schauble from AU, gave a visual presentation on the new media technology and how it continue to reshape the way media outlets and individuals share news and ideas with the public. He also examined old and new methods of digital video. In session three, Dr. Rhonda Zahrana and Dr. Cynthia King, both of AU, discussed the issue of Public Diplomacy and compared it to traditional diplomacy and to propaganda. The lecture also examined the importance of symbols, images, and messages on public diplomacy and their potential impact on political changes. Dr. King explored the role grassroots communication campaigns can play to prevent violent expression of social tensions and she gave recent examples from Venezuela, Ukraine, and Lebanon.

In the afternoon activities, Professor Randal Packer, an artist, composer, and educator, conducted a workshop on mobile web-log or "Mob-logging" as Artistic Reportage whereby he and some NDU students presented their visual account of a day spent with a sample of Lebanese citizens in the streets of Tripoli and in downtown Beirut. Mr. Packer demonstrated the technology, techniques, aesthetics and narrative practice of mob-logging.

Professor Leena Jayaswal, the Chairperson of the Photography Department at AU, conducted a workshop about "Identity Politics in the Arts." The presentation showcased a few artists' works that focus on identity as a central theme. Contemporary artists have been challenging the notions of culture and gender by investigating and critiquing stereotypes.

Thursday's events were concluded with a 90-minute night screening that featured the works of the guest artists from the American University in Washington. Included in the session were a video of still pictures taken by Mr. Schauble, who is also a member of the White House's Photographers Association, a video of Dr. Jayaswal's collection of photos from India, the land of her ancestors, and a satirical video done by Dr. Packer in the aftermath of President Bush's second-term inauguration.

Friday, May 27: The day started with a presentation by Mr. Kamal Darouny, Assistant Professor of Advertising, on Satellite Communications in the Arab World. He analyzed the change in habits imposed by

the new superhighway and multimedia communications technology that affected the lifestyles of the peoples of the region.

Following Darouny's presentation, a group of Advertising and Marketing students presented their Senior Project to the audience. The project included individual presentations by students examining the methodology, the creative concepts, media planning, promotional strategy, and public relations aspects of the campaign.

In the third session on Friday, a follow-up discussion on public diplomacy's strategy and tactics for Lebanon and other countries in the Mediterranean and the Arab World ensued and was led by Dr. Zaharna and Dr. King.

The afternoon activities started with a presentation by one of NDU's graduate students, Mr. Serge Dagher, who talked about propaganda techniques that were implemented by both Americans and Iraqis during the early stages of the American invasion of Iraq two years ago. Dr. Khaled El-Fakih, an Associate Professor at NDU, introduced the subject and the speaker to the audience.

Professor Packer presentation unveiled the results of his mob-log created during his stay in Lebanon in which he transmitted photos, video, audio, and commentary on the current political situation in Lebanon. He also led a discussion on the role of the artist as mediator and the use of multimedia for social and political transformation.

In the evening, at the Auditorium, there was a screening session but this time it was Notre Dame University's students' turn to showcase their creative work in the areas of documentary making, advertising, and directing and acting. A lively discussion of those works followed and was led by the visitors from AU and moderated by Professor Maher now at NDU this semester. Among the participants in the discussion was the newly appointed Cultural Attaché at the American embassy in Lebanon.

Saturday, May 28: Professor Justin Schauble started his presentation on how AU's faculty is using technology to communicate with the students. He also provided a guided tour of AU's wireless infrastructure.



Some of the Participants

In the last formal activity, the participants broke up into two groups as they evaluated the 3-day conference and exchanged ideas for future collaborations between the two institutions. Recommendations will be submitted to Dr. Sarru, the Dean of the Faculty of Humanities.

At the conclusion of this historic symposium, the co-organizers of the event, Dr. Ajami, and Ms. Brigid Maher, NDU's visiting Fulbright Scholar, both summarized the proceedings and activities of the conference and thanked all those who contributed to its impressive success, especially the guests from AU, NDU faculty and students, the President of NDU Fr. Tarabay who met AU's professors, the Director of Administration Fr. Roger Chikri and his staff, the Studio staff, the Advertising Club and other unsung contributors.

The visiting faculty joined the Department, Dr. Salame, and Dr. Sabieh, the Chairperson of the Department of Education and English, for a great Lebanese lunch at a local restaurant where they experienced another aspect of the Lebanese culture. It is to be mentioned here that the American guests spent an entire day before the symposium sightseeing various parts of Lebanon and they also spent two hours at Lebanon's leading TV station, LBC, in Adma, checking its operations and facilities.

It has truly been a memorable symposium and Dr. Cynthia King, one of the visiting faculty, summed it up beautifully when she remarked "You Lebanese have a lot to teach the world."

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