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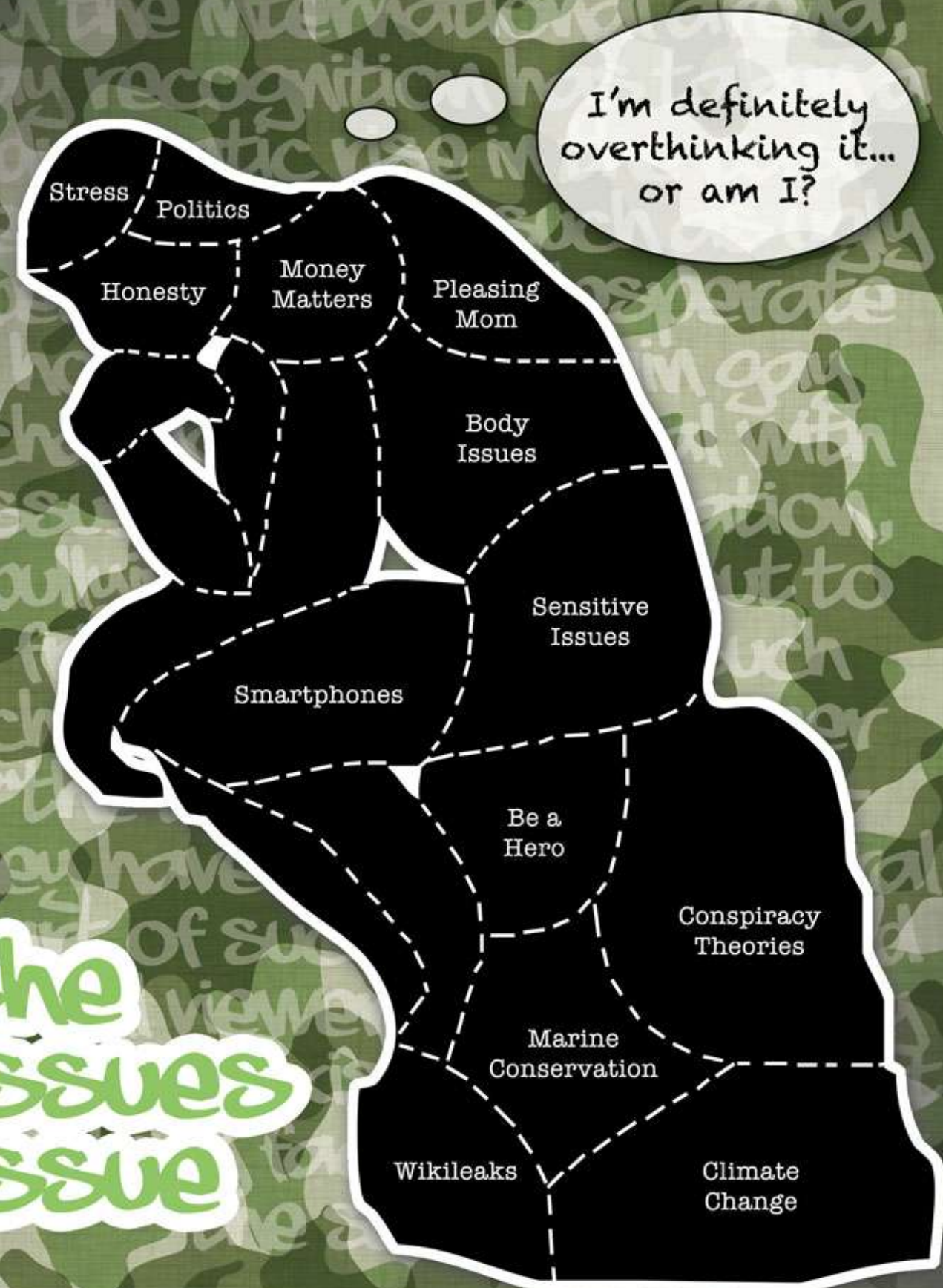
ISSUE 10

# CAMPUS

MICA (P) 252/07/2010

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the  
issues  
issue





GAN PHUA BENG'S

# SOCIETY Rules

Wah! No fine for durian?

It's just a "guideline".

Before GPB proceeds to fill your mind with anarchy and conspiracies, let's get personal. The Beng wants to reach out to all you tertiary quasi-adults with raging hormones. Ganphubeng@gmail.com: girl trouble, boy trouble, girl on girl trouble, galactic anomalies, job interviews, basically anything. The Beng will have an answer for you. So, onwards...

"EXCUSE ME, IF YOU DON'T MIND, YOUR LEGS ARE SPREAD WIDER THAN A CIRCUS ACROBAT'S."

GPB is a member of society. If you are a member of society, please read on. If you are not, you should be lying in cave and how this issue got to you is beyond GPB's comprehension. With reference to the opening quote, the topic of dissection today will be public transport. "Public" has a communal connotation to it and with it being communal, it would be assumed that some manners and consideration for members of the public would be in order.

No, that is not a typo. GPB does not make typos. The quote on the left was what GPB said to this scrawny, pimply boy who was seated on the inside seat of a bus. So when GPB sat down, he noticed a boney knee on his side of the seat. Now, if you were The Rock, GPB can understand why you might have to have your legs open fairly wide apart. This yet-to-fully-develop punk on the other hand, needed a lesson in social graces. After that one liner, GPB looked the kid dead in his eye and said, as a follow-up blow: "If it's a cocktail wiener, don't act like it's a bratwurst." SHAZAAAAAM.

All GPB got back was a sheepish look and a slowly retracting knee. Now, ladies and germs, we are all fairly educated individuals - you more so than GPB without a doubt. Yet it is increasingly disappointing when at MRT stations, bus stops, taxi queues, in trains and buses, everyone behaves like Armageddon has come and that particular vessel is the only thing that will keep their Facebook status from being updated to "Died in burning train LOL :)"



Now THAT'S what I call a foot-long

The government puts up all these signs in the trains and buses to undermine our intelligence. "Move into the rear", "Move into the middle", "Special seat for the elderly". To GPB, these are very insulting. That being said, GPB just remembered staring down this teenage boy who did not seem retarded or had a leg amputated at the knees, sitting in the elderly persons seat on the MRT, and right in front of this snout-nosed kid was a gracefully ageing lady of about 60. Did he stand up to let her have that seat? You know the answer. As much as I dislike the government plastering signs herding us to do the socially responsible thing, you have young, considerably educated people out there who totally lack civil responsibility. What has GPB imparted to you today? Be nice on public transport - we all use it. Move to the back, give up your seat for the elderly or retarded.



Farting is permitted

## WHAT'S HAPPENING:

17 & 18 February 2011  
NTU, Canteen A (near 7-11)  
**Unplug!**

Be part of The Great Unplug! Relay, a fun and meaningful mass movement where youth will pose for a Polaroid to pledge towards moderation in Internet use!  
www.worldwiderthanwww.com

26 February 2011  
1pm - 4pm  
Pan Pacific, Marina Square  
**Linden Fair**

Interested in studying in the US? Come to the Linden Fair and meet with admissions experts from US universities and arts schools. Admission to the fair is free. For more information, please visit:  
www.lindentours.com

20 February 2011  
10am - 5pm  
Mandarin Orchard Singapore  
**Swiss Education Fair**

Interact with representatives of Switzerland's best Universities, UAS and Hotel Management Schools. Learn why a Swiss degree will take you far and stand a chance to win a trip for two to Switzerland!

5 - 13 March 2011  
At participating Pierre Cardin outlets.  
**Benefit With A Better Fit!**

Find your perfect bra fit and Pierre Cardin will donate \$1 to the Breast Cancer Foundation! Every woman fitted receives a complimentary voucher. Plus stand a chance to win a limited edition HTC phone.  
www.gettherightfit.sg

11 - 27 March 2011  
**NUS Arts Festival**

Check out a lineup of live music gigs, contemporary films and visual arts exhibitions, showcasing campus talents partnering with professional artists. See page 11 for more.  
www.nusartsfestival.com

**WIN TICKETS!**

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Wearily

**Looking for interns:**

\* **Fine Arts:** To create layouts, covers and amusing caricatures of other colleagues

\* **Graphic Design:** To assist in conceptualisation and layout for print and web

\* **Web Design:** To help us develop, expand and enhance our site

\* **Writing & Reporting:** To conceptualise, research and write original stories

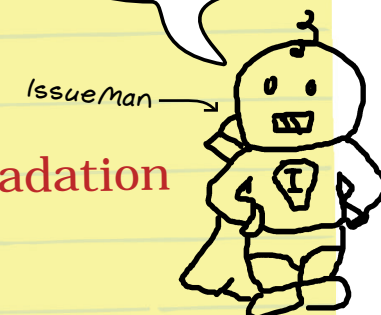
\* **Beverage Dispensing & Affiliated Services:** To operate complex, multi-function automated coffee dispenser, have a working knowledge of basic Italian (espresso, grande etc.), and remember which mug belongs to whom.

Fringe benefits include a shared table space, free Red Bull, pizza during deadlines, unlimited use of in-house exercise facilities (our office is a 3rd floor walk-up). We can accommodate flexible hours, since we're always working. You should be creative, confident, and able to take direction, but still develop your own voice within a piece of work. Our work environment is fast-paced. What we are is a goal-oriented team of chronic workaholics, looking for other like-minded, impressionable young talents, to mold into our own, twisted image. We are not hiring right now, so don't ask. But we are looking to nurture and develop future talent.

Anyone not put off by the above should email 75 words or less about themselves and what position they'd be keen to fill to campusinterns@gmail.com.

REGULAR STUFF

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Konosuke Matsushita  
 Founder of one of Japan's  
 greatest corporations,  
 Panasonic, known to many  
 as "the God of management"  
 and a top world industrialist.

## Mr Konosuke Matsushita's LESSON #6: "BE AWARE OF CRISES"




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\* PANASONIC IN-HOUSE DATA WHEN COMPARED WITH PREVIOUS CONVENTIONAL MODELS



## A MINI UN

In essence, a MUN conference replicates an actual United Nations (UN) assembly, with the exact committees in the organisation as well as the inclusion of other regional and experimental committees. Students from secondary schools to universities attend such conferences as part of school curriculum or as a co-curricular activity. Pertinent topics that are currently being debated in the political sphere are intensely debated in the MUN conference over a few days, and students represent the various countries in the committee to defend their foreign policies and maintain friendly relations with other countries represented by other delegates.

The main aim of the conference is to draft resolution papers together with a group of countries, also known as a bloc, and have the papers passed by a majority vote by the committee delegates.



## 2010 MUN TOPIC

In PMUNC 2010, the committee was tasked to discuss two topics that defined 2010: state-sponsored terrorism and the effects of sanctions on developing countries. While the former talks about how states are beginning to sponsor terrorists for their own political gains, the latter talks about how general restrictions on trade and important supplies such as food and medicine are causing great humanitarian cost to citizens in developing countries.

Delegates from countries like the United States, Mexico, Venezuela and Singapore gathered together in a conference hall to represent various countries and debated intensely on the merits of general economic sanctions versus targeted sanctions on luxury goods and arms as well as creating a UN List of State Sponsors of Terrorism as opposed to the current US list.

## A DIFFERENT VIEW

A unique part of a Model United Nations conference is the unmoderated caucus, where a committee sessions stops formal debate for a predetermined amount of time to enable countries to have their own separate meetings to discuss the topic at hand as well as draft a resolution paper. This is the part of the conference where groups of countries are clearly seen forming alliances and forming tactics to own their resolution papers.

It is definitely a culture shock to see how the mindset of the American youth differs from a Singaporean youth. While we tend to adopt a more studious approach when the time calls for it, the American delegates effortlessly weave in wit and plenty of good-natured jokes. They are unafraid to voice out their opinion and make themselves heard, no matter how doubtful they are of their opinions.

## A GREATER PURPOSE

Whichever way delegates took to present their solutions or to chip in a quip or two - whether via note-passing, podium speeches or running around like headless chicken during unmoderated caucuses rallying neutral countries to support their resolution papers - one thing is certain: delegates were bold in showing their passion for the topics and for their countries. It is this passion that fuels the next generation as they tackle international political topics on the United Nations stage. Ironically enough, the diversity of actual countries' delegates in such conferences makes it seem as if this is already being done - that the conferences are a mini United Nations gathering unto itself.

Aaron Wen, New Jersey, USA, quipped: "As a freshman, I thought politics was one of the stupidest, dullest things to talk about. However, after joining MUN, I began to change that viewpoint. Eventually, over the course of the year, I changed and started to enjoy talking about world issues."

It is this purpose of MUN that promises an avenue for students to nurture their interest in international diplomacy and hopefully, leaders of tomorrow.



# MAESTROS. UNDER. NINETEEN.

BY SHAH SALIMAT



## CASE STUDY

Recently, I had the humbling opportunity to travel with 13 other students from Singapore Polytechnic to New Jersey, USA, to attend the Princeton Model United Nations Conference (PMUNC) 2010. We represented a mixture of countries such as South Korea, Monaco and Liberia. I was representing South Korea.



Representing South Korea proved to be an exciting and challenging experience as it was our first Model United Nations conference. Furthermore, South Korea has been in the news recently over the artillery clash with North Korea (which was a key Asian issue that affected 2010; more issues in the fact box).

As South Korean delegates, we were upset over the developments of state-sponsored terrorism, particularly North Korea's removal from the US List of State Sponsors of Terrorism. We also felt that targeted sanctions were necessary to lessen the undesirable effects of sanctions on developing countries. We were generally unhappy with general economic sanctions and felt that the humanitarian destruction it causes outweighs the benefit of placing such a sanction on a country.

We went with our allied countries in the topic of sanctions to form a bloc. South Korea was active in discussion with the United Kingdom in contributing substantial clauses on targeted sanctions on narcotics, luxury goods and arms, which was what the US did to North Korea. We formed a coalition with Denmark, Canada and Cambodia to include UN definitions of the various levels of state-involved terror and extensive criteria listing filtering of countries and subsequent local regional and international actions on such countries. We contributed a page of clauses in the resolution paper and successfully lobbied for a UN List of State Sponsors of Terrorism.

Surprisingly, the North Korean delegates were not present in committee even though a school had been assigned with the country were. I guess we can only imagine how diplomatic communication between them and us would go.

### FACT BOX:

Asian issues that shaped the year that was 2010



#### 1) Jailed Chinese dissident awarded with Nobel Peace Prize

Literary critic Liu Xiaobo (54) was awarded with the Nobel Peace Prize on December 10, but he was not at the Oslo City Hall in Norway to receive the prize. He is serving an 11-year sentence at Jinzhou Prison in northeastern China for urging sweeping changes to Beijing's one-party communist political system. There was no news coverage of the incident in China. This is the first time in 74 years that the prestigious \$1.4 million prize was not handed over. The award was placed on an empty chair on stage, which was met with standing ovation from ambassadors, royalties and other dignitaries.

#### 2) Life sentence for Taiwan ex-President

Chen Shui-bian, the former president of Taiwan, was convicted and sentenced to life in prison on Friday for corruption charges. His wife, Wu Shu-chen, was also convicted of corruption and sentenced to life imprisonment. They were accused of embezzling and misusing public funds from 2000 to 2008, the time that Mr Chen was in office. They were both fined a total of \$15 million. Ironically, Mr Chen had strongly campaigned against alleged widespread corruption in opposition party Kuomintang. Mr Chen's most ardent supporters argue that the current president, Ma Ying-jeou of the Kuomintang, who denied such accusations, engineered the trial.



#### 3) Aung San Suu Kyi released from house arrest



Democracy icon and Nobel Peace Prize winner Aung San Suu Kyi was released from 20 years of house arrest by Myanmar's ruling military junta government. The release happened after Myanmar's first national election in 1990, where the junta won by a landslide margin. Accusations have been raised that the release was an orchestrated attempt to

show Myanmar's alleged commitment to democracy that backfired when Ms Suu Kyi was not allowed to take part in the elections. She was placed under house arrest in 1989 when the Myanmar junta declared martial law. In 1990, her party won the elections by a landslide but the junta nullified the results.



# Cheat Sheet by Amanda Lee

## #10 Psychological Eating Disorders



\*Nom Nom Nom\*



Eating is a necessity of life, yet people young and old suffer from extreme eating habits like consuming too much or even nothing at all. Psychological Eating Disorders affect many, so it's important to know the basics for your own well-being and for those you care about.

### CAUSES OF PSYCHOLOGICAL EATING DISORDERS

- 1. Traumatic Event** - Sometimes our eating habits change when drastic or traumatic events occur. Examples include a breakup after a long-term relationship, sexual or physical abuse, a death of a loved one, etc. Some turn to food instead of dealing with their emotions and try to binge their sadness or anger away.
- 2. Stress** - With many things to do, yet so little time, students often feel a lot of pressure to do well in school and/or work under a small time constraint. Thus, we start to feel stressed, then turn to food as a way to distress.
- 3. Cultural Pressures** - Despite being healthy, some do not feel satisfied with their bodies. Society glorifies flawless figures, placing a high emphasis on females who are thin and males who are muscular. In particular, females desire to look skinny, which can result in resorting to extreme measures.

### COMMON PSYCHOLOGICAL EATING DISORDERS

**Anorexia Nervosa:** Commonly known as Anorexia, this severe eating disorder results in forced starvation. In most cases, Anorexia occurs among young women who do not feel content with their bodies. Those who suffer from Anorexia continuously feel hungry, however they refuse food. If they do eat, they only consume a minimum amount.

**Bulimia Nervosa:** Those with Bulimia binge and purge their food. After eating, they feel a sense of guilt. Thus, purge the food eaten and induce vomiting by sticking a finger or a toothbrush down their throat or by using other means such as taking diuretics.

**Binge-eating Disorder:** The disorder is characterised by compulsive overeating. Those who suffer from the disorder cannot stop from frequently gorging themselves with food, no matter how hard they try.

Most people with psychological eating disorders have some form of body dysmorphia.

### HEALTH IMPLICATIONS

- 1. Depression** - People who have eating disorders have a hard time dealing with who they really are. Not being able to deal with reality and their emotions, they start to lose interest in life and eventually sink into depression.
- 2. Bad skin and thinning hair** - The absence of important nutrients through starvation causes the skin to be dry and generate intensive hair loss.
- 3. Trouble getting pregnant** - As eating disorders such as Anorexia affect your body's hormones, it can also affect the risk of women getting pregnant.
- 4. Kidney Failure** - Kidney failure is a life-threatening consequence of eating disorders. As eating disorders, such as binge-eating, throw the body into an imbalanced state, it causes internal harm.



### PREVENTION

#### Exercising + eating right

Physical activity not only helps to maintain a healthy weight, but it also releases endorphins, which can boost happiness and confidence. Consider a trip to the gym or go for a run outside. Also, aim to eat several smaller meals a day consisting of healthy foods like lean meats, fruits and vegetables. For instance, instead of snacking on potato chips, try a bowl of salad or maybe some nuts and fruit.

#### Learn how to appreciate your body

Everyone is shaped differently. Don't compare yourself with your favourite slim or muscular celebrity who has their own personal trainer, dietician, and plastic surgeon. Not to mention Photoshop and airbrushing specialists. That isn't real.

#### Educate yourself

Know the signs of eating disorders and ask for advice from others when you or a friend needs help. Don't be afraid to seek guidance from a professional. The Singapore General Hospital even has a programme dedicated to the field and can offer a solution for recovery.



# TEN WAYS TO APPEASE YOUR MOMMA

By Ratna Masayu

How exactly can you appease your momma? Beats me and the entire human race. Women are hard to please as it is. Mothers... there is just no pleasing them. Basically, you don't mess with the Zohar momma. Best is just to stay low and off their radar. Good luck with that.

### ① STAY HOME

Unless you're useful around the house, she'll be annoyed at the sight of you. Anything you do, her eyes will be locked on you like an eagle - always on the lookout for trouble. You may just be minding your own business, but that annoys her even more. If you think going out will lessen her annoyance, boy, you are in for the 101 famous lines: "Do you treat this house like a hotel?!" "Don't you ever stay home?!" "Why do you treat me like your maid?!"



### ② DO THE CHORES

What's the first thing Moms do when they see you doing the house chores? Compliment your efforts? You wish. Doing the chores on your own will mean you're either trying to get in her good books or you're guilty of something.



### ③ COME HOME EARLY FROM SCHOOL

Bad idea - she'll accuse you of skipping school instead. If your mom is the extreme kind, she might even call up the school to confirm your attendance. She'll also banish you to your room to...well, study. Tsk.

### ④ BUSY YOURSELF WITH SCHOOLWORK

First, Moms will tell you to bury yourself with school-work, but when you are actually concentrating - and not pretending to be - she'll nag at you for well... listening to her. She'll accuse you for not socialising enough outside of your room.



### ⑤ GET OFF YOUR LAPTOP AND WATCH TV

First, she tells you off for spending too much time on your laptop doing your schoolwork - or so she thinks. Thus, you decide to watch TV in the living room. A few advertisements later, your mom walks in, now telling you off for watching too much TV!



### ⑥ GET A SHORT HAIRCUT

While this may work for guys, the opposite effect occurs for girls. Unless your mom is fairly modern, she'll believe girls are supposed to have long Barbie-like hair...and to act like one. Just for the record, a short-haired boyfriend scores well with moms. That is, if you have the guts to even introduce him.



### ⑦ OFFER TO COOK A MEAL

Unless you have the skills of Martha Stewart, most of the time you'll find yourself being chased out of her kitchen. HER KITCHEN. Most moms have this OCD where nobody enters her kitchen and messes things up. You will be in the heat if you ever dare to.



### ⑧ BE FUNNY

You know the awkward moment when you say something funny and your mom takes it too seriously? Apologise and leave the crime scene. Don't even bother to try and explain your case.

### ⑨ HOLD A BIRTHDAY PARTY FOR HER

What you expect is a tear-filled appreciative mother who's speechless at the thoughtfulness of her child. But reality is, if she's after her prime age, you don't go around reminding her that she's ageing by the year. The tears you'd witness will either be her tears of depression or your tears of regret.



### ⑩ STAY OUT OF TROUBLE

You'd think she'd be more than pleased by this, but it also sets off her nerve. She'll be sitting on the edge anticipating a call from the school - or a visit from the authorities - at any moment. It's too good to be true. YOU HAVE TO BE IN SOME KIND OF TROUBLE!

CRIME SCENE DO NOT CROSS

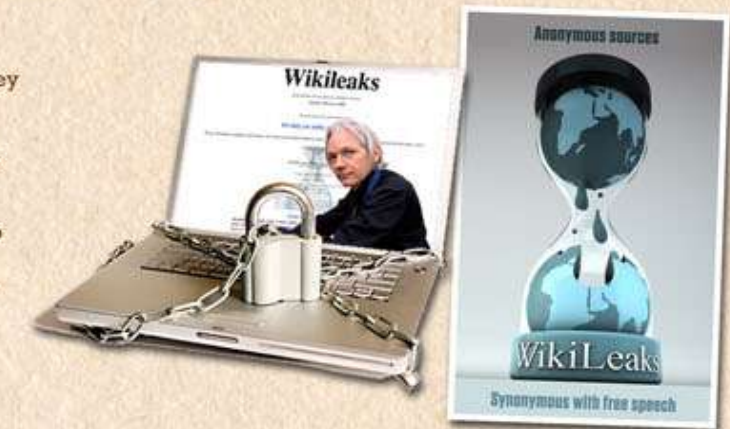




## WIKILEAKS MAY DIE, BUT WHISTLEBLOWERS WILL NOT

Even if WikiLeaks were shut, data dumping would continue via rival sites ranging from liberal-leaning Cryptome, founded in 1996, to spinoffs like the low-key OpenLeaks.com, created by former WikiLeaks alum, Daniel Domscheit-Berg, who left after feuding with Assange, saying authority will be "as distributed as possible" in his new outfit.

Ultimately, the only way Wiki-scandals will cease is to make people like ex-FBI agent Mark Felt (who has access to sensitive data) refusing to do so. But as long as a tiny minority believes it is the right thing to do, these scandals will continue.



## RON PAUL\*: "WHAT WE NEED IS MORE WIKILEAKS" \* REPUBLICAN CONGRESSMAN

Government concern is understandable, but for news organisations – whose role of watchdog is threatened by lack of information sources – is this a positive development? Pro leakers believe that the government will turn "concern" into suppression, which makes people stop watching television broadcasts because they'll find every utterance to be crafted and edited to generate an emotion, usually fear.

When little of substance is discussed openly and intelligently, people behind bad policies and ideas have greater influence under the cover of collective ignorance, which often leads to unethical even irrational policies and processes. And that is fertile soil for WikiLeaks. It's driven by an ideology that questions the fundamental value of organisational secrecy, be it government or corporate.

Organisations like WikiLeaks are supposed to help us enforce accountability. Transparency relies on people willing to risk imprisonment and stigma to release sensitive information, so we can see the whole truth. How will organisations go about adapting to these whistleblowers? History tells us they will resist, initially applying the word of the law before resorting to more 'arbitrary' measures.

It's no longer about whether we should be able to keep the insurance company from knowing our genetic risk for diseases or keeping our information safe from identity theft. It's about making sure that insurance companies pledge not to abuse our information to begin with. It's making sure that the identity thief can't hide behind a mask of someone else.

## WIKILEAKS DICHOTOMY

While reactions to WikiLeaks and its founder Julian Assange have been polarised into anger and fear vs. support and praise, nobody remains indifferent. For some, the leaks are hands-down a crime endangering national security; for others, it is the freedom of speech a democracy endorses, allowing public scrutiny of the powerful elite.

On the side of anger and fear, people like Mitch McConnell (Senate minority leader) and Vice President Joe Biden, are calling Assange a 'high tech terrorist', while Mike Huckabee (ex-Governor of Arkansas) said anything less than execution is too kind a penalty, and politician Sarah Palin compared Assange to Al Qaeda. On the contrary, in Mexico City pro-leakers picketed the British embassy, with signs reading "NO to censorship" and "the Internet was born free". In Peru, numerous Assange supporters gathered outside the British Embassy in Lima, stressing that Assange's values "affect us all."

Initially, President Obama played it cool, saying he was concerned by the massive leak of classified documents on the Afghan war, but that it revealed nothing that wasn't already part of the debate. "They point to the same challenges that led me to conduct an extensive review of our policy," he added. After the third wave of the leaks however, he expressed condemnation for the "deplorable action."

## CREDIT TO LADY GAGA

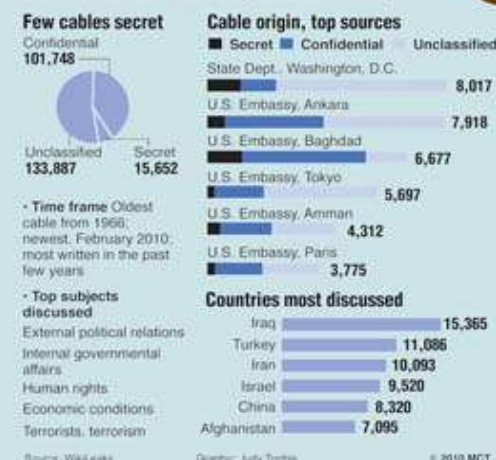
Portraying Assange as villain or hero was an easy next step for many, but the story is in fact more complex and the roles are less defined. Yes - WikiLeaks became a way to securely leak documents, and rally media coverage. But the fundamental truth is that only through technology was it possible to publish so much information quickly and anonymously, making it accessible to anyone.

Thanks to advancements in technology or maybe its failure, young soldier Bradley Manning could smuggle military files away on a CD-RW labelled "Lady Gaga". According to his chat history he

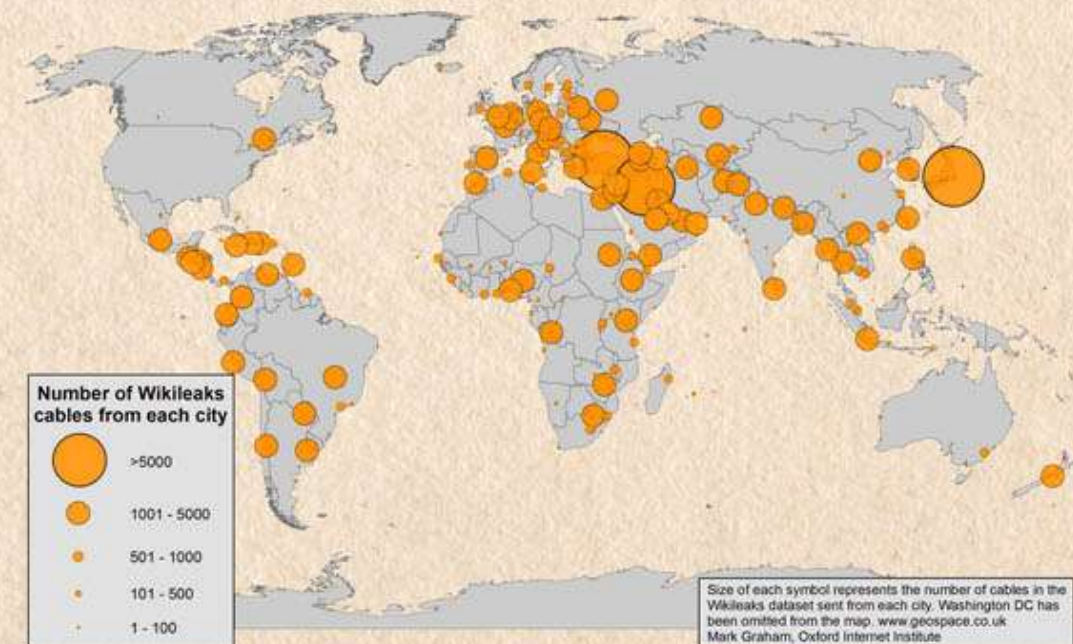


## The WikiLeaks cables

A look at the 251,287 U.S. embassy cables leaked recently:



"lip-synched 'Telephone' while exfiltrating possibly the largest data spillage in American history. Nobody suspects a thing." Just a few decades ago, it was impossible to wander out of a military office with hundreds of thousands of sensitive files slipped into your pocket. The mountain of boxes would have weighed tonnes. Today, there are zillions of government and corporate employees capable of downloading massive amounts of data onto tiny devices.



## THE DEBATABLE DEBATE

Interestingly, Assange isn't the acquirer of the information WikiLeaks releases; instead, he's the revealer of a truth that many feel betters the world. Whether WikiLeaks is a hero or a menace may be debatable, but it seems to be a sure thing that without whistleblowers, there will always be some degree of duplicity behind closed doors. As political satirist Michael Moore put it, "When I came across a video of our soldiers firing from a helicopter and murdering reporters along with the civilians, and that is being done in my name with my tax dollars, I deserve to know what is going on."

Nevertheless, what may really worry us is that these extreme kinds of data dumps may force the government to never write anything down, and rely heavily on document destruction and methods to hide data so that no-one can find it. There will be less and less information sharing between government agencies as well as within. Even if WikiLeaks has been let go, it would be confined to a much narrower range of communications.

As to the status quo; before we accuse, dismantle, and sabotage WikiLeaks, I would first channel that energy into finding a balance between the need to keep secrets and the need to be open.



### Salt "O" Meter

The lower the rating, the less plausible it sounds to me. The higher the rating, the more I'm a believer.



**1) Global Warming was a hoax**  
Some climate change doubters believe that global warming is a conspiracy designed by the government to soften people to higher taxation and a more authoritarian government that has more control over our lifestyles. There are also several theories like the conspiracy was cooked up in a bid for climate researchers to attract financial support.

**Salt "O" Meter: 3/5**

Definitely skeptic. Rising temperatures, melting ice caps, sinking lands - isn't the inconvenient truth (pun intended) right in front of your eyes?



### 3) The Death of Princess Diana

There is speculation that Princess Diana may have faked her own death. Fed up with the intrusion of the media into her private life, she decided to fake her own death and retreat into blissful isolation. This theory can be backed up by the fact that just six hours prior the crash Princess Diana has let slip the fact that she wanted to withdraw completely from the public life to Daily Mail reporter Richard Kray. A more twisted theory would be that the royal family ordered for Princess Diana's death. The reason being that Princess Diana was set to marry Dodi Al Fayed, a Muslim, who also perished in the crash. This move was seen as a threat as she was poised to embarrass the crown by marrying a Muslim man. Thus, seeing their relationship as a threat to the throne, a plot was hatched by the rogue elements in British secret service (M16) to murder Diana.

**Salt "O" Meter: 4/5**

I believe that the death of Princess Diana has been set up. An inside job certainly sounds plausible in this case.

by lim yan qian

# Conspiracy theories

Conspiracy theories: some are believers, some are skeptics. Some conspiracy theories are just plain mind-blowing, just like the movie Inception. You're left dangling in between not knowing which side of the story is true. So which category do you belong to?



**Never Forget 9/11**

### 2) 9-11

Some theorists believe that the US government had prior knowledge about the impending attacks yet they turned a blind eye towards it. They believed that George Bush needed a justifiable reason to launch a war against the Middle East. Thus, a terrorist attack which sends America into a state of pandemonium would serve as a perfect opportunity to launch an attack against the Middle East. It was allegedly said that on the day of the attack, the US air force was deliberately stood down or sent on exercises to prevent an intervention which could have saved thousands of lives.

**Salt "O" Meter: 5/5**

Totally a believer about the theory that the government had prior knowledge about the attack and yet still sat idly by. Try typing "Q33NY" and change the font to Wingdings in Microsoft Word. The "NY" stands for New York, and "Q33" was allegedly the designation of one of the aircraft. Is it mere coincidence or not?

### 4) Paul McCartney is dead

The supposed death of Paul McCartney of the Beatles was the subject of a rumour that started circulating around in October 1969. Theorists believe that Paul McCartney died in a car crash after driving off from a heated argument with his bandmates in late 1966. The dead Paul was then replaced by a doppelganger before the recording of Sgt Pepper's Lonely Hearts Club Band.

The conspiracy minded Beatlemaniacs also say that guilt eventually got to them and they started releasing a series of clues in their songs and album art. An example of this would be the album cover of Abbey Road. Those who with a sharp eye would realise that Paul is holding a cigarette and walking slightly out of step from the others. He leads with his right foot, the others with their left. This is a symbol of non-conformity with the living (because he is dead). Cigarettes were known as coffin nails. The cover is also a representation of a funeral procession: John is dressed as the preacher, Ringo as the pallbearer, Paul as the corpse (he has no shoes on) and George as the grave digger.

**Salt "O" Meter: 1/5**

Sounds more like a marketing gimmick to gain more albums sales and to attract attention.



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### IMUP4 IPHONE APP

Making plans with friends just got easier. No tick tacking on the phone. No incessant texting. No millions of messages on your social media site. Planning a get together is simple with the new iPhone application, Imup4 ("I'm up for"), developed by recent NUS graduates. Simply sign-up

DOWNLOAD  
FOR FREE!  
WWW.IMUP4.COM

for the app at imup4.com or download it from the iTunes store, add and invite your friends, then start posting what you're up for and the application will automatically match you to other friends that are up for the same thing. The application only displays a user's plans to others in their network who also match their plans by time, type of activity, and location. For example, put in "Clarke Quay on Saturday night" and the app will show you which friends are up for the same thing.

featured by AOL Small Business  
and chosen as an InSiteNY Company

### FREE WIRED FAR EAST MOVEMENT

Far East Movement (or 'FM') bridges the gap between underground party records and mainstream pop, blending elements of hip-hop, pop, electro and dance to create an original sound they call 'Free Wired'. "Girls On The Dance Floor" is a high-energy track that prompted women from all over to record videos of themselves dancing to the song and upload the clips online. Their biggest hit, "Like A G6", received an even more rabid reaction from listeners, a track for whom image and sexuality is a big selling point. The album also encompasses a slower-paced, '80s dance, pop and tribal sound, like the deliciously soulful "Rocketeer" and the up-tempo love song "Don't Look Now". The rest of the album is crammed with dirty electro rap that epitomises FM, and is just perfect for the club.

free wired  
is out in  
stores now!



Want  
this  
album?  
then stay tuned  
to our facebook  
page\* wall!  
\*see top right of page



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**1000 TALENTED performers**  
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**Festival Closing Show**  
**Shut Up & Dance 2011: DanXvolution**  
**by NUS Dance Blast!**  
27 Mar, 8pm, University Cultural Centre Hall  
\$19 & \$16

Explore the history of hip hop dance at NUS Dance Blast's 10th anniversary party! Experience a decade of hip hop with NUS Dance Blast! alumni and members, alongside guest performers like NTU Modern Jazz, SMU Eurhythmix and Ngee Ann Polytechnic's New Revolving Age.

**Soirée 2011**  
**by NUS Harmonica Orchestra (NUSHO)**  
19 Mar, 8pm, University Cultural Centre Hall  
\$19 & \$16

Come celebrate the NUSHO's 30th anniversary! Enjoy resounding symphonies brought to life by the humble harmonica, accompanied by string, wind and percussion instruments. Featuring *River of Clouds* by Dr Mui Kwong Qiu (Hong Kong), *Peter and the Wolf* by Sergei Prokofiev (Russia), *Dance of the Yao People* and *Butterfly Lovers Concerto*.

**GET YOUR TICKETS AT SISTIC TODAY!**  
Visit [www.nusartsfestival.com](http://www.nusartsfestival.com) for information



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**HESH FOR THE GUYS AND  
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2. Post it on our Facebook wall and explain why you want Skullcandy.



Contest ends Friday,  
March 18, 5pm



# Diss-Connect

by Ratna Masayu

## -Youths and their smart toys-

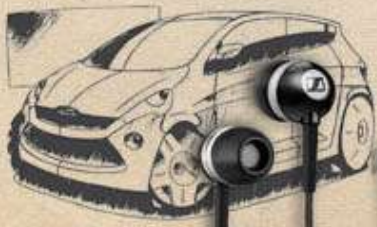
Press play and zone out. Almost every other person you see on the streets – or even at home – is in their own world without a care. Whatever happened to engaging in friendly small talk or in-depth heart to hearts?

Are we too connected to the virtual world?

Do we find it a guilty pleasure, an escape from reality? Or are we just too dependent on it, oblivious to the addiction?

### car-rides

Do you engage in lively chats with your family in the car or do you zone out? Many times, youths just stare out into space with music blasting through their earphones. Especially with being stuck in a small space, you are exposed to the possibilities of getting questioned of things you obviously don't want to talk about (e.g. studies), becoming a victim of your parents' naggings, and participating in awkward conversations (or rather, Q&A). More often than not, we find ourselves plugging into our own world – and pretending to be dozing off. Works every time. Been there, done that.



### dining out

While waiting for your order, you may find yourself fiddling with your mp3 players, mobile phones, PSPs and whatever other gadgets you can get your hands on. The only form of real-time conversation that goes on is from your parents – probably nagging at you to put your gadgets away. Table manners and etiquettes aside, it is inappropriate to be pre-occupied with your gadgets and ignore your company.



### on a holiday trip

Do you find yourself begrudgingly dragging yourself along on a trip with your family? Then, spending the entire time complaining about the whole forced trip? Do you, at every opportunity, scavenge for an internet connection – the hotel lobbies, the net café while your family is busy shopping, the airport, anywhere?

Then you are most probably that kid with the sulking face, and music blasting through earphones, dragging his feet a few metres behind his family as they tour or shop around. That same kid whose parents probably wish they hadn't even dragged along in the first place. Or that kid they wish they could actually slap in public.

Have we totally lost the whole meaning of having a break and enjoying life?

Thing is, most of the time, we find ourselves glued to our gadgets when we are with our family. It's not such an issue with friends – you guys can just pick up from where you left off and delve into yet another never-ending conversation. With family however, you tend to avoid awkward conversations, naggings, and the likes. Your escape? Disconnecting from all that to connect to the virtual world.



### Are we disconnecting with life?

Just the other day, I paid a close relative at the hospital a visit. The old man on the next bed – looking frail and lifeless – was surrounded by teary-eyed family members. Among that crowd of adults, a young lad about 14-years-old caught my attention. He was fidgeting and obviously getting impatient at what was going on around him.

He seemed to have tolerated it just long enough when he approached his mother and asked to be excused. Awhile later, as I went to grab a drink from the vending machine, there the boy was, cross-legged on the couch, plugged into his mp3 player and in full concentration on his PSP game. And there in the patient room, the sick grandfather, lying weak, trying to make use of every second possible to spend with his loved ones, was ignored. That is the grandfather's impatience – too much to say, too little time. same pathetic dependent state he is in?

Does the boy even realise the value of those precious minutes he can't get back with his sick grandfather? Will he regret that one day? Or will he still be oblivious – stuck in the same pathetic dependent state he is in?

It struck me how the value of human connection is being taken for granted – especially among the youths today. Family connections have degraded with the rise of such trend. They are disconnected from the real world, too dependent on their smart toys.

It is ironic how such gadgets and technologies are selling the idea of how they "connect people" (i.e. through internet, etc). Yet, here we have youths disconnecting themselves from the utmost important people – their family.

**CAUTION**  
CELL PHONES  
IN USE MAY  
INTERRUPT  
LEARNING



### UNPLUG YOURSELF!

Complete detachment from the Internet may not be wise, but a conscious effort to balance time online and offline is essential in this age of connectivity. Unplug! calls on youths to strike this balance by spending some meaningful time offline through Plugouts! – whether it's an exciting hike on a D.I.Y. trail, volunteer work at Redhill or a trip down memory lane at the MINT Museum of Toys!

Join Unplug! in this series of activities this February!

More information at  
[www.worldwiderthanwww.com](http://www.worldwiderthanwww.com)



Campus Magazine!



**TAKE A BOLD STEP  
AND UNPLUG!**



# ENVIRONMENTAL DEGRADATION & CLIMATE CHANGE - REACHING OUT THROUGH MEDIA

It's evident in the air we breathe, the water we drink, and the climate that surrounds us. We groan, but turn up the air conditioning perpetuating the cycle. Corresponding effects are evident in the numbers—2010 tied with 2005 for being the warmest year ever. The media plays an important part in forming our views towards this climate change. Because of this, it's important to analyse prominent media messages and determine how they impressed and turned off their audiences.

an inconvenient truth  
A GLOBAL WARNING

## Case Study 1: An Inconvenient Truth by Al Gore

Al Gore, former US President-turned-climate change activist, released the much talked-about climate change documentary, *An Inconvenient Truth*, in 2006. While he was championed for his meticulous effort in presenting on a scientific basis, he was also put down by critics, most of whom were from economical giants who in the past have appeared to be more interested in economic gain than saving the environment.

### The Applause

The film received various standing ovations at its premiere at the 2006 Sundance Film Festival in addition to winning the Best Documentary Feature at the 2006 Academy Awards and Best Documentary in over 16 various award ceremonies. The most notable honour was the 2007 Nobel Peace Prize awarded to Al Gore.

### The Frowns

The film was expectedly not well received by several governmental figures in the US, who believe the statistics were bogus. In the UK, there was even a court case concerning the use of the film in schools to educate children about climate change.

## Case Study 3: Climate Change Posters by Activists

Activist organisations like the World Wildlife Fund consciously produce eye-catching and dramatic posters and advertisements through shock tactics.

### The Applause

Large audiences have expressed impressive feedback regarding the posters, which are not only highly creative, but also make people stop and think twice about their actions and its consequences. Many of these posters have been praised by photojournalists and media companies alike.

### The Frowns

Many critics have also played down the idea of these posters as an exaggeration of reality, and that they were created for the sole purpose of attracting the attention of the public.

## Case Study 2: Earth Song by Michael Jackson

The late King of Pop released the self-written and composed *Earth Song* in 1995 about environmental degradation and animal welfare. *Earth Song* joins Michael Jackson's other songs, *Man in the Mirror* and *We Are the World*, as his socially-conscious efforts that will live on long even after his passing.

### The Applause

Its impactful lyrics and memorable music video led to a series of chart topping moments and a Grammy nomination. Michael Jackson received environmental recognition for his effort in raising awareness, with reviews calling it "a healing, rhythmic ballad that evokes religious imagery." It remains his best-selling single in the UK, where it sold over a million copies.

### The Frowns

Several music critics labelled it as carrying a pompous and whiny tone. The lavish music video was deemed over-the-top by several others. Some music critics felt that the song was written purely for commercial appeal and a publicity stunt.



## OUR VERDICT

Ultimately, it boils down to the individual when taking a stand in this seemingly endless debate. What is important is that we start being involved in the issue, but we are all guilty of it—the lack of social responsibility. So start with the little things: ride a bicycle or take a walk. Switch off the lights, plugs and laptop when not in use. Until we consciously work towards changing our daily routines to reduce our carbon footprint, we will continue to groan at the heat, while the earth degrades at the expense of our actions.

# CLEANING UP OUR OCEAN

BY CHERYL TAN KAY YIN

As climate change is happening, a chain of potential catastrophes could result from massive changes in ecosystems, including mass extinction of various plants and animals. One student, Nigel Tan, part-time Ngee Ann Polytechnic student and full-time diver, is working to make a difference here in Singapore and abroad with the help of friends and local organisations.

SAVE WHALES AGAIN!



## HOW YOU CAN MAKE A DIFFERENCE

Everyone is encouraged to take part in marine conservation put on by volunteer organisations and dive communities. Knowing how to dive is a plus, but not necessary, because you can also do beach clean-ups. Locally, there are a number of ways to get involved:

## MUDDY MISCONCEPTIONS

Current marine conservation efforts in Singapore are still in their infancy. Many Singaporeans still have the impression that the surrounding waters and inland rivers are muddy, dirty and mostly contaminated with litter. Few know the silt itself is a unique feature to Singapore's marine ecosystem, which is filled with a vast range of marine biodiversity including marine turtles, fish and coral reefs.

The waters around Singapore are made up primarily of silt and muck. Since the waters are sheltered by larger countries such as Malaysia, Singapore's deepest sea water level only goes to 60m, making our waters seem muddy and dirty. In comparison, Malaysia, Indonesia and Philippines have open sea waters, where marine biodiversity can flourish.

These pristine waters are the major attraction in many of these Southeast Asian countries for divers. But how long can these waters support the beautiful coral reefs before humans destroy this biodiversity by heartless pollution of our waters, with factories spewing smoke and toxic waste into them?

Knowing this, it's a credible reason for us to start educating the public, which is vital in making a long-term difference.



## THE CLEANUPS

Nigel's most recent clean-up project was on Pulau Hantu. The trip to this Southern Singapore island was organised by Eudin Aris, who spearheaded the setting up of a website called ScubaSG (<http://scubasg.com>)—in conjunction with Project AWARE—to round up divers in Singapore to clean up Singapore's "backyard".

Each diver was equipped with an individual mesh bag as they scoured Singapore's seabed for trash and harmful non-biodegradable materials, such as plastic bottles, styrofoam boxes and plastic bags. The group felt it was important to focus on helping Singapore's marine biodiversity first, rather than setting their sights on international waters, although they are forming more partnerships with overseas institutions.

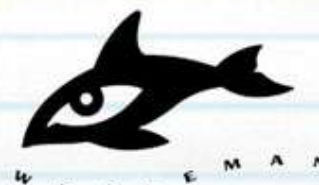
Although the decreasing number of sharks has yet to directly affect Singapore, this international issue is one in which Nigel feels most passionate about. Due to the increase in shark hunting worldwide, the fragile ocean life may die off because the balance of predator and prey will be tipped. If this issue isn't addressed, Singapore will begin to see the negative consequences when it's too late.



**THE BLUE WATER VOLUNTEERS:** an NGO that organises talks, guided walks and exhibitions for members of the public to learn and participate in protecting Singapore's marine biodiversity.

## ASIA DIVE EXPO 2011:

Nigel is personally rallying for more supporters to campaign for saving sharks. You don't have to be a diver to support this campaign, as long as you're passionate about animals. Also, visit [www.asiadiver.com](http://www.asiadiver.com) to get your FREE 1 day pass to the expo!



## SOCIALVIBE:

Check out [www.socialvibe.com](http://www.socialvibe.com) to learn more about how you can support Whaleman Foundation's fundraising efforts without having to pay a single cent! The Whaleman Foundation is an oceanic research, conservation and production organisation dedicated to preserving and protecting dolphins, whales, and our oceans.

## WWF (WORLD WILDLIFE FUND FOR NATURE):

Check out [www.worldwildlife.org](http://www.worldwildlife.org) and search for their Coral Triangle Programme, which focuses on marine conservation efforts in the Southeast Asian Region.







### The Laws of Gross Indecency

Section 377A of the Penal Code still stands till today. Although there have been several efforts to challenge the 73-year-old law which criminalises "any act of gross indecency" between men - with the most recent attempt having occurred two months ago - the non gender-specific Section 377 which criminalised sex "against the order of nature" was repealed in October 2007. Section 377 was replaced with a clause criminalising sex with dead bodies.



### The Lambda

Lambda is the Greek letter "L" which stands for "liberation," and the Greek Spartans believed that the lambda represented unity. The symbol was originally chosen by the Gay Activists Alliance of New York in 1970. While the GAA Headquarters was torched by an arsonist in 1974 - an act that destroyed the movement - the symbol lives on.

# THE LAMBDA SPRINT

BY SHAH SALIMAT

"What has improved (in the past 10 years) is gay recognition. People are more willing to talk about it - the idea of equality being much more prominent. When I was young, I thought that I needed to have a sex-change operation in order to marry the person that you're attracted to."

Poet/writer Ng Yi-Sheng, 30, is but one of many people that have provided a face to Singapore's LGBT (lesbian, gay, bisexual and transgender) community, especially in the writing field. Having released *SQ21: Singapore Queers in the 21st Century*, a book containing a collection of coming-out stories from Singaporeans and recently launching an anthology of Singapore gay poetry and prose in collaboration with other writers such as Cyril Wong and Alfian Sa'at, aptly titled *GASPP: A Gay Anthology of Singapore Poetry and Prose* (read: acronymic titles), Mr Yi-Sheng's rise to LGBT literature acclaim is faster than you can say "IndigNation".

IndigNation is Singapore's month-long annual gay pride event to announce to oblivious eyes that LGBT people do live in Singapore. Pink Dot, a gathering to support the freedom to love regardless of race, language and sexual orientation, has been getting mentions and articles in the media for the past 2 years since the gathering was held.

### International Recognition

On the international arena, gay recognition has taken a dramatic rise in the past decade. Shows such as *Ugly Betty*, *Glee* and *Desperate Housewives* contain gay characters that deal with issues such as humiliation, bullying and coming out to friends and family. Such characters are no longer "the token gay person" - they have formed an integral part of such shows in a bid to tell viewers that not only do LGBTs exist in society, but that they face similar - if not, the same - problems that straight people do.

Personalities from Neil Patrick Harris (Barney Stinson in *How I Met Your Mother*) to journalist and anchorman Anderson Cooper, do not hide their sexuality but make very clear statements that their sexuality is only just one part of who they are. American Idol alumnus Adam Lambert put to rest rumours about his sexuality in one clean swoop: "I've got nothing to hide. I am who I am."

Perhaps one of the biggest things to have come off the Internet in 2010 would be the "It Gets Better" campaign, an online video channel in response to a string of suicides committed by teenagers in the United States because they were gay or bullied due to their sexuality.

Over 200 videos were uploaded in the first week and the project's YouTube channel hit the 650 video limit the following week. The project now has over 3,000 videos from people of all walks of life: celebrities, ordinary folks, LGBTs and folks from across the globe.

Singapore also sent in an entry to the project. The video, which interviews various LGBT people in Singapore, was organised by cartoonist Otto Fong and the Pelangi Pride Centre, a community space and resource centre.



### Singapore's LGBT Future

"(Historically) change has always been brought upon by people who believe in themselves. I do believe there are enough young committed people around," said Mr Yi-Sheng.

Predicting what would happen in 10 years, Mr Yi-Sheng quipped: "377A could be repealed. There will also be a Straits Times profile of a gay couple and their kid. The media will talk about LGBTs. I think that there is a chance that an openly gay person will run for Parliament."

For Lokies Khan, a 19-year-old student, he feels that many youths feel like they cannot contribute but he opines of staying true to oneself in any aspect of your life is the important first step.

"People must accept themselves before others can do anything for them. People just need to stay true to themselves and that is the only way they can tell others that being gay is OK."



### LANDMARK EVENTS IN 2010

Several global events have defined 2010 as the year that paved the way for more laws concerning gay rights to be passed. Portugal, Iceland and Argentina, the US states of New Hampshire and the District of Columbia and the Mexican federal entity of Mexico City legalised same-sex marriage in 2010. Russia's first legal gay pride parade was held in St. Petersburg. Fiji decriminalised homosexuality, and openly gay people can now serve the military in Serbia and the United States, the latter having repealed its infamous "Don't Ask, Don't Tell" (DADT) policy.

The policy prohibited any homosexual or bisexual person from disclosing his or her sexual orientation while serving in the US armed forces. Its repeal was hyped up by pop icon Lady Gaga, who made a speech at a rally organised by the Servicemembers Legal Defense Network, an organisation dedicated to ending discrimination caused by DADT. She also brought openly gay members of the US armed forces to the 2010 MTV Video Music Awards, in a show of solidarity. After two filibusters that obstructed the DADT debate on May and December, the law was to be repealed after the Senate voted 65-31 on 18th December 2010.

Closer to home, India decriminalised homosexuality and removed Section 377 of the Penal Code on 2 July 2009. While homosexuality is still considered taboo amongst Indian civil society and the government, there have been more topics on homosexuality in the Indian media and in Bollywood. Ironically, India is among countries with a third gender.



# THE LIST

By Xchengcheng

## The Rise of the Smartphone

Here's a look at the evolution of handheld communications - or mobile phones - that defined the 20th and 21st centuries.

### 1) Motorola DynaTAC 8000X (1973)

Motorola was first to develop wireless communication products that would be small enough to use anywhere.

### 2) Nokia 9000 (1996)

First Nokia products that introduced features which later evolved into smartphones.

### 3) Nokia 7110 (1999)

First phone to have a WAP browser and a spring-loaded cover concealing the keypad inspired The Matrix.

### 4) Blackberry 5810 (2000)

First Smartphone optimised for wireless email use, with a monochrome screen.

### 5) Blackberry 7210 (2003)

First Blackberry phone with a coloured screen.

### 6) LG GW620 (2009)

Also known as the LG INTouch MAX, it's the first phone from LG with an android operating system.

### 7) HTC Dream (2009)

First phone with its operating system designed by Google and hardware designed by HTC.

### 8) Samsung Galaxy S (2010)

Latest Samsung smartphone which sold nearly ten million units after its launch.

### 9) Iphone 4 (2010)

Fourth generation of Iphone with increased sensitivity and connectivity and 2 cameras for video-calling.

### 10) Blackberry Torch 9800 (2010)

First Blackberry with a QWERTY keyboard and full touch screen for easier web browsing.

Nokia 7110

Nokia 9000

Blackberry 5810

LG GW620

iphone 4

HTC Dream

Samsung Galaxy S

# The Truth about Lying

by Julailah Lucker

It is said that half-truths are still after all, whole lies. But when it comes to lying, where do you draw the line between a harmless excuse and complete dishonesty?

## Why do people lie?

The most common reason for lying is fear. Lying can be seen as a form of the defense mechanism which might prevent someone from bearing the consequences of the truth. Additionally, people lie often to avoid conflict, especially between colleagues or loved ones. Sometimes the truth can be hard to take and if it is taken the wrong way, you might just end up paying the price. People can lie to save others and most of the time, they lie to save themselves.

## Types of Lies

### White lies

Beneficial and occasionally used for the greater good, white lies are only harmless if they do not snowball into more lies. Covering up for a friend and complimenting someone despite him/her being unattractive are just two of the many ways we commit a white lie. Everyone is guilty of telling at least a couple of white lies. Usually, a white lie will benefit at least two of the following parties: the sender (the one telling a white lie), the receiver (the one the white lie is directed at), or other participants (people in the surrounding environment).

### Omission

If there is such a thing as the best form of lie, I will say that lying by omission takes the cake. Omission is a more subtle way of lying and should only be used by people who are meticulous or consistent. Some people are able to weave their way around the truth and leave out certain details so as to deceive or confuse the other party. An example is when a salesman chooses to focus on the positive aspects of his products and disregards any faulty points about them.

### Lying to yourself

Call it self-denial or wishful thinking, lying to oneself can be the most harmful lie of all. There is a human tendency for us to want things which we cannot have. Sometimes we mistake this "want" as a pre-existing emotion therefore, creating reasons for us to sulk over situations. It is somehow always hard to let go even when you know that a goal is unattainable.

People can invent reasons for themselves because of insecurity. For example, a girl in an abusive relationship might convince herself repeatedly that her partner's violent behaviour is just a gesture of his love for her. Lying to oneself can eventually destroy a person. It causes people to suffer emotionally due to the constant sacrifice of their own happiness for others' sake.

### Pathological liars

Pathological liars those who lie habitually or compulsively. This group of people tend to exaggerate on their stories but while doing so, tend to be a little inconsistent with the plot in the long run. Despite this, there is still a chance that their stories are not entirely untrue. Pathological liars lie out of habit and even feel that lying is a natural way of communication. Sometimes, they exaggerate to make themselves look much more superior to everyone else. They are also comfortable living in their own reality and might even build a world of fantasy in the heads. Most pathological liars genuinely believe in their own lies or false events.

## TELLTALE SIGNS THAT YOU'RE TALKING TO A LIAR

1. Watch the eyes. When people lie, their eyes tend to shift. An upper left direction indicates that the mind is seeking visual aid from the right side of the brain. Since the right side of our brain is known as our "creative" side, liars will tend to "pull" their eyes towards the left so that they can create or imagine a story in their head. Shifting eyes towards the upper right direction means that they are recalling something which has really happened. However, if a person is left-handed, all rules are reversed.



2. Fidgeting is probably the most obvious way of telling if someone is lying. Shaky hands, touching of the face and neck as well as rubbing of the forehead or temple are sure signs of uneasiness and also lack of confidence. However, there are some other gestures which are not so prominent at first glance. For example, a person who is lying tends to be very self-directed and tries to keep his distance from the other party. His feet might be directed to himself or even shuffling away from the other party.



3. Changing the subject too quickly might also indicate that someone is in a rush to escape from telling the truth. Additionally, a person who is too comfortable or relieved when the subject is changed shows that he is trying to mitigate the amount of lying.

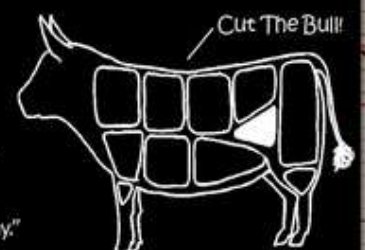
## So, is honesty really the best policy?

Question: If you catch your best friend's partner cheating on him/her, will you inform this best pal of yours about it? Now let us reverse the situation. If your best friend catches your partner cheating on you behind your back, will you want this close pal of yours to come clean with you?

In theory, we will like to think that the answer to both questions is a clear "Yes". In reality, such questions are subjective and can only really be put to the test once experienced.

Lying is a tricky thing and nobody wants to admit to being a liar.

We cannot let fear stop us from hearing or telling the truth. Ultimately, nothing can grant us freedom except truth. With that, I will end off with a quote by Elvis Presley which goes, "Truth is like the sun. You can shut it out for a time, but it ain't goin' away."





# USING SOCIAL MEDIA FOR BUSINESS

Contributed by Ryan Lim, Business Director of Blugrapes ([www.blugrapes.com](http://www.blugrapes.com)), a company focusing on performance-based mobile and social media marketing solutions.

Most of you will already be familiar with social media platforms, such as Facebook, Foursquare or Twitter. You probably use these sites to keep in touch with the latest events or to provide and receive regular updates from your friends and family. However, when you leave your student life behind you and venture into the working world, you will notice that social media has now entered the business fray. More companies are realising the growing importance of social media in supporting their marketing and publicity efforts. Leveraging upon social media for business purposes is rapidly becoming the norm.



For those who use social media regularly, you will know that it is free for the consumers to use. However, this does not mean that it is free for companies to leverage upon social media for business intent. Companies must still invest the time and manpower to develop a social media strategy, implement the action plan and regularly monitor conversations, interact with the community and make updates. Nevertheless, companies are investing resources into the social media, for the following reasons:

## 1. SOCIAL MEDIA IS WHERE THE CUSTOMERS ARE

This is one of the basic fundamentals for good marketing it must be conducted where consumers spend the bulk of their time. The current landscape is seeing consumers spending a great deal of time on social media platforms, generating and consuming content. For example, Facebook has some 500 million users and continues to grow on a daily basis. In order to reach existing and potential consumers, businesses will need to get on the same platforms. Companies ranging from Starbucks to the Singapore Zoo have set up Facebook pages and are actively engaging their customers and potential customers through these channels.

## 2. BUSINESSES WISH TO ESTABLISH DIRECT RELATIONS

Traditionally, when companies embarked upon advertising and publicity efforts, they had to go through a third party media owner, such as the newspapers or TV/radio channels. This gave the media owners great power, as they held an exclusive direct relationship with the consumers. This allowed the media owners to charge businesses premium advertising rates, in order to convey their marketing messages. For example, companies can pay several tens of thousands of dollars for just one advertisement. However, with the emergence and widespread use of social media, companies can now build up direct relationships with their audience, and therefore bypass the traditional media owners. This results in tremendous cost savings. The main advantage of this direct relationship for the individual social media user is that he or she can now communicate better with the company, providing feedback, making enquiries or finding out the latest updates.

## 3. BUSINESSES WISH TO ACQUIRE LIFE-LONG LEADS

This is a continuation of the previous point, as once a business has forged a direct relationship with their audience, they can continue to follow up on further communications. Companies that build up a community around their brand can better engage with their audience and pro-actively attempt to convert this community to become paying customers.

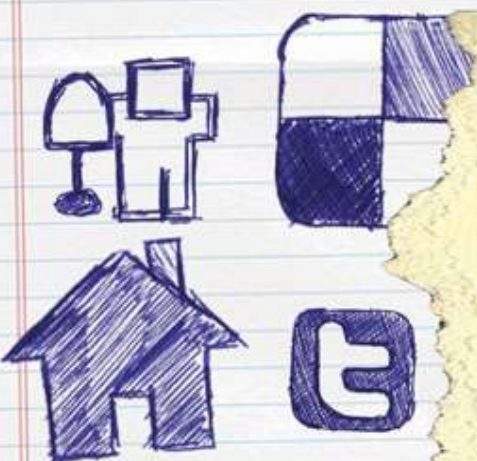
## 4. ESTABLISHING CREDIBILITY

Traditional marketing mediums involve companies pushing out their carefully crafted sales messages to the public. Conversely, with social media, individuals read posts made by those within their trusted network. Because of this, the credibility and acceptance of these messages is much higher. Viral marketing on social media platforms has demonstrated much success, and many companies are exploring new ways to encourage individuals to be associated with a particular brand, in order to draw peer pressure or curiosity from their own network. This has numerous implications for social media users, ranging from simply sharing their experience on a particular product to becoming a brand champion, or even receiving financial incentives for referring friends.

## THE DRAWBACK

Despite these numerous benefits of leveraging upon social media, it does come with some disadvantages. Although social media is widely used, it is seldom regulated, leading to lack of accountability. We are already seeing cases of businesses identities being hijacked on the social media, such as when a fake social media profile page is set up by someone else who is not associated with the company. This can have detrimental effects, such as a distortion of the company's messaging or even loss of business contacts or sensitive information.

Two recent examples of social media hijacking made the headlines end of last year, when well-known companies, SingTel and SMRT, were targeted by Internet pranksters, who set up official-sounding Twitter accounts. Thousands of individuals signed up as followers, and some may have believed that the tweets were official correspondence from the companies, rather than tweets from an individual who was playing a practical joke. In other examples of location-based social media, where individuals check-in to a location, they have put themselves at risk for burglary by ex-friends, who now know that their victims are far from home.



# Studying to Be a Hero!

So you wanna change the world, huh? Well, getting a solid education is the first step whether your hope is to craft governmental policies, engineer new green technology, or start a business that gives back to the community.

Below, learn about some schools that can help kick-off your career.

## PROMOTING PEACE AND JUSTICE

**UNIVERSITY:** Sciences Po  
**CAMPUS:** France

**WHY:** TRADITIONALLY KNOWN FOR TRAINING SOME OF FRANCE'S MOST INFLUENTIAL POLITICIANS, LESSONS LEARNED AT THIS UNIVERSITY, IN TOPICS SUCH AS SOCIOLOGY, LAW AND POLITICAL SCIENCE, TRANSCEND COUNTRY BORDERS AND ALLOW YOU TO PURSUE A TRULY MEANINGFUL INTERNATIONAL CAREER. THEY ALSO PARTNER WITH THE NATIONAL UNIVERSITY OF SINGAPORE'S LEE KUAN YEW SCHOOL OF PUBLIC POLICY FOR DUAL-MASTERS DEGREES.



**UNIVERSITY:** University of San Francisco  
**CAMPUS:** USA

**WHY:** WITH AN EMPHASIS ON HUMAN RIGHTS AND SOCIAL JUSTICE, THIS JESUIT UNIVERSITY READIES STUDENTS FOR SUCCESS IN THE COURTROOM. THE CENTER FOR LAW AND GLOBAL JUSTICE PROVIDES INTERNATIONAL EXTERNSHIPS, IN ADDITION TO A PLETHORA OF WORLDWIDE OPPORTUNITIES.



## RUNNING BETTER BUSINESSES

**UNIVERSITY:** University of Basel  
**CAMPUS:** Switzerland

**WHY:** FOUNDED IN 1460, BASEL IS ONE OF THE LEADING UNIVERSITIES IN SWITZERLAND. IT'S A CENTRE FOR PHILANTHROPY STUDIES PROVIDES COURSES ON EVERYTHING YOU NEED TO KNOW ABOUT RUNNING YOUR OWN NON-PROFIT ORGANISATION OR FOUNDATION.



## SAVING OUR PLANET

**UNIVERSITY:** James Cook University  
**CAMPUS:** Australia

**WHY:** RANKED WITHIN THE TOP 5% OF ALL UNIVERSITIES, JCU PRIDES ITSELF ON USING ITS RESOURCES, INCLUDING ITS LOCATION IN TROPICAL NORTHERN QUEENSLAND WITH ITS EASY ACCESS TO WORLD CLASS MINERAL FIELDS IN THE REGION, THE GREAT BARRIER REEF AND MORE. COURSES OFFER THEORETICAL, PLUS PRACTICAL EXPERIENCE FOCUSING ON THE ENVIRONMENT AND FUTURE CHALLENGES.



**UNIVERSITY:** Waseda University  
**CAMPUS:** Japan

**WHY:** WASEDA STRIVES TO CREATE NEW TECHNOLOGY WITH THE AIM TO REUSE OUR DEPLETING RESOURCES AND TO PROTECT THE WORLD AROUND US. COURSE OFFERINGS ARE BROAD-RANGING, FROM THE PREDICTION AND PREVENTION OF NATURAL DISASTERS, TO THE PROTECTION OF OUR RESOURCES, TO FINDING ENVIRONMENTALLY-FRIENDLY SOLUTIONS TO SOME OF EARTH'S MOST PRESSING MATTERS.



**UNIVERSITY:** Blekinge Institute of Technology  
**CAMPUS:** Sweden

**WHY:** WANT TO OWN YOUR OWN ENVIRONMENTALLY-FRIENDLY COMPANY SOMEDAY? THEN CHECK OUT THIS SCHOOL'S MASTERS OF STRATEGIC LEADERSHIP TOWARDS SUSTAINABILITY. FOCUS IS PLACED ON PLANNING, DECISION-MAKING AND LEADERSHIP CENTERED ON SUSTAINABILITY AND ENERGISING CHANGE.



## Swiss Education Fair

From Excellence in Education to a Winning Career

Sunday, 20 February 2011  
Mandarin Orchard Singapore  
10am - 5pm



# FINANCIAL LITERACY PROGRAMME

## credit cards

For many, their first credit card heralds the transition into adulthood and a full-time job. Learn how credit cards can enhance your lifestyle without falling into a black hole of debt.

debt

### How to use a credit card

charge it!

- Always pay off your balance in full every month to ensure that you do not incur interest charges.
- Make your payments promptly to avoid late fees.
- Check your monthly statement thoroughly to ensure that no unauthorised transactions have been made.
- Monitor your spending by keeping and tallying your charge slips with your monthly statements.

## #1 How to choose a credit card

Students and fresh graduates can look out for credit cards tailored specially for young, vibrant lifestyles which may include benefits such as:

- Annual fee waiver for the first year or two.
- Faster and more convenient mode of payment where you can simply "wave and pay" at participating merchant outlets for purchases of \$100 and below.
- Daily commute turns hassle free with the integration of ez-link into your credit card.
- Card offerings that are relevant to your lifestyle to best utilise their offers. This also makes accumulation of points easier for redemption of rewards.



Eek! Someone stole all my cards! Now I gotta call all the banks! There's so many T.T

It is best to choose a credit card which is from the same bank as your savings account, because it makes credit card bill payments easy, since you can simply transfer funds. You can also pay your bill via internet banking, mobile banking, GIRO, AXS and ATMs. DBS has over 700 AXS stations and 1,000+ ATMs, which makes payments even easier.

## #2 Read the fine print

Before applying, make sure you read the fine print so that you are fully aware of the fees, interest and charges that might be imposed on you.

Some credit cards offer initial low interest rates as an incentive, while higher rates may kick in after a certain period of time. The effective interest rates for credit cards is 24% per annum across the industry, unless there are promotional rates.

Here's how to calculate your interest:

$$\text{Monthly interest} = 2\%$$

Example:

Let's say you charged \$1,000. If you pay on time, you pay \$1,000 with 0% interest

After 1 month, you'll owe \$1,020

After 12 months, you'll owe \$1,240 (compounded interest)

## #3 Understand your limit

Students will only get a maximum credit limit of up to \$500 (ie. with the POSB Multitude Card), while fresh graduates who apply for credit cards will need to have a minimum annual income of \$30,000, which gives you a credit limit of up to 4 times your monthly income.

\* subject to approval

Examples given are for illustration purposes only and not meant to be an official projection by the Bank.

"The best part about owning a debit card is that it let's me shop online, which is super convenient. And since I'm spending my own cash rather than shopping on credit, I'll never rack up any debt." Cindy Yong, 21 Communications, UB SM



## #1 What is a debit card?

Similar to a credit card, a debit card is more convenient than the normal ATM card, as it's signature-based, and you can even use them overseas.

Unlike a credit card however, a debit card helps you to spend within your means, as the card is linked to your deposit account. You can also track your expenditures in your monthly bank account statement.

If you have a POSB/DBS debit card, you can even get a 0.3% cashback\* on your purchases, as well as a host of dining and shopping privileges.

\* Cashback is not valid for NETS purchases, bill payments and overseas transactions.

So you've just gotten a job, and money's coming in. The question now is how to spend your money wisely, manage your assets, and make what you have work for you. Understanding how to balance your income and expenses is key to long-term wealth.

Let us show you how.

## debit cards

Debit cards are the most convenient cards for students to acquire, and it's the easiest way to spend within your means, while giving you the flexibility of a credit card.

"Debit cards help to control my spending. Because every time I withdraw money from the ATM, I get reminded of my bank balance. It's also much easier to sign for purchases rather than use cash." Edwin Loh, 22 Mass Comm, NTU

## DEALS, MEALS & THRILLS

Get the most out of your DBS Credit or Debit cards with these value-for-money promotions. From the avid clubber to the pampered princess, there's something here for everyone!

### GOLDEN VILLAGE<sup>1</sup>

- S\$6.50 per weekday ticket for Live Fresh cardmembers and S\$7.00 per weekday ticket for all DBS Credit or Debit cards (Mon - Thurs, not incl. PH & EV of PH)
- S\$8.50 Weekend Tickets (Fri-Sun, incl. PH & Eve of PH)

### CRUMPLER<sup>2</sup>

- 10% off all Crumpler bags.

### K BOX & K SUITES<sup>3</sup>

- 10% off subtotal bill

### PASTA DE WARAKU<sup>3</sup>

- 10% off total bill

<sup>1</sup> Offer is valid till 31 Dec 2011. Offer is available via both ticketing counter and online booking only for Live Fresh DBS Visa payWave Platinum cardmembers. Weekday tickets are available from Mon-Thurs, not inclusive of Public Holiday and Eve of Public Holiday, weekend tickets are available from Fri-Sun, inclusive of Public Holiday and Eve of Public Holiday.

<sup>2</sup> Offer is valid till 31 Dec 2011. Payment must be made with Live Fresh DBS Visa payWave Platinum card.

<sup>3</sup> Offer validity and promotion conditions are subject to change at merchant's discretion. Merchant terms and conditions apply.

Live Fresh DBS Visa payWave Platinum card



DBS VISA debit card





A \*SCAPE - DBS

# FINANCIAL LITERACY PROGRAMME

When borrowing money from banks, consider shopping around for the best rates and repayment plans. Most banks will help you determine the amount you are eligible to borrow based on your monthly income and financial assets.

Usually, unless you've got a full-time job, you will need a guarantor for your loan. Students are not eligible for most loans unless an immediate family member becomes their guarantor.

Basically, there are **4** types of loans:

## #1 FURTHER STUDY LOAN

Further study loans cover fees for students pursuing a tertiary education either locally or overseas.

Most banks have a list of approved institutions, and students must be accepted into a programme before the loan can be disbursed. These lists are extremely comprehensive, and can usually be obtained from the banks' websites.

Some banks, like DBS, feature partnership programmes with local universities, and students of these institutions can obtain preferential interest rates. Also, look out for programmes that allow students who perform well academically to reduce their interest rates by 0.5%.

Ah Boon's doing an MBA at The Chicago Business School!

Tuition + expenses = \$80,000

His parents agree to take out an \$80,000 loan (the max cap) for his MBA. But, Ah Boon wonders, "What's the real cost?"

Take into account:

Amount borrowed: **\$80,000**

Loan Period: 5 years

Interest rate: 5.88% per year

Therefore...

Monthly payments = around \$1,500

After 5 years, their actual cost is:

Total repayment → **\$87,500**



For more info on all things financial, visit DBS's website at: [www.dbs.com/personal](http://www.dbs.com/personal)

## #2 AUTOMOTIVE LOAN

Automotive loans are meant for the purchase of new and used vehicles.

Before taking out such a loan, you need to consider the peripheral costs that accompany the purchase of a vehicle. These include road tax, insurance fees, parking charges, maintenance and servicing, petrol, and the all-important Certificate of Entitlement, which must accompany all automobile purchases in Singapore.

Stable paymaster  
How the bank sees your guarantor



## #3 PERSONAL LOAN

Personal loans is usually used to help you manage your cash flow, for instance, if you need to make big-ticket purchases, start a business, or if you need cash for emergencies.

Most personal loans can be used in 2 ways:

\* **LINE OF CREDIT:** you just pay the interest on whatever you use and for how long you use it for. Interest rates range from 10-18% per annum, and it's useful if you are confident that you can repay it in a short term, say, in 1 to 3 months.

\* **INSTALMENT LOANS:** you pay back a fixed amount every month, as it is meant for long term borrowing of around 12 to 60 months.

Insider tip!

Of course, you can always apply for a line of credit as a standby, because you'll never know when extra cash will come in handy. If you don't utilise this line of credit, there is no interest!

\*SCAPE

DBS

## all about loans

Whether it's to buy a house, a car, start a business or help finance your education, loans are a part of everyday life, and there's nothing wrong with borrowing money, if it's done smartly.

In the next issue: Look out for more helpful tips on financial literacy brought to you by \*SCAPE and DBS!

## #4 PROPERTY LOAN

Property loans go towards funding the purchase of a new home. However, as home loans are long-term expenses, evaluate your monthly costs carefully before committing to one. As a general guide, your monthly long-term repayment commitment should not exceed 40% of your monthly income.

While you have options on repayment tenure, buying a home is a long term commitment. You should consider your repayment ability carefully before taking a property loan.

Ah Boon gets a house!

Ah Boon gets himself a nice flat and takes a loan.

Amount borrowed: **\$200,000**

Interest rate: 3% per year

Loan period: **15 years**

Monthly payment = \$1,381

Total repayment **\$248,609**

Loan period: **30 years**

Monthly payment = \$843

Total repayment **\$303,554** Wah!

Ah Boon wants a car!

Ah Boon finds a nice car at \$50,000 and takes out a loan for it.

The costs:

Amount borrowed: **\$50,000**

Loan period: over **8 years**

Interest rate: 2.5% per year flat add-on

Monthly repayment: \$625 X 96 months

Total repayment → **\$60,000**



26 & 27 MAR 2011  
\*SCAPE GALLERY

REGISTRATION FEE:  
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GAME PARTNER:





# Dressing right for your body type

by Clara Lock

"I always knew I had a pear shaped body type but I didn't know how to accentuate my short legs. Usually, I like wearing ankle-length bohemian skirts but I didn't realise that they aren't the most flattering for my body type, because they make me look shorter. Julia taught me how to draw attention away from my hips, as they are my main problem area."  
- Laila Humairah

## Pear-shaped

Pear-shaped body types have slimmer, narrower shoulders and chests in comparison to their hips, while the lower halves of their bodies are fuller and curvier.

**DO:** Pear-shaped body types should aim to create the illusion of wider shoulders and a bigger bust as this will help to draw attention away from the widest part of your body. Select tops with wide necklines and in bold colours to best achieve this. Meanwhile, conceal your hips, thighs and derrière with dark coloured pants, or opt for skirts or dresses that end just below the knee.

**DON'T:** Stay away from body hugging skirts or pants, as well as those with large pockets, which add unwanted volume to problem areas.

**Why this outfit works:** The loose and flowy cut of this peasant style mini dress skims Laila's hips and evens out her torso and legs, making her overall proportions look more balanced. The flowered embroidery at the neckline draws the eye upwards, detracting attention from her hips.



"Prior to meeting Julia, I didn't know much about dressing for my body type. I used to avoid wearing oversized clothing as I thought it would make me look bigger. However, I learnt that the right sort of oversized tops actually complement my figure, such as off-shoulder tops like this one." - Amanda Lee

## Straight

Those with straight body types have figures that are slightly boyish, with equal bust and hip measurements and minimal waist definition. They also appear to have no hips.

**DO:** Attempt to square your shoulders and add volume to them, as well as to your hips, to create the illusion of a curvier figure. Look for jackets with light padding or detail on the shoulders, or reveal a strong, square frame with boat neck or V-neck tops. Those with straight figures can also wear tops with patterns, or even the oft-feared horizontal stripes.

**DON'T:** Avoid anything body-hugging as it can make a straight figure look even more devoid of curves.

**Why this outfit works:** The design of the mini skirt visually adds volume where it's needed. The top is loose, but has a wide panel at the bottom that creates volume on the hips. The outfit is vibrant and fun, and well suited for a young woman.



1. Broadcast  
¾-Sleeve Cardigan  
\$119  
2. Broadcast  
Belt with Metallic  
Studs \$59.90  
3. Miss Retro  
Dress \$59

Hang up your insecurities and put your most fashionable foot forward in 2011. Flaunt your assets and hide your problem areas, all through a few carefully selected wardrobe options. Fashion consultant Julia Blank shows you how.

The key to finding your personal style is to understand what works for your lifestyle, personality and body type. Knowing how to conceal your flaws and reveal your assets will improve your self-confidence and curtail insecurities about your body image.

Dressing your best involves 3 vital criteria - the fit, the fabric and finally, the proportion. Flattering your figure involves the visual manipulation of proportions, such as balancing out the length of your legs in relation to your torso, or the width of your legs in relation to your hips.

"I wouldn't have picked out this dress on my own because it's a little more mature than my usual style. But I like it and I would definitely wear such things in the future. It fits well, accentuates my good points and makes me look skinnier."  
- Paix Cheng

## Hourglass

Hourglass figures have bust and hip measurements that are approximately equal, and have a smaller, well-defined waist.

**DO:** Hourglass shapes should select clothes that define their waist and show off their curves. Go for fabrics that have a little more weight, so that they fall smoothly over your curves. Bring out a slim waist with dresses or skirts that are nipped in, or cinch the waistline with a belt.

**DON'T:** Avoid oversized clothing, as it does no justice to an hourglass figure and can overwhelm smaller frames. Long jackets that cut loosely at the waist can also make an hourglass figure appear less shapely than it actually is.

**Why the outfit works:** This dress, in its subtle, muted monochromatic shade, visually elongates Paix's figure, giving her added height. Alternatively, it can be paired with a belt to emphasise her curves.



1. Broadcast  
Dress \$139



**ABOUT THE STYLIST -** Julia Blank owns and manages Dial For Style, a shopping and image consultancy that provides styling services for both men and women. For more information, visit <http://dialforstyle.com>.

# THINGS TO SEE



## CENTRAL PARK

The park is always free and during the summer there are free concerts and shows to attend as well. Check out the listings at [www.summerstage.org](http://www.summerstage.org).



## BROOKLYN BRIDGE

Walk the Brooklyn Bridge (free), where you'll get great views of the city. If you walk all the way to Brooklyn, try to find your way to the Brooklyn Bridge Park, which is under the bridge on the Brooklyn side, where you can take some cool pictures.



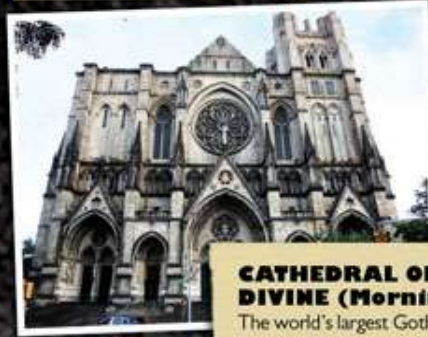
## TIMES SQUARE

It's really cool to go at night and see all of the screens on the buildings and moving ads; it's over-touristy and advertisements cover everything but it's cool to see. They have red bleachers in the middle where you can sit and admire all the craziness.



## EMPIRE STATE BUILDING / TOP OF THE ROCK

Both offer famous skyline views of the city, but they are pretty pricey at (US\$20) each; people usually do one or the other. From Top of the Rock, you can take pictures of the Empire State Building and Central Park.



## CATHEDRAL OF ST. JOHN THE DIVINE (Morningside Heights)

The world's largest Gothic cathedral, always free.



## WALL STREET

New York Stock Exchange (11 Wall St # 7) is here, plus the bull is down the street. Ground Zero from 9/11 is close by as well. You can pair this with a trip to see the Statue of Liberty because they are close to each other.

# THINGS TO DO



## STATEN ISLAND FERRY (Battery Park)

Usually around US\$13 to take the Liberty Harbour Cruise ferry to the Statue of Liberty and you'll have long lines, but a good way to go "by" the Statue and avoid the cost and lines is to take the free commuter ferry which will take you past the Statue, but not to it, and leaves every half hour.



## MUSEUM OF MODERN ART (Midtown)

Usually US\$20 to enter but free every Friday from 4-8pm.



## SOUTH STREET SEAPORT

Free entry, with lots of restaurants and cheap souvenir stalls, and sometimes events. Check [www.southstreetseaport.com/events](http://www.southstreetseaport.com/events) for more info. Bodies Museum ([www.bodiesny.com](http://www.bodiesny.com)) is close to this as well.



## TKTS BOOTHS (Times Square, South Street Seaport, Brooklyn)

Get "cheaper" Broadway and off-Broadway tickets (it's around US\$60 but it's better than over US\$100.) Lines might be long so check online to see what shows are playing.

# AREA TO EXPERIENCE



## LITTLE ITALY

Come to this district for amazing pasta or pizza. LOMBARDI'S (32 Spring St) is pretty famous for pizza but there are usually long lines during peak hours (dinner). You should try a cannoli (sweet crème wrapped in a crepe) which is available in cafes all over Little Italy.

statravel.com.sg/isic

# NEW YORK City

What's Free and Must-See from the Treasures to the Touristy

## CHEAP EATS

- Hard Rock Cafes: Special ISIC Menu
- Boudin Bakery & Café: Free beverage with entrée ordered
- Uni Chicago Grill: 10% off bill

## INTERNATIONAL STUDENT IDENTITY CARD

Studies at | Étudiant à | Est. de Enseñanza  
 University of Singapore  
 Name | Nom | Nombre  
 J. Su  
 Born | Né(e) le | Nacido/a el  
 01/02/1989  
 Validity | Validité | Validez  
 Sep 2010 to Dec 2011

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 MOTEL 6: 15% OFF STAY  
 SARAS NEW YORK HOMESTAY LLC: US\$50 OFF REGISTRATION

Green Day's American Idiot - up to 40% off  
 NY CityPass - 10% off  
 JetBlue Airways - 11% off

## CHEAP TRIPS NEW YORK

If you're a student, get this for great discounts across New York.



# inventions

could've  
that **human** changed  
the world by a week katiyar

case #1

case #2

Sometime in the 70s', Dr. Paul Nogier (the Father of modern ear acupuncture), discovered that Red Light, when directed at the skin, greatly increases its speed of regeneration. Of course, pharmaceutical companies were quick to gobble up this information and accordingly developed what we now know as Laser Therapy, which is used to treat various ailments such as skin cancer and scar tissue.

According to some tech tinklers, you don't have to cough up ridiculous amounts of dough to save you from your problems, and that you can, in fact, build a device that does the same thing for less than \$10 from parts sourced at your local hardware store. LLLT (Low Level Laser Therapy) runs on the premise that turning down the intensity of coherent light doesn't burn the skin and instead stimulates the cells into a state of acute regeneration. When laser light hits the skin, it becomes non-coherent. LEDs are an inexpensive (and widely available) light source at the same wavelength as lasers, and require far less energy to power. One has to ask then, why this DIY solution is not more widely used.

During the 80s and 90s, American inventor Stanley Meyer developed a Water Fuel Cell that separated the hydrogen and oxygen components of water to produce gas and extra electrons (read: free electricity), and reconfigured his petrol-powered dune buggy to run on it. By his estimations, it required only 22 gallons (83 litres) of regular water to travel from Los Angeles to New York (about 2,500 miles)!

While his invention has been discredited by 'expert witnesses' from - you guessed it - the automobile (read: oil) industry, independent tinkers, futurists and prominent and curious innovators the world over have been successfully building and testing his WFC (Water Fuel Cell) setup for about 15 years now.

Meyer died suddenly at the age of 57, after dining at a local restaurant. While the official cause of death was a cerebral aneurysm, most conspiracy theorists believe it was a coup staged by the vested interests of the oil industry and the US government, in a bid to keep this technology from the public eye.

Interestingly, the pharmaceutical industry has been making similar media campaigns to usurp the DIY LED technology plans on the internet. They are vehemently lobbying to shut down sites that contain this information, and even leading public campaigns that vilify the authenticity and reliability of Red Light's healing ability, claiming that only their (costly, niche) technology can provide the benefits of red light's healing powers.

To make their point even more clear, they are increasingly gaining government support in the form of constitutional amendments and bills that give them the sole 'right' to implement such practices as Laser Therapy and its associated channels of distribution.

Over the years, the human mind has been pushing the boundaries of innovation and creative problem solving, but whenever it has chanced upon a truly world-changing technology, it is often hidden under the blanket of secrecy and non-disclosure.

Thus it's important to always remember that while technology is promoted as the saviour of mankind, we live in an increasingly finely-balanced world of dwindling resources mixed with free-market ambition. And while technology itself is an expression of mankind's genius, it's how we use it that's an expression of something even more valuable - good, old fashioned common sense.

## STRESS RELIEF

While Movember (a charity that raises money for the Prostate Cancer Foundation and the Lance Armstrong Foundation by having members grow their mustaches) is over, it doesn't stop you from participating in "Mustaches for Kids," which raises money for children, with a year-round participation. Whether your reason is altruistic or simply to join the ranks of hunky men who've been seen with the 'stache - like George Clooney or Brad Pitt - here's a chance for you to try the 'stache, whether you're a follicle-challenged guy or a gal.

### WHAT TO DO

1. Photocopy this template and carefully cut out the mustache you want.

2. You can glue the 'stache to a stick that lets you hold it in front of your face (like a Carnival mask).

3. The other alternative is to photocopy this template onto a sticker paper so that you can just peel and stick it onto your face. Be careful when ripping it off, unless you want your upper lip area waxed.

4. Wear the 'stache loud and proud.

