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ULAB MSJ dept holds CI prog

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The University of Liberal Arts Bangladesh's School of Social Science dean professor Jude William Genilo hands over a crest to filmmaker Mejbaur Rahman Sumon during curriculum integration programme for the semester of summer organised by the Department of Media Studies and Journalism of the ULAB on the campus in Dhaka recently. — Press release

The Department of Media Studies and Journalism of the University of Liberal Arts Bangladesh organised the Curriculum Integration programme for the semester of summer on September 29, said a press release on Friday.

Filmmaker Mejbaur Rahman Sumon was present as a special guest at this event. He acknowledged that the personal and microscopic perspective of storytelling helps his films to communicate with the audience.

Following ULAB's liberal education system, every semester the Department of Media Studies and Journalism comes up with a theme for the better learning of the students. The theme for this summer Curriculum Integration was 'Pathos'. It is the practice of paying attention to the emotions of the audience, according to the great philosopher Aristotle. It refers to how the audience is put in the right frame of mind by appealing to their emotions. This, in turn, can influence the perceptions of the audience.

Professor Jude William Genilo, dean of the School of Social Science of ULAB, introduced the theme 'Pathos' from different theoretical approaches in his speech.

In the second part of that event, professor Jude William Genilo presented a crest to the chief guest, and afterward, the audience had the opportunity to see the students' innovative projects on the screen. The projects included documentaries, short films, and animations that evoked laughter, sorrow, and awareness among the audience, igniting their pathos and a variety of emotions.

After that, Mohammad Abdul Kader, assistant professor, faculty member, and the coordinator of ULAB's Brian Shoemith Media Lab, concluded the session by thanking the teachers, students, and audience in his speech.



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