

What's On



Photos from the exhibition

Q8 EduEx organises International Higher Education Expo

The Autumn edition of Q8 EduEx was inaugurated by Mrs Dhamia Al Majed, Director of Planning & Research Department and Acting Director of Public Relations Department – Ministry of Higher Education on Nov 3 at 10 am at Hall 4C, Kuwait International Fair Grounds, Mishrif.

The expo provided an excellent platform for students

and parents to meet university representatives face to face. Higher education professionals from approved universities and colleges from Kuwait, USA, UK, Lebanon & France will offer information and counselling advice to students.

Organised under the supervision of Ministry of Higher Education and established as Kuwait's Official High-

er Education expo, Q8 EduEx is the leading student recruitment and networking expo in Kuwait.

Q8 EduEx is supported by Education USA, the US Embassy in the State of Kuwait, AMIDEAST, Kuwait University, Public Authority for Applied Education & Training and offer a great opportunity to showcase the quality programs, courses and curriculum to visi-

tors.

The exhibition was open to schools in the morning and students visited the exhibition in the evening with families and friends at the Hall 4A, Kuwait International Fairgrounds.

For more information, please write to us at khadeer@pineex.com or visit www.q8eduex.com



Drs Hussain Al-Sharoufi and Ali Dashti with Dr Talal Al-Mutairi

Study focuses on PR's role

GUST faculty publish article in high profile academic journal

KUWAIT CITY, Nov 5: Two GUST faculty members, Drs Hussain Al-Sharoufi and Ali Dashti, in collaboration with Dr Talal Al-Mutairi from the Kuwait Police Academy, jointly authored an article, titled "The role of pragmatic cultural schema in analyzing public relations communication strategies". The article was featured in Public Relations Inquiry, a Q1-ranked academic journal, which analyzed common public relations discourse in the context of the Kuwait Police Force.

The article details the GUST academics' attempts to apply a new pragmatic framework that might provide a new alternative for analyzing public relations practices, thus shedding more light on this professional area. Three officers from the Kuwait Police Force were interviewed for this study, and the data was analyzed in light of the new framework; thereby exploring the issue of cultural influence in public relations discourse and testing the efficacy of applying a new framework on public relations practices.

Dr Hussain Al Sharoufi, Associate Professor at GUST's English Department, and co-author of the article, stated, "This is an exploratory study aimed at studying applicability of linguistic pragmatic analysis of Kuwait's public relations practice to understand the role of culture in public relations work. Two main themes emerged from analyzing the interviews with theoretical framework of pragmatic cultural schema. These two themes (power and social activity) show how Kuwaiti practitioners understand cultural influence of

power dynamic and social connectivity over and within their practice. Such results clearly show that practitioners are culturally sensitive and culture has an influence over their practice."

The article also suggests that further research on this cultural pragmatic framework could shed light on the impact of culture on public relations professions in Kuwait and the formulation of effective discourse messages. This could then help public relations practitioners strategize, while also focus on cultural conceptualizations that are specific to each situation, group or individual.

Dr Ali Dashti, Associate Professor at GUST's Mass Media and Communications Department, added, "Another contribution of applying the pragmatic cultural schema is to help diversify public relations literature and hopefully reinforce the critical approach to the public approach – as opposed to the functionalistic approach, which still dominates the scene."

Public Relations Inquiry, the journal in which the article was published, is an international, peer-reviewed journal for conceptual, reflexive and critical discussion on public relations. This publication demonstrates the sincerity with which GUST treats its mission, which is to be an active contributor to academia being used for practical purposes, to shift towards being a research-producing university, and to become Kuwait's premier university of choice.

Visit the GUST website for more information, gust.edu.kw.

wait.net, by e-mail kalakuwait@gmail.com and telephone numbers, 97959072, 97219439 and 97219833 according to Sunil Kumar, Registration Convener, Niram-2019.

General

IEI Centenary Engineers Day:

The Institution of Engineers India, Kuwait Chapter (IEI Kuwait Chapter) will be celebrating the "The Centenary Engineer's day" and "The second international Conference on Engineering Challenges in Gulf countries" on Nov 29 and 30, 2019 at Radisson Blu, Salwa, Kuwait respectively. Apart from HE the Ambassador of India to State of Kuwait, many distinguished guests from Ministries, Universities, KSE, KISR, Engineers, technocrats, consultants, decision makers and business leaders shall be attending this program.

To commemorate the occasion, we shall bring out a souvenir that will include materials of keynote addresses from eminent speakers on different engineering fields and abstracts/articles related to International Conference topics. The conference will cover the engineering challenges and innovative solutions in the area of Oil and gas exploration and exploitation, Water desalination, Food security, Infrastructure development, dust storm issues, Conventional and renewable Energy production, climate change and environmental degradation of land, water and air, Coastal infrastructure and marine facility developments, Waste disposal and management and Other engineering disciplines which affects the socioeconomic development of Kuwait and Gulf countries.

An engineering quiz related to the themes of the conference will be organized with attractive prizes for the winners. Opportunity exists for exhibiting the engineering products of companies in the conference exhibition booth during Nov 29 and 30. Engineering companies can also advertise their products in the Souvenir/conference proceedings, which will be released during the program. Many organizations, engineers and decision makers for selection of products and designing of projects will use the Publication as Technical Directory.

For further clarification for Advertisement of your company in the Souvenir and more details, you may contact the Engr Sudhir Kumar Sahoo, General Secretary (Mob: 69030472), or Engr Sam Ananth Kumar, Treasurer (Mob: 97604574), or Engr Ajay Sharma, Chairman (Mob: 97794660). For scientific and technical matters, please contact Dr S. Neelamani (99278411), and for all items related to the conference co-ordination, please contact Dr M. Mahendran (66930700).

For registration and other details about this International Conference, please visit <https://icecingulf.org>. For any question, you can also send an email to iekwt@hotmail.com

IEI Kuwait membership: The Institution of Engineers (India), Kuwait Chapter invites all its members to update their membership information for the year 2018-19 and actively participate in the chapter activities. Indian engineers residing in Kuwait are welcome to join the pool of more than 750,000 engineers by becoming corporate or non-corporate members of The Institution of Engineers (India).

IEI, Kuwait Chapter conducts many technical events for the benefits of its members. Please watch for further details in your registered e-mail or announcement in media. The chapter has science club activities for members' children, and ladies wing activities for the member's family. IEI, Kuwait

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Paco Renteria

Mexican guitarist Renteria to perform in Kuwait

The Embassy of Mexico will present concerts by Mexican guitarist Paco Renteria on Sunday, Nov 10, at the Yarmouk Cultural Center at 18:30hrs and on Tuesday, Nov 12, at the Abdelhussein Abdelredha Theater in Salmiya at 19:00hrs.

Paco Renteria started his musical education at the Musical Conservatory in Guadalajara, Mexico, where he graduated at the age of 14. His first composition entitled "Step by Step" was written at the age of 16, but his stardom initiated at age 22 when the artist interpreted "Aranjuez Concert" with the Philharmonic Orchestra of Guadala-

ajara, a concert recognized by its major technical difficulty. The artist is a composer, performer and arranger of all his musical work.

Nowadays, Paco Renteria has performed at national and international prestigious Theaters and Festivals with more than 2,000 concerts and more than 300 compositions that include 4 concerts for guitar and orchestra, 5 nocturnes and 10 sonatas.

His music has been used in soundtracks for films, television series, theatre and ballet companies.

Among others, Paco Renteria

has performed hand in hand with artists such as Luciano Pavarotti and Carlos Santana.

Also, Steven Spielberg's studio selected Paco Renteria for composing and performing the promotional soundtrack used in Mexico for the movie "The Legend of Zorro". Moreover, movie directors Francis Coppola and Mel Gibson have showed interest in Paco Renteria's music talent.

Paco Renteria is one of the best guitar players of our time. We must not stop seeing him live because he is a star that shines with its own light.



A group photo from the event

Writers Forum holds monthly meeting

Forum commemorates Urdu poet Ludhianvi

KUWAIT CITY, Nov 5: The Writers' Forum, Kuwait held its monthly meeting on 18th October '19 at the Salmiya residence of Aamir Diwan.

This was a special meeting commemorating the great Urdu poet and Bollywood lyricist Sahir Ludhianvi (a.k.a Abdul Hayee, 1921-1980). All the members and guests present welcomed this opportunity to remember a charismatic and prolific poet on the occasion of his death anniversary.

Ms Maimoona Ali Chougale; President of the Forum presided over the evening and Dr (Ms) Radhika Bhardwaj was the special guest on this occasion. The proceedings were started off with a brief background on Sahir Ludhianvi presented by co-anchor for the evening Sayeed Nazar followed by a very comprehensive and well researched article on the life, passions, poetic style, literary gems and great songs of Sahir presented by Shakeel Jamshedpuri. Dr (Ms) Radhika presented her views on Sahir's multi faceted poetry including devotional and comic songs that he made immortal. Ms Maimoo-

na shared her insights on this great poet as presented in her first book. She also shared anecdotes from her first hand presence at many gatherings in India where the legend had been present.

Sunil Soni took everyone down unsung bylanes of Sahir Ludhianvi's greatest songs through exploring the lesser known verses from his lyrics. Aamir Diwan recited a nazm from Sahir's prolific verse while Ms Priyanka Baranwal regaled everyone with her melodious rendition of some of the most memorable songs penned by the great poet.

Co-anchor Ms Madhulika weaved a web from Sahir's famous couplets and lyrics to introduce the members. She also focused some light on Sahir's positive attitude towards life and his championing of the cause of women's emancipation. There was lively discussion on Sahir's use of nature in his poetry and everyone shared stories and opinions on Sahir's personality, his romanticism, his devotion to his mother and his early life experiences and anecdotal

stories.

Ali Chougale congratulated all the members for putting together a wonderful evening. Guests present: Ajay Sharma, Ms Nupur Sharma, Faheem, and Ms Mateen expressed their gratitude at having been part of an evening of homage to a great literary legend. Thereafter, Ms Mainoona Ali Chougale summed up by expressing happiness at a well wrought evening of Sahir's life and times while also expressing her wish that some of the other members who missed the evening could have also been present. Special guest, Dr (Ms) Radhika expressed her gratitude for arranging an evening which brought everyone closer to such a literary doyen and hoped that there would be more such events in the future.

The anchors, then thanked everyone and ended the evening with an exhortation to remember this great poet for his positive attitude and will to live despite all difficulties. All the members conveyed their thanks to Mrs and Mr Aamir Diwan for their warm hospitality.

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Latest

Nov 9

STECI one-day retreat: St Thomas Evangelical Church of India (STECI), Sevin Samajam (Ladies Wing) is organizing a one-day retreat on Nov 9 at KTMCC Hall of NECK as a part of its calendar year program. The daylong event starts from 9:00 am. Rev Anish Mathew (Secretary, Board for Youth Works, STECI) will lead the session on the selected theme for the event "Living on Purpose for Him". The organizing committee, under the leadership of Kuwait Parish President (Vicar) Rev John Mathew, Mrs Jaimol Roy (Secretary Sevin Samajam) and Mrs Anu George Varughese (Joint Secretary, Sevin Samajam) are coordinating the activities to make the event a grand success. All ladies of the parish are cordially invited to bless the retreat.

Nov 10

S. African Embassy closure: On the occasion of the Prophet's Birthday, the Embassy of the Republic of South Africa will on closed Sunday, Nov 10 and will reopen on Monday Nov 11 with its official office hours from 0800h to 1600h and the Consular Section operation hours will be from 08:30h to 12:30h. For Emergency calls please contact: 94924895.

Nov 15

Niram 2019 registration starts: The registration process for "Niram 2019" Children's Day Painting Competition is in full swing. Students from more than 24 Indian Schools in Kuwait are expected to take part in the painting



Fahaheel Al-Watanieh Indian Private School (FAIPS-DPS), in collaboration with KPMG organised a workshop on 'Cyber-Security' for the students of Grades VI, IX and IGCSE recently. More than 700 students attended the workshop and participated in this interactive session. The workshop aimed at raising awareness about cyber-security measures, cyber-crimes, securing data and how to prevent hacking. A PowerPoint presentation highlighting different aspects of cyber-security were both informative and relevant to the present times.