

Project 2

Course Code and Name : MSJ 11211 Mass Communication

Project Name : Respect between Professionals Can Spread Peace

Project Type: Masks

Project Theme: Nonviolent Communication

Project Date: Spring 2021

Project Introduction:

This project was developed under the theme of nonviolent communication. It involves the creation of a mask as a visual metaphor representing peaceful resolution of various conflicts. Our main objective was to emphasise on the importance of respect and empathetic communication between professionals, particularly in cases of conflicts. Based on the face negotiation theory, we explored the different ways people deal with conflicts by maintaining & uploading to their social identities and face values. Working on this project allowed myself and my teammate to practically apply the concepts taught in the course while giving us exposure in teamwork and mutual understanding.

Project Justification:

We were inspired by a real-life incident that had transpired in Dhaka just a few days prior to the project assignment in which a conflict between a female doctor and some police officers escalated out of control due to a perceived lack of mutual respect and understanding. This event was widely discussed on various social media platform & served as a clear example of how easily professional disagreements could escalate & devolve into a series of power struggles mutual disrespectful behaviour. As such, myself and my teammate decided to address this issue through project by designing our mask, where we tried to portray the importance of nonviolent communication and the resultant positive impact such actions can have on conflict resolution. By visually depicting this message, we tried to put emphasis on the fact that respect and empathy & not professional status are crucial to ensuring peaceful and productive interactions, both in a professional workplace as well as in the broader society. This project closely aligns with ULAB's theme of curriculum integration, whilst highlighting the practical value of nonviolent communication in today's world.

Project produced under this course:



Report on Curriculum Integration (Spring 2021) Project

Final Project: Mask

Title: Respect between Professionals Can Spread Peace

Course Title: Mass Communication

Course Code: MSJ11211

Submitted To:

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Title

Respect between professionals can spread peace

Face Negotiation Theory

The theory itself explains how different people from different backgrounds handle conflict through various perspectives. This process of interaction reflects the way of adopting changes and impacting each identity. Every one of us has a face value. People tend to maintain their public and private face regarding social standards.

This mask making process helped us to gain a better understanding about peace and harmony. We rechecked our hearts, thoughts and minds to identify where the areas are to unlearn all the negative aspects we adopted unknowingly. Also we focused on developing characterises in a positive way. There is always an option to choose peace over fighting and to be non-violent rather than spreading violence. Moreover, this experience and activity helped us to work in a team through accepting each other's opinions and making a common ground for a productive mask making project.

Mask Theme

The theme of ULAB's curriculum integration is nonviolent communication. This portraits how communicating non-violently adds positivity towards society. A simple conversation and action can change the way people react. This theme represents that non-violent communication is a form of communication which promotes empathy and outcomes as understanding. It does not allow anyone to be harmful. It applies grace and integrity. Communication is a process where response is very important. In our daily life we can see how cruel a situation can be. But it is our responsibility to handle it wisely. communicating non-violently can be a life changing tool for every one.

According to this theme we decided to portray how to spread positivity when conflict arises in between professional boundaries. Our mask is a visual representation of choosing peace over violence. Our situation can get worse but anyone can choose to be humble as a peaceful outcome.

Our Message

Ms Hrituparna and Ms Melissa, we both decided to show the need for respect between different professionals based on a recent incident. This concept came to our mind by a video which got viral over the month on social media. In that video it was shown that a doctor and a few policemen were arguing and shouting on the road. While researching other information we got to know that those policemen asked the doctor to show her movement pass as it was required. But that doctor refused and showed the proof of her doctorate degree. Since it was their duty, they got annoyed and started raising their voice on her. On the other side, the doctor misbehaved and said inappropriate words which were disrespectful to those policemen. Both parties were defending themselves without logic. These logics were out of the context so the situation got worse. More and more the argument turned into a disrespectful pattern and they were trying to use their professional power to justify the situation. This situation could

become better if they would be more logical, empathetic and systematic. Through our illustration, we presented this conflict between the policemen and the doctor in a symbolic way. Our mask represented peace as a symbol of nonviolent communication.

Layout

We planned to portray the whole message into two illustrations. Firstly the bottom part was designed with two cartoon characters. One of them was referred to as a doctor and the other one was a policeman. Since we focused on presenting this topic in a symbolic way, we used a handmade gun and a stethoscope in this part. We also added dialogues so that the audiences can get the idea easily and can relate with the topic. The mask was painted with the symbol of peace and a jar was shown to represent peace pouring out by colorful flowers. Moreover, we prioritized symbols, dialogues, pointers, and metaphors to make this presentation more relatable.

Painting and installation:

The whole process of painting our mask was very interesting and fun. As per our theme we wanted the mask to look like a symbol of peace. The symbol itself was drawn in the mask, but to make it look more peaceful we drew flowers in the base of the symbol. Flowers portray peace and calmness. Also flowers are colourful, vibrant and give a happy feeling. So we used different shades of colours to make the flower brighter and shinier.

We decided to keep the mask white so that the colour of the flowers becomes livelier and more visible with the white background. We have used acrylic colour paints so that it sticks nicely to the mask and gives a matt finish. Different colours were used : Red, Blue, Violet, Sky Blue, Pink, Brown, Black, Yellow, Green, Orange, White, etc. The pigmentation was very nice, and the outcome made us happy.

Now the installation part, we did use some other objects and handwritten notes to convey our message more precisely. We have used a stethoscope to portray the Doctor and a hand made gun to portray Police. They both were fighting so we wrote two dialogues to explain the topic of the quarrel. Finally we put the mask with the symbol of peace to make the viewers understand that peace is the ultimate key. Rather than fighting we should respect others' opinions and professions and establish peace through non-violent communication.

We didn't face any note-worthy problem to complete the mask, but at the beginning we wanted to colour it with sign pens but later we noticed the colour doesn't stick to the mask wall. So we stuck to the plan of colouring it with acrylic paints.

Realization:

To be very honest we both enjoyed a lot while doing this project. This particular project teaches us to express our inner thoughts and idea visually. Our main challenge was to understand "will the viewers get the idea of what are we trying to convey?" So our maximum effort was given in the brainstorming and planning, and we are quite happy with our outcome.

The main strength of our team was we both are very understanding of each other. We respected each other's opinions and understood each other's limitations and tried to contribute 100% from each other's end. We are proud as a team.

About faults, we think we did a good work but we can work on our time management skills a bit from next time.

Role of individual members:

We distributed our works nicely and evenly according to our individual skills. The whole brainstorming and idea generation was a teamwork by Melissa and Hrituparna. The base of the mask was made by Melissa. The painting and installation was done by Melissa and Hrituparna together. The report writing part was also a teamwork done by Melissa and Hrituparna.

Photograph: A nice photo of our mask and total presentation with our names is given below:



Conclusion: We learned a lot from this project. Thank you for including it to our syllabus. Not only academic study, we learned how to communicate, how to express our thoughts properly and how to do teamwork showing compassion and friendship. Also the topic 'Non Violent Communication' is very important in recent perspective. We think we did absorb the essence of it and will review it in our daily life.

Self-Reflection:

I found this subject rather intriguing as this was one of the first practical courses offered by the department. Furthermore, working on this project was a real eye opener as it pushed us into finding ways on how to express complex issues in a palatable way to people such that they could actually experience it by themselves, instead of just reading about it.

The collaboration also made a big difference as before we could depict the theme of respect & tolerance, we actually had to listen to each other and respect the various ideas and approaches, which at times could be conflicting as well. It also opened us to the idea of thinking about a certain topic from a different perspective as the project wasn't just about creating something that we resonated with but creating something that others could feel and resonate with.

At the end, it was really a great experience, we certainly could have done a better job as I feel we could have managed our time better or been more eloquent but that something that can always be worked on and improved upon.