



# WHAT CAN YOU DO TO SAVE THE WORLD?

wednesday

## ■ NOVEMBER 2

3:30 - 5:00pm, SC-183

### CAREERS IN COMMUNICATION AND SOCIAL CHANGE

With over 20 years of experience in the field, and in training undergraduate and graduate students towards pursuing careers in advocacy and development, Dr. Arvind Singhal will discuss the range of career opportunities available for students with an interest in fostering positive social change. In particular, he will cover careers in development initiatives and communication strategies.

thursday

## ■ NOVEMBER 3

9:45 - 11:15am, C-110

### SOCIAL CONSCIOUSNESS THROUGH TELEVISION PROGRAMMING IN INDIA

Drawing on his work with teams delivering some of the most popular television and radio shows in India, Dr. Singhal will discuss the significance of raising social consciousness through media programming in India. The larger canvas of the role of Entertainment-Education as a tool for social development will also be addressed.

thursday

## ■ NOVEMBER 3

4:00 - 5:30pm  
h-wing auditorium  
reception following

### SOLVING PROBLEMS FROM THE INSIDE-OUT

Dr. Singhal takes a narrative approach to introduce the concept of positive deviance and share experiences and lessons learned from its implementation to address a variety of complex social problems, including combating childhood malnutrition in Vietnam, reducing school dropout rates in Argentina, preventing hospital-acquired infections in US hospitals, and reducing rates of teenage pregnancy among at-risk high school students in the US Southwest.