Looking for interns:

Fringe benefits include a shared table space, live Red Bull, pizza during deadlines, unlimited use of in-house exercise facilities, and a 3D floor make-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.

Please visit www.campus.com.sg for more stories and contest details!

Visit www.campus.com.sg for future reference!
Mr Konomi Matsushita’s LESSON #8:  
DON’T THINK “I CAN’T DO IT” 

ON THE MRT 

REJECTED 

WAIT! I HAVE A CHANCE!  

WHAT DO I DO?  

IT’S VITAL TO HAVE...  

...A STRONG CONVINCION... 

OVER THE HEADPHONES 

TWO LOUD.  
TWO BEERCAKE.  
TWO FLASHY. 

I HAVE NOTHING. 

REACH 

PANASONIC 

RP-HJE270 

- **ErgoFit Design**: For a perfect and comfortable fit. 
- **Hydro-Resistant Technology**: Fit a wide frequency range capable of deep bass and detailed highs. 
- **Unique Colors**: Choose from bright colours to fit your lifestyle. 

SURE! I LOVE THAT SONG! 

WOULD YOU LIKE TO LISTEN TO SOME MUSIC? 

SURE! I LOVE THAT SONG!
WE HAVE A WINNER!

SPANNING MULTIPLE MAJORS, 100 STUDENTS FROM NAFA'S DEPARTMENT OF MEDIA AND DESIGN COMPETED IN CURIOUS MAGAZINE'S ONGOING PROGRAMME "DESIGN A MANAIC IIIC 2022 PANASONIC AD" STUDENTS WERE GIVEN A QUOTE FROM PANASONIC FOUNDER, KONOSUKE MATSUSHITA, AND TASKED WITH CONCEPTUALLY IT IN A FUNNY, BONC OR OFF-BEAT WAY IN A MANAIC FORMAT THAT MATCHED A SPECIFIC PRODUCT.

OUT OF ALL SUBMISSIONS, THIRD-YEAR STUDENTS JULIAN PUTTANO'S ILLUSTRATION MAJOR AND KWAN NAVINHNA RUSBY'S (ADVERTISING MAJOR) "BE COURAGEOUS" WAS CHOSEN BY PANASONIC AND PUBLISHED IN OUR LAST ISSUE. "YOU'VE GOT WHAT IT TAKES TO BE OUR NEXT MANAIC ARTIST?" JULIAN AND KWAN WALK YOU THROUGH THEIR MOMENTS OF INSPIRATION, CONCEPTUALISATION PROCESS, AND THE RIGHTS AND ROLES OF WORKING ON A PROFESSIONAL ASSIGNMENT.

I ALSO ILLUSTRATED THIS ISSUE'S FRONT COVER!

5) What was the deciding factor for choosing to create the Panasonic manga ad?

JULIAN: I really wanted to put my hands on something I've never done before, but then I realized I needed someone to work with - someone with a bright mind and that's when I went to ask Kwan.

KWAN: I major in Advertising and have mostly done photo-centric advertisements. I was quite intrigued to try and take up this challenge.

6) What was the inspiration for the story of Kenza?

JULIAN: Initially, I came up with a different story for an entirely different product. Kwan actually worked on the product home theatre at first. However, we felt it was not strong enough so we moved on. After days of exploring crazy, boring, silly ideas and two seasons of LUSSY, we landed on Kenza's story, who is a very cute (and still) cousin of Julian's.

7) How was it working on this as a team?

Kwan: I believe you have to explore past all the bad ideas before finally extracting all the good bits and turn them into a great idea. Now, having a great idea into a fantastic one requires two heads.

Julian: When working with someone else, always end with a concept I could possibly not come up with alone. We bounced and critiqued each other's ideas all the time until we ended up with something both of us love.

4) Do you have any recommendations for students who will be pitching for future Panasonic ads?

JULIAN: Yeah! I believe what needs to be kept in mind is that the ads gotta be fun, and you have to have fun creating it too!

Kwan: Julian is right! Also don't be afraid to let your teammate know your "stupid" idea because that might spark something brilliant. Coming from an advertising background, another tip would be to really understand your target audience. What are they interested in? What is their lifestyle?

This will help you build a better storyline as well as characters.

5) As a student, how would you rate this opportunity?

JULIAN: It's a real great opportunity for me personally, as I get the chance to showcase ideas to the general public, not just as a student, but as a real artist. And it also gives me the chance to work with someone from a different discipline, which would otherwise not happen in our school projects.

Kwan: Same as Julian! This opportunity is worth a hundred out of ten!

Interested in the programme? Write us at intern@campus.com.sg to find out how you can be involved!

STARTING OUT RIGHT—UNIVERSITY AND EDUCATIONAL FAIRS

IT'S THAT TIME OF YEAR AGAIN! Final year poly and uni students have freshly graduated with 3C students about half a year away from the GCE 'A' Level exams. So what happens next? Enter the workforce! Further studies in Singapore? Pursue an overseas education?

At this stage, you'll want to know your options and one of the best places to look are education fairs. Frequent ly organised in Singapore, these fairs are a great way to learn about education options from degree programmes like undergraduate and post-graduate studies, to specific courses like health science and the arts, to international institutions like Australia, the US and UK. To help you on your search to enlightenment, Campus Magazine sat down with Mr. Jonathan Kwan, founder and principal of Quantum Leap Career Coaching, and picked his brain on how students can get the most from these fairs.

THE DO'S AND DON'TS

• Do ask about student life

It's vital to consider the environment and campus life of your choice institution. Along with the compatibility of the programmes offered, your interests and passion outside the classroom are important too. Initiate a conversation with alumni present at university fairs. This is an excellent opportunity to hear first hand experiences about the culture of the institution.

• Do make your research

Performing ample research on your top choice institutions is an important preparation step for prospective students. Over look: “The more research you do in advance, the better your questions will be. If you want to stand out, it will be through the questions you ask.” Mr. Kwan said. Preparation will make your trip to the fair worthwhile and even save points for the selection process while you are at it!

• Do think about future prospects

Aptly forward thinking mentality and determine how the institution can help you develop holistically towards your career upon graduation. In addition, consider the school’s professional networks and social connections. These will be key when you are searching for career prospects in the future.

• Don’t ask basic questions

“Leave out simple questions about the school which you can already find on the website.” Mr. Kwan said. Short five minutes or so or for each prospective student will only be able to answer to 5 to 8 questions, so be sure to ask very specific and meaningful questions.

• Don’t leave a bad impression

Be wary of your demeanor during these discussions as the person you are talking to could be your future professor!

THE SURVIVAL KIT

• A big bottle of water

• Comfortable clothes and footwear

• Prepare specific and vivid questions about your desired educational path

• Be open-minded about your choices

• Be keen, interested and maintain good eye contact!

Whether you visit these fairs with your parents or friends, be completely aware of what you want to achieve from these events and ultimately, what you want to achieve in life. Start your university life right to start living your dreams!
"Uncle, Can Sing in Your Taxi?"

Karaoke Cabbie

"Professionalism is in me. If I can excel in the army with only a 2-year education, I can come up with a karaoke system for my cab," muses Mr. Jeffrely Tan, rather famously known as "The Singing Singaporean Cabbie.

For a rainy and mood-lowering afternoon, Mr. Jeff (as he would rather be called) activates the Cassino office-looking brush and chervi. His affability and sincerity shine through the way he carries himself, despite the numerous mentions he has on local and international media regarding his future-Euros karaoke systems he has installed in his cab.

He reveals to Cassino that he doesn’t care if he’s dubbed a “celebrity cabbie.” Says Mr. Jeff: “It helps in the business but I’m just a cabbie. We’re living in a stressful, fast-paced world. Singing is a good way of de-stressing. Music became my companion. It makes me feel good that I’m doing the right thing by getting people to de-stress."

It also doesn’t hurt that Mr. Jeff can sing in 8 or 9 different languages. We visited his cab and serenaded us with tunes such as Billy Ray Cyrus’ “Hey Break My Heart” to all-time favourite “Sabai Sabai” from Thonatchai McIntyre. I even sang a duet with him to the Indonesian classic, “Humor” by Broery Munafita, upon which he commented: “You sing from your stomach. Very well done!”

It’s no surprise that his technical comments come from a man who didn’t know how to sing properly in the first place. After all, he did have all his years as a cab driver to “train up”. He tells us that he was always the “odd one out” during karaoke sessions with his friends. He learnt basic sing-along techniques from his friends and has been refining them throughout his cab’s karaoke system ever since.

"We’re living in a stressful, fast-paced world. Singing is a good way of de-stressing. Music became my companion. It makes me feel good that I’m doing the right thing by getting people to de-stress."

When asked to reveal his wackiest cab ride ever, Mr. Jeff took a hearty laugh before mentioning a particular ride with the director of Price Waterhouse Coopers (PwC). He fondly remembered the director’s secretary asking him beforehand to “make the director happy.” During the ride, Mr. Jeff realized that the director did not sing to any song that he played.

Instead, he replaced the brics with animal sounds and started making other funny noises the entire ride. “And bear in mind, he’s the PwC director.” emphasised Mr. Jeff.

He recalls his most memorable ride with a Thai businessman 10 years ago, when he’d already had a karaoke system in his cab. Before leaving Singapore, the businessman made a special request for Mr. Jeff to sing for him a popular Thai song by Thonatchai McIntyre when he visited. Mr. Jeff went to Golden Mile Complex to buy the album and memorise the song’s lyrics. When the businessman arrived, Mr. Jeff sang along to the song—without looking at the screen! “The businessman told me he was very impressed that in just one month, I could remember the brics, sing the song properly and did not have to look at the screen for one second,“ recounts Mr. Jeff.

However, when it comes to his daily life, he says nothing beats doing what he does because of his love for service. He also says: “I think taxis in future should have such entertainment. Half of the ride is meaningless anyway, so why not make your customers enjoy and laugh during your ride?”

His dedication to his craft clearly shows: he even took the trouble to tailor his own uniforms! All he wants is to provide good service with a “happy, clear conscience”. We salute you, Mr. Jeff.

Book your taxi ride with Mr. Jeff at 9784 6848. He provides daily and hourly bookings for business, special events, sightseeing and more.
WHAT WOULD THE WORLD BE IN 30 TO 50 YEARS’ TIME?

Has anyone stopped to think about how the world would turn out to be in half a century’s time, given that it really isn’t too far away? Who would have thought that Apple and Blackberry could be more than fruits? The world is an unexpected galaxy and innovators are doing their best to make our earth a better place to live in.

THE TOO-INSTANT CARRIER

Rushing for time? Fret not, because with the latest advancement of technology, you don’t have to worry about being late! This multi-million-dollar-device will bring you to almost anywhere you would love to go! Sounds good? Yet, there is a little flaw about it—when you decide on where to go, remember to press the right location. Remember, there’s only one chance to go. ZOOM – you find yourself transported across the globe within milliseconds. Be prepared to end up in the wrong destination and possibly be charged for trespassing. It’s just a matter of time before this carrier gets on our nerves.

MIRROR-CAM

If you think that mirrors are only used to see your own reflections, you are very wrong! Right now, you can actually converse with your friends through the mirror and get a full description of their emotions or even personalities reflected in it! There’s a little built-in screen on the side of the MirrorCam where you would be able to add your friends through their usernames, so get to know them better as you converse. Mind you, this invention would be useful for insensitive people who unknowingly piss others off. Oh, but there’s a catch: you really gain visual contact with just about anybody it only gets freakier—mean, what if you forget that you are in the middle of a mirror-cam conversation with someone while you are changing in your room? What would your friend’s mirror say about you? So, parents advisory may be needed... maybe, at your own risk? Have fun!

THE AIR-CONDITIONED NATION

Have you ever dreamed of living in a dome-shaped world that is powered by multiple air-conditioners? All day you are going to wake up and realize that everything is all right! Another goal of attaining the same goal—to deal with the blazing heat! Since global warming will be out of control, then there is no reason why we should not enjoy what little the Earth has for us. As such buildings will be enclosed and connected to one another so the effects of the gigantic air-con can easily reach everyone. Forget about summer wear and start donning cool jeans paired with matching jackets. Well it is going to be cold—all the time.

FOR LOVE OR MONEY

Written by Clara Loox

The situation in Singapore

Now living in a first-world country, it seems our choices

"in the local context it’s more like luxury, rather than money, versus love. Singapore has the highest concentration of millionaires and people thus reject earning money for survival but to enjoy themselves. So I think most would choose love, since money is no longer a primary need." — Cindy Tang, 21

Would you pick money over love?

"If my parents tried to catch me with a family friend, whose parents were worth about $60 million. But I turned her down because there was no connection between us. My parents don’t understand why I made such a decision. Every time my mother calls, she brings up the issue again." — Lian, 21

"Having been in such a situation before, I choose love. I fell-off guy was pursuing me, a friend I had known all my life. It would have been a comfortable, stable relationship. But ultimately I ended up with the guy from a lower-income background, because I was really in love with him." — Cindy

Would you rather laugh in a rickshaw, or cry in a Mercedes?

"I would pick the rickshaw, that said, if I were in a loveless relationship with an unwelcoming partner, I wouldn’t cry in the Mercedes. I’d just do the same by not showing his any affection either." — Jazrul Jonazirah, 20

"At this point of my life, the rickshaw does stereotypically distort college students are generally poor yet manage to find joy in everyday circumstances. So it’s prettyaccustomed to “quivering it” anyway." — Clara Loox, 20

In defense of money

Ron pre-nups

"It’s a misconception that money is evil. Money allows you the resources to obtain the values or qualities you want. In order to obtain love, for instance, someone who can’t speak English might attend language classes to make themselves more attractive. Frankly, sometimes people choose love because they don’t understand money." — Lian

On pre-nups

Sign an agreement to split the assets fairly, or let love conquer all?

"I wouldn’t sign one, because a successful marriage is so rare and precious nowadays. Sign a pre-nup in like forecasting the end before you’ve even begun. It’s the first step in the wrong direction." — Lian

"If things ever fall apart, I think we should be prepared. It’s about having a mutual understanding that we should keep things cordial and civilised, if ever we have to divide up the assets." — Cindy

"Given that I don’t see myself earning a handsome sum of money in future. I don’t think a pre-nup would be beneficial for us. However, I suppose it would only be fair to my partner if he was rich and he wanted me to sign one." — Clara
A literary or cinematic genre in which fantasy, typically based on speculative scientific discoveries or development, environmental change, space travel, or life on other planets, forms part of the plot or background.

"We want wisdom. We want hope. We want to be good. Therefore we sometimes tell ourselves warning stories that deal with the darker side of some of our other aims. As William Blake noted long ago, the human imagination drives the world."

Margaret Atwood

It is the truth universally acknowledged that the stories about the future mirror our hopes and fears about life in the present. A recognisable literary tradition was conceived during the industrial revolution and born during later half of the 19th century in Jules Verne’s Les Voyages Extraordinaires and H.G. Wells’ fin-de-siècle “scientific romance.”

However, the science fiction genre obtained its name and social identity during the early decades of 20th century in American pulp magazines in the golden age of bug-eyed monsters and girls in brass bras.

It has been a long journey ever since, and here, we will try to convey probably one of the most controversial, diverse and impressive genre of fiction.

**TIMELINE**

While the world now has super computers like IBM’s Watson and Deep King, the advent of augmented reality and development of virtual reality is a clear indication of what sci-fi writers caught on years ago.

**SPACE OPERA**

The term ‘Space Opera’ describes adventure science fiction set in outer space or on distant planets, but ever since man landed on the moon in 1969, real life space adventure has become an attainable reality.

In space opera fiction, the emphasis is on action rather than Women, Men’s Night (The Last Man) and the impact (When Worlds Collide). Popular novels include H.G. Wells’ War of Worlds, Orson Welles’ The War. The apocalypse gained popularity after WWII, but the possibility of global annihilation due to nuclear war cannot be completely overlooked. The genre also includes natural catastrophes, with recent Japanese tsunami and global pandemic such as SARS and SARS, the idea does not seem so far-fetched now.

**SCIENCE-FICTION**

Superhuman stories deal with the emergence of humans who have abilities beyond the norm—such as clairvoyance, telepathy. The core of this genre deal with super strong humans with robot inside, real-life cyborgs that are in existence for decades in the medical world. Mechanical Pacemakers now help those with heart problems, while robotic arms and legs replace lost limbs.

**STELFUK**

The cyborgs emerged in the early 1980s combining “cybernetics” and “punk” (coined by author Bruce Bethke for his 1980 short story Cyberpunk). Some examples include Philip K. Dick’s Flow My Teardrops and William Gibson’s Neuromancer. The time frame is usually near-future and the settings are often dystopian (characterised by misery), although such as in Neal Stephenson’s Snow Crash or Hong Kong, do resemble them today.

Common themes in cyberpunk include advances in information technology (especially the Internet, cybercasts), AI and prosthetics, and post-democratic societal control where corporations have more influence than governments (that can easily be possible in today’s world where money is concerned).

**THE SCIENCE OF FICTION**

Not fiction, but rather science fiction, or ‘just fiction’, but popular themes from sci-fi stories are becoming increasingly more factual. From fictional, as Rod Serling, creator of The Twilight Zone, puts it: “Fantasy is the improbable made possible,” which some of these themes support.

**APOCALYTIC**

Apocalyptic fiction is concerned with the end of civilization through war (On the Beach), nuclear destruction (The Last Man) and the impact (When Worlds Collide). Popular novels include H.G. Wells’ War of Worlds, Orson Welles’ The War. The apocalypse gained popularity after WWII, but the possibility of global annihilation due to nuclear war cannot be completely overlooked. The genre also includes natural catastrophes, with recent Japanese tsunami and global pandemic such as SARS and SARS, the idea does not seem so far-fetched now.

**MILITARY**

Military science fiction include details about military technology, political and military power and may use parallels with historical conflicts, etc. in the context of conflict between nations, intergalactic or interstellar armed forces. Robert Heinlein’s Starship Troopers is an early example, along with Joe Haldeman’s The Forever War, a Vietnam-era response to the WWII-style stories of earlier authors.

While the outer space setting is still far off, some of the military technology, like laser weapons, robots and sonic blasters, exist today.

**THE FICTION OF SCIENCE**

“The recent scientific and technological breakthroughs demonstrate that the gap is being bridged between SF and science fact, between literary imagination and wondrous technological realities... Moon and Mars landing, genetic and tissue engineering, cloning, artificial birth technologies, bionics, robotics and eugenics may all be routine one day.”

Best and Kolber 2001: 103

While many science fiction elements are being realised, the human imagination and ingenuity mean that sometimes, science can’t quite catch up. Yet.

Time Travel is the only science fiction concept which still remains fiction, as we yet don’t possess the capability to reproduce a time travel vehicle as proposed by HG Wells’ 1895 novel The Time Machine.

Ever since Einstein proposed theory of general relativity, the science world has delved into the concept, and came up with wormholes and quantum entanglement, yet the idea is to be proved.

Related to time travel is the sci-fi genre of Alternate (or Alternative) History which is based on the premise that historical events might have turned out differently, as are depicted in the story of The Man in the High Castle by Philip K. Dick, in which Germany and Japan win World War II.
In the last issue, we asked you to submit your burning questions for the professionals at DBS. We’ve heard you. Campus has sent the intrepid Ah Boon to meet up with the experts and get your top questions answered!

“What can I invest in? What are the risks involved in investments?”

“I was told that investing in unit trusts is a good way to grow my funds. Are unit trusts a good investment?”

“Gold is the investment of choice. Can you recommend any gold investment fund, and since gold has reached record high, can it still grow for short-term investment?”

“Investment options - unit trusts allow you to conveniently invest in international stocks. Which stocks do you recommend with other investments?”

“Investment options - unit trusts are managed by professional fund managers. What are the risks involved in unit trusts?”

“Libra: All investments are subject to risks despite some examples include market risks, exchange rate risks, equity risks, credit risks, and inflation risks. What are the ways to manage the risk involved in unit trusts?”

“What is the worst that can happen and how can I protect myself?”

“What is your advice for getting my own bank account?”

“If I start investing with the Moomins, I’ll have a lot of money in the future. Can you recommend any investment scheme that will give me a good return?”

“Why you need a financial planner?”

“If my insurance policy I bought years back is not up to date and there are better policy benefits after a few years, may I add and update the latest disability coverage and annual benefits to my current policy without buying another policy?”

“Must go see!”

A group of Republic Polytechnic students have used their production-making talents to create a series of videos to share with you what they have learnt about financial literacy!

LIKE our page at www.facebook.com/dbs.youth to support them and find out more.

Post your views and stand a chance to win $50 worth of Topshop vouchers & X mini speakers!

For more info, visit DBS’s website at www.dbs.com/personal or walk into any DBS branch to speak to any of their friendly Relationship Managers.

A savings account in your first step to financial planning and a whole new world of earning! You can open a savings account with or without a cheque book. The latter usually incurs higher minimum balances and maintenance of a higher average daily balance. You get paper cheques and has the facility to go shopping with a debit card linked to your account or even use Internet banking and mobile banking to monitor your expenses and make transfers from your savings account to your loan accounts and more investments, amongst other things.

When setting up an account, first determine your financial goals. Formulate a plan and review it regularly. Discipline yourself to put aside a sum every month for savings and trade your spending. Keep your starting point in mind when you are financially ready. Have insurance as protection. This way, you can have a buffer for future challenges. A financial planner is not a miracle. It’s a strategy to help you manage your financial assets.
WHAT IS IT?
Those of you who've seen the TV series "Six Feet Under" will be familiar with the profession. But without morbid science involved, and seven days. If you're imagining "seven days" as a crackle voice on the telephone, you've watched too many horror flicks.

The job begins when someone dies, and seven days is all you have to exhume and bury/cremate a body before it decomposes. However, it's more involved than just that. It includes elements of counselling, as well as managing funeral operations and keeping up-to-date with relevant laws. In short, it's the business of inevitability of life - and we're not taking names.

WHAT'S IN THE NAME?
Morticians, coroners and forensic pathologists are the key players.

For work that is... Those who end up working in funeral homes are generally funeral directors or morticians, and usually deal with deceased individuals. "A coroner is an officer who investigates deaths that occur under suspicious circumstances (i.e. a bullet in the head) and may use a forensic pathologist doing the autopsy. They (as well as those who work too much!) are known for using clever words like "autopsy" and "necropsy."

A coroner is a government officer who investigates deaths that occur under suspicious circumstances (i.e. bullet in the head) and may use a forensic pathologist doing the autopsy. They (as well as those who work too much!) are known for using clever words like "autopsy" and "necropsy."

ELEMENTS OF MORITARY SCIENCE

Anatomy: knowing your tissues, inside out
Embalming: preserving bodies so they don't look like zombies
Restorative Art: applying cosmetic techniques so they don't look like zombies
Business Management: learning how to run the business of selling bodies like houses
Psychology: learning how to handle live clients

HOW DO YOU GET THERE?
Just because you're dealing with dead people doesn't mean you can simply take the easy way out. You need a license, which requires you to pass the exam.

- 2 years of college in mortuary science

- 1 year experience as an apprentice

- A qualifying examination for a license

There are no schools in Singapore that teach Mortuary Science (yet), and many local embalmers are trained overseas in countries like the USA, Australia and New Zealand.

WHAT IT TAKES
You don't have to be a stickler to do the job, but you need a strong stomach, a strong constitution. Even when you're embalming. Here's why:

- Bugaboos go into rigor mortis (basically, they stiffen like Eunice Wexler's acting face) after death, so sometimes you have to wrestle with the dead body when you can. Even then, the dead don't like being pinched with a tube.

- Contrary to popular belief, you can still smell the body in the rear and it's usually infected into the femoral artery, which is near the privates of the front. And all bodies are shaped like a banana.

- A golden goes in must come out. If you're not aiming for the embalming fluids in your veins, you're draining blood out. If you're strong, you'll make the embalming go out. Plus, it sometimes leads to kidney failure, internal fluids leak out of out of closed lines and cistern and nose. And it's your job to prevent that.

- If these aren't enough to make you purge your lunch, you should probably stay in the kitchen and be a mortician. It's also useful to be able to talk to grieve-stricken relatives more than the usuals (unless you're the Ghost Whisperer).

WHO DOES IT?
Traditionally, these are family businesses, but due to an ageing population and aged morticians, there is a demand for fresh talent. While there isn't an official certification, it's not the kind of job anyone is doing for fun. It's a business that won't go extinct, simply because nobody lives forever.

As a licensed mortician, there are job opportunities worldwide. Some folks call a killing business at this business. Many funeral directors and aged morticians make more than $US9,000 a year in salaries, and more than that in the US. The business is considered to be in decline and online communities to keep tabs on up-to-date with the latest trends.

WHAT'S HAPPENING:

Big Trouble in Little India
26 June 2011 (6pm - 1am)
Chijmes (Hill Street)
No dress code, no cover charge

Enjoy 9 hours of music, food and fun with Bank Music Collective performing in multiple sets, bands and solo artists.

26 June 2011 (8pm-12am)
Marsat Bar
Singapore International Waterfest 2011

Water and water activities for the families, competitions open to secondary school students and water international teams competing in water sports.

Jove: Jennifer Lopez
JLOVE
When DJ during, you know it's party time. Expect nothing but a line-up of decent dance music pow-
erful enough to rock the "Swimming Pool Floor" and "Hustle & Flow" will take the stage by storm.

Born this Way
Lady Gaga
Following her #1 single "Bad Romance," Lady Gaga continues to rock the world with her thunderous club-pop versatility. Tune in as the living, breathing, Walk-on-Chaplin "Electro Chappie" and "Bad Kiss", both perfectly geared for your ancestors.

Matthew Morrison
Matthew Morrison
The Hotstar is here to give the hearts of guitar-lovers Shawar at his rendition of "Somewhere over the Rainbow" and the much-anticipated "Let Your Soul Be Your Pilot. It's him and Sting, no less.

Tech and Entertainment

MOVEN Edinburgh
Www.moved.com
Stream Media has announced that its flagship product, MOVEN has expanded to Blackberry and Windows Phone 7 platforms. MOVEN is an in-app commerce platform. This is the first time that a payment gateway within the worldwide mobile industry has incorporated Blackberry and Windows Phone 7 operating systems. Stream Media is an NUG Enterprise Incubate company.

Free Entry: The butter factory
Pre: a pic of your favourite club outfit for wednesday nights at The Butter Factory on our Facebook page and the notice will win a "THANK GOD I'M NOT" shirt by Paper. Please note, this is only for free entry with Butter Cookies!
A virtual world that can bring about justice

By Roshni Kapoor

Cell phones, blogs, Facebook posts, tweets, photos and especially videos, triggered the Arab revolution that began in December 2010. Six months down the road, many Arab countries are still engulfed in internal struggles between the masses and government forces. Some say this revolutionary phase was in Europe in the late 1960s.

But a stark disparity lies in the mechanism of these revolutionary, civil disobediences. People were not equipped with the same technology two decades ago as we are now, digital media platforms - especially social media - is radically transforming our virtual and cyber environment. One from the west is easily connected to his counterpart from the east. Technological devices such as the Blackberry and iPhone are bridging the big gap of communication and are making us closer to one another as never before.

The youth were so emotionallyseized with the poor economic opportunities in their country, especially the fresh graduates who found it impossible to find a proper job in the working world. Seeing new digital media was the ideal platform to share their desperate conditions with others, one could easily snap a picture or record a video with an iPhone and immediately post it on the internet for the whole world to see.

Visuals of fresh rounds of protest were recorded with ordinary mobile phones and posted on the internet. Pictures and videos of police and military forces flogging and tearing up protesters can easily be accessed on sites like YouTube, Facebook and other social media. The whole world could see what was happening from Tunisia all the way to Syria. Young activists even created a Facebook group in remembrance of Mohamed Bouazizi.

No one would have imagined what the plight of civilians was and it has been for digital and social media. While traditional media also played a contributing factor for disseminating the information, even television channels such as the popular Al Jazeera was part of the social media revolution.

Struggle is not over

In the name of humanity, the entire world is still angry with the prevalence of violence in these Arab countries. The international community is still pressing Arab leaders to establish a democratic government in their respective states.

Although countries such as Tunisia and Egypt have seen a positive change - former Tunisian president Ben Ali and Egyptian president Hosni Mubarak have both been ousted - other Arab nations have a long way to go before change is something apparent, such as in the case of Libya's Colonel Muammar.

Although it will take time for change, let us not forget that a collective struggle on the part of the younger generation is seeing results. In many Middle Eastern countries, it is a struggle to create an environment where people see living standards, education and employment opportunities improve across the board - and not just for the tiny elite.

With the internet and social media, one can easily share photos and videos, as well as the angst and aspiration, with anyone from around the globe. We are so easily connected with one another these days thanks to technology that most of us use it as a means of communication. If 2011 has taught us anything, it's that technology has the potential to become an international lifeline.

Tunisian catalyst

So what exactly happened in some Arab countries that made people from all walks of life so angry and desperate?

On December 17, 2010, an ordinary Tunisian street vendor, Mohamed Bouazizi, conducted an act of self-immolation. He was so infuriated by constant humiliation and harassment from the corrupt Tunisian authorities who confiscated his last valuable belonging, a weighing scale. Out of humiliation, he set himself on fire. His death sparked a fire and intensive rage all over Tunisia, leading the then-President Zine El Abidine Ben Ali to step down after 23 years in power.
MUSIC WITH A MESSAGE

IMACTING THE FUTURE THROUGH SONG

By Roshni Kapur

Acclaimed artists like Lionel Richie, Bon Jovi and the late Michael Jackson, have all used their music to showcase the plight of Mother Nature. Here at home, Singapore artists are doing the same. Recently, the National Environment Agency (NEA) released their Green and Cool Singapore (GIS) music album - Eco Music Challenge Season 1 - to spread the message about being eco-friendly through the power of music. From jazz to pop and rap, music has shaped the world and the young artists on this album hope to make an impact on the future with their songs.

MUSIC: A UNIVERSAL LANGUAGE

In an effort to motivate the public to be involved in this environmental movement, the NEA held its Eco Music Challenge competition last year, calling for participants to express their love for the environment through music. Out of the competition, 13 finalists were chosen and 15 songs were created from over a hundred participants.

Daniel Tong, 31, a musician on the album, was strongly motivated after watching Al Gore's documentary, An Inconvenient Truth. He wrote "The Earth is a Friend of Mine" for the music challenge to show the way he feels about the environment, stating, "There's nothing noble about joining the challenge. He just wants people to become more aware of the environment."

As an electric guitarist, 17-year-old Shawn Teo also participated in this year's Eco Music Challenge with "Haven on Earth Chinese Version," accompanied by 3 musicians. The extremely talented Shawn is the youngest winner ever for the annual Campus Superstars competition, where he triumphed over 4,500 participants to win the prestigious title in 2007. He contributed to this Eco Music Challenge to bring his passion and love for song-writing to a new level.

As celebrity musicians continue to impact the world, local artists are striving to make a difference here in Singapore. Whether it's Lionel Richie or Shawn Teo, these musicians have shown that music's purpose is not just for entertainment alone. Research has shown that music can be used not only to affect your mood – it can even change the way you perceive the world. This means that these young musicians – with a compassion for noble causes like climate change – might just be able to change the world through their music.

FUTURE CAREERS

Across the following pages, we explore careers that are leading the way in environmental technology. These positions are not only rewarding but also closely tied to the advancement of sustainable practices.

1. **Cyber Security Specialist**
   - In the days of interconnectedness, security is essential. Cybersecurity specialists protect online assets from cyber threats.

2. **Synthetic Biologist**
   - In the future, there will be a need for experts to create organisms for specific tasks.

3. **Genetic Counselor**
   - Genetic counselors help patients understand genetic diseases and their risk.

4. **Nano Engineer**
   - Nano engineers work on projects that span from materials science to healthcare.

5. **Simulation Engineer**
   - Simulations help in planning and troubleshooting complex systems.

6. **Sustainability Officer**
   - Sustainability officers work to ensure companies are eco-friendly.

The future is a great place to work, so it's time for you to find out where you fit in. Even if you're undecided, studies suggest that people will be expected to have new jobs in a lifetime in the future, thanks to the rapid acceleration of technological advancement.
Modern medicine is the unifying symbol of human progress. In this brave new world of globalization, technological evolution and health advancement, those living in industrialized nations have numerous prevention and treatment options, including seeking specialized medical treatments overseas. For example, the most popular destination for cancer treatment is Southeast Asia and Latin America. The expertise and affordable price makes it lucrative for medical tourists to go across borders rather than seek treatment in their home country.

National boundaries are becoming increasingly porous in light of the ever-complex, growing global economy. Every day, a typical Singaporean consumes at least one imported product—from Egyptian strawberries and French medicinal drugs to foreign television programmes. Many believe that medicine too would be borderless and everyone would have access to at least simple medications and sanitation. In some parts of the world, this is true.

While those living in industrialized nations have access to all kinds of drugs—from weight loss pills to antidepressants—what about those in less-developed countries?

Across the globe, millions of individuals struggle to receive even basic healthcare. Why are these countries so far behind? An interview with Gloria Chan of Medicine Sans Frontieres (Hong Kong) gives us some insights.

**Inaccessible Medicine**

As the advancement of medical practices allow for cheaper drugs to be produced, it’s only logical that it should be easier for the poor to receive medication globally as well. However, the future isn’t so bright and the national boundaries are not as porous for everyone.

Advancements in technology and medicine are not entirely applicable to residents in third world countries and the term is context. Sometimes it is difficult to gain access to people who need the medical attention the most in violence-prone areas and those maimed by poverty. Some might think it’s the government restrictions imposed on good Samaritan doctors who travel across borders in the name of providing help to those who really need it. However, it is not always the refusal of the governing postive but rather the situation of that country.

Take for instance the dilemma of Médecins Sans Frontières (MSF or Doctors without Borders), in the ongoing Liberian conflict. MSF is an international, independent organisation for medical humanitarian aid and has helped over 80 countries since its establishment in 1971. When MSF arrived in Liberia 2 days after the conflict erupted in February, the border was already closed. Help and medicine was ready to be distributed but there was no access to the people. Doctors in Liberia were explicitly calling out for additional backup to tend to the wounded. However, this border was closed for security reasons. MSF had to find an alternative route through Egypt to finally reach the east side of Liberia. Even then, they had to travel to the west part of Liberia where the conflict was ongoing. Despite the availability of medicine, not everyone could enjoy its benefits.

**High Cost of Medicine**

Not only can some countries not even receive medicine, some cannot even afford it if were accessible.

The advancement of medicine would inevitably decrease its price, and that decision is up to this would be the production of more generic drugs in the future. These are not fake drugs but medicine of equivalent quality. The only difference is that generic drugs are not branded by any company and thus, far cheaper. This would seemingly solve the problems of the poor because they don’t have to fork out thousands just to receive treatment.

However, affordability differs in various countries depending on their living conditions. Even if more patients can afford the drug, the sustainability of the country’s health system is a bigger question. Sometimes all you need is to refrigerate the drugs, but most households in places like South Sudan don’t have that luxury. As such, the advancement of that drug is simply not applicable to this part of the world.

**Evolution or Stagnation?**

The future of medicine may be brighter in some parts of the world than others. This is mainly because the research centers to the majority of the paying customers whose circumstance far differs from those who do not have access to or cannot afford medicine.

The evolution of medicine cannot exist in a vacuum; it requires an intricate balance of medical professionals creating a system that can help the locals’ health according to their living conditions. Otherwise, existing or future drugs cannot necessarily help everybody. Still, the realm of medicine is dynamic; we are that much closer to finding a cure to illnesses everyday as we are to discovering new diseases. Only the future itself can reveal whether our ingenuity can surpass the ailments nature throws at us.
HALLYU IMMERSION
STAY & LEARN IN KOREA
BY SELINA TAN

INDEPENDENT HOME STAY PROGRAMME IN KOREA

The 1-4 week independent homestay programme in Korea will get you involved in exploring Korea’s past, present and future for up to four weeks. This valuable experience provides interested participants with an opportunity to learn about her unique culture and the path it is taking to become an informed global citizen. Participants are placed in homes which provide a supportive family environment allowing them to integrate more easily into the Korean way of life. Participants are placed mostly in Seoul. You can volunteer at environmental organizations or opt for additional Korean language lessons to make the most out of this homestay programme.

Contact Federation KIN International Office for more information at 1-800-65-125 or FederationKIN@springfield.com

EWhA INTERNATIONAL SUMMER COLLEGE (26TH AUGUST 2017)

Summer Studies Session 1 at Ewha is a customized program to meet culture. Not only will they participate in the academic program, but students provide students a chance to learn and to immerse fully in Korea’s history and culture. Also, they will also go on field trips to places that reflect the traditions and contemporary beauty of Seoul.

On the final weekend, all participants will go on a campus tour of Ewha, including a walking tour of campus. The highlights of the tour include the main building, the student center, and the art museum. The tour is led by a knowledgeable guide who will provide insights into the history and culture of Ewha. Additionally, participants will have the opportunity to interact with current students and faculty, gaining a deeper understanding of the university's unique character.

EDIBLES

On our final day, we will enjoy a traditional Korean lunch at a local restaurant. The meal will consist of a variety of traditional Korean dishes, including kimchi, bibimbap, and dumplings. The restaurant will provide a welcoming atmosphere, allowing participants to enjoy the food and engage in conversation with one another.

As an avid fan of KOREA, don’t wish you could move back and forth in time so as to soak up the country’s rich historical essence while simultaneously indulging in its modern culture? Let’s talk! More Contemporary Attractions! It’s all about careful sequencing, so check out this handy travel plan we’ve mapped out for you. Now, all you need is adequate transport, then you can truly enjoy the best of both worlds!

SEONGEUP FOLK VILLAGE (JEJUDO)

Visit to learn the culture and lifestyle of Jeju people! Jeju Island is a UNESCO World Heritage Site, and it offers a unique blend of natural beauty, traditional architecture, and traditional customs.

MYEONG-DONG SHOPPING AREA

Myeong-dong is in North Korea, the trendiest shopping area, with over 300,000 sqm of shops selling an abundance of fashion merchandise. Expect the latest clothes, shoes, handbags, accessories, and cosmetics. Day and night, young people swarm into the restaurants, cafes and night clubs around this area. If you love trendy and vibrant, Myeong-dong will be your absolute haven!

URO ISLAND (JEJUDO)

North of Jeju Island is Udo Island, which houses 1,750 inhabitants, yet it remains a rustic, tropical paradise. The island is known for its beautiful beaches, ancient temples, and traditional Korean culture. Participants will have the opportunity to explore the island's natural beauty and learn about its rich history.

WHY ARE KOREAN CLOTHING SO POPULAR?

Korean fashion is known for its unique blend of traditional and modern elements. The country's rich cultural heritage, combined with a focus on innovation and style, has contributed to the rise of Korean fashion as a global phenomenon. Korean clothing is beloved for its quality, affordability, and versatility. It's a reflection of the country's dynamic fashion industry, which is constantly evolving to meet the needs and desires of consumers worldwide.
**The List**

**Futurebanism**

Cities of the future are here! Super space-age cities don’t have to be relegated to fantasy anymore, especially not after you see a number of these real-life adaptations.

**Hamburg-Hamburg Eco City (by 2012)**

Hamburg, Germany

Through use of green materials, wind (via turbines in its tall buildings) and solar energy, this city of 10 buildings reduces energy consumption by 90%.

**Tianjin Eco-City (by 2020)**

Tianjin, China

This city showcases plenty of energy-saving technologies, including a sun-powered solarMage and light rail system, while incorporating 3 existing villages.

**Masdar City (by 2025)**

Abu Dhabi, UAE

This zero-carbon, zero-emission city in the desert exploits a variety of smart renewable power resources in a no-car zone.

**Dongtan (in stalled)**

Shanghai, China

An ambitious eco-friendly city on an island near Shanghai, the city is supposed to have a zero-greenhouse-emission transit system and complete self-sufficiency in water and energy.

**Crystal Island (postponed)**

Moscow, Russia

Just off Kremlin, this 24 million sq ft city will soar 1,500 feet into the air and integrate a park with sliding in winter, making it the largest structure in floor space on earth.

**Freedom Ship (not begun)**

City at Sea

Proposed as a city at sea that circumnavigates the globe every 3 years. Its supposed to contain commercial and residential sites as well as decks and airstrip.

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**Stress Relief**

Can’t quite focus your mind on your lecture notes or whatever your lecturer is saying? Are you finding yourself mindlessly spinning your pen (yes, we know who you are), or just pointlessly twiddling your thumbs? Then here’s something a little better for you to do with your fingers...

**Finger Puppets**

**Let your fingers do the talking!**

1. Use your creativity (as well as pens or paint) to draw funny faces and outfits on these templates. The first one is already drawn for you, in case you need inspiration or couldn’t figure out what the first sentence meant.

2. Cut out the templates. Carefully.

3. Fold the long tab around your finger and glue or tape tab A to tab B. If you want to staple the tabs, remove it from your fingers first, ditto. If it’s too long, cut the excess off. If it’s too short, your fingers are too fat.

4. Wrap all of these characters around your fingers, or pass them round to your friends to create a finger drama. You can even have a whole conversation with your fingers! - It looks more sane than talking to a mirror.

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**HINT:** You can photocopy these to enlarge or shrink the sizes!
Do you have a friend who loves K-Pop? If so, help them live the dream!

FOUR lucky finalists will receive a K-Pop makeover which includes:
- a K-inspired hair, makeup & wardrobe
- a K-pop dance workshop
- a photoshoot spread in Campus magazine
- a role in their very own K-pop music video

If your friend is chosen as one of our four finalists, you will win a Samsung 12X Optical Zoom Camera, W5210 worth $499 to help document their transformation. Plus, we'll have sweepstakes drawings throughout June and July to win tickets to Drawing Show<HERO>, a live fantasy art performance from Seoul!

UPDATE YOUR MATE
korean version

STEP 1: Send us your mate's name, full length picture, Korean pop star that they like, and less than 25 words describing why this person deserves the make-over.

STEP 2: Email it to us at contest@campus.com.sg BEFORE Sunday, July 31, 12pm

 Winners from last year!

Before

After

Before

After

SAMSUNG ETUDE HOUSE dial for style DUDE.SG Dream VINTAGE

Nine-Apenture Badei