

ISSUE 12



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# CAMPUS

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illustration by  
julian futanto



the  
future  
issue

science/fiction  
virtual justice

karaoke caldoie



# 3D AGAIN?

BY GAN PHUA BENG

How do we perceive our lives? We tend to forget that our lives involve more than 3 dimensions. Temporal and spacial awareness are the obvious ones. Not to get all philosophical on you, but how much can you say that we are really here? In the famous words of some quack doctor, is that table really there? Or we do we just think it is there, therefore it is there.

To keep us glued to the idiot box and idiot screens, entertainment giants have developed the technology to add to our viewing experience by giving us an added dimension. The 3rd dimension. Back when I was younger, 3D only came in the form of books where you had a jumbly bunch of dots and colours. What you then had to do was stick your nose onto the page and slowly bring it away from you; the ones who "got it" claimed to see an image pop out of the page. I never got it, so I always said they were lying, got them to try again and when their face was stuck on the page, I would whack the book from the cover. That's 3D for you.

From, "OOOOHHHH.....AHHHHH", to, "3D again?!" 3D everything is the way things seem to be headed, but GPB thinks it is just a passing phase. The only 3D movie GPB is looking forward to is "Sex and Zen". This is a Hong Kong classic that DESERVES some 3D-ing. Think about it this way: what would you really like to see 'pop' out of the screen? It's not some balloon, or an axe that is flying towards you. I am going to assume that you understand what I mean. If in the event that you don't (or can't), grab a copy of Sixteen, or whatever - that should suit you just right.

Here are GPB's pick of the top 5 dumbest movies to have a 3D version:

1. The Jonas Brothers live in concert
2. Justin Bieber: Never Say Never
3. Step Up
4. Bob the Builder (now this is in 4D, whatever the hell that means)
5. X Games (which is the most disappointing because GPB actually likes X Games)

Why is 3D annoying? Because of the silly glasses you have to wear. How is GPB supposed to lean over and make out with Chong Ah Lian beside me and Lim Ah Huay on the other side with those stupid glasses on my face? GPB does not look hot in 3D glasses, so they have to go.

How's GPB supposed to make out with this?

And another thing - how many people's facial oil are already on those glasses? 300 million?! It feels really good when you go watch a movie, put on a pair of 3D glasses to know that you just smeared Ali's oily facial excrement on your equally greasy face.

And another thing - 3D movies are too expensive! Non-3D: \$10. 3D: \$34.5!!! There goes the popcorn.

I REST MY CASE. IF YOU WANT 3D, GO STICK YOUR FACE TO A BOOK.

## INNOVATION AND CONVENIENCE AT YOUR FINGER TIPS

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## ISSUE 12: CONTENTS

### 04: We Have A Winner!

An interview with Panasonic comic winners

### 05: Starting Out Right

University & Education Fairs

### 06: Karaoke Cabbie

Singapore's First Singing Cab Driver

### 08: What Would the World Be Like ... in 30 or 50 years?

### 09: For Love or Money

The age-old conundrum

### 10: Science/Fiction

The science of fiction

### 12: Financial Literacy

Your questions answered!

### 16: A Virtual World...

...that can bring about justice

### 18: Green Music

Songs for the earth

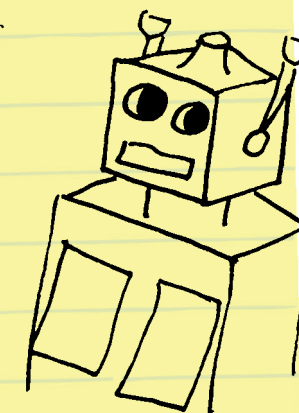
### 19: Future Career

Jobs of tomorrow?

### 22: Study/Travel Korea

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REGULAR STUFF  
00: Gan Phua Beng: 3D Again?  
14: Cheat Sheet: Mortuary Science  
17: Tech & Entertainment  
20: The List: Future Cities

Slowly

## 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](mailto:campusinterns@gmail.com).





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 #8: DON'T THINK "I CAN'T DO IT"

ON THE MRT



TOO LOUD.

TOO BEEFCAKE.

TOO FLASHY.

Hey, babe...

Sigh...

I HAVE NOTHING...

REJECTED

WAIT!  
I HAVE A  
CHANCE!

WHAT DO  
I DO?

IT'S VITAL  
TO HAVE...

...A STRONG  
CONVICTION...

I'VE GOT IT!

REACH



RP-HJE270

- \* **ERGOFIT DESIGN:** FOR A PERFECT AND COMFORTABLE FIT
- \* **IMPROVED NEODYMIUM MAGNETS:** FOR A WIDE-FREQUENCY RANGE CAPABLE OF DEEP BASS AND DETAILED HIGHS
- \* **FUNKY:** COMES IN BRIGHT COLOURS TO FIT YOUR LIFESTYLE



SURE!  
I LOVE THAT  
SONG!



IN-EAR BUDS WITH AMAZING  
SOUND REPRODUCTION AND  
NOISE CANCELLATION FOR THE  
ULTIMATE MUSIC ENJOYMENT.



**Panasonic**  
ideas for life



WE HAVE A WINNER!



SPANNING MULTIPLE MAJORS, 160 STUDENTS FROM NAFA'S DEPARTMENT OF MEDIA AND DESIGN COMPETED IN CAMPUS MAGAZINE'S ONGOING PROGRAMME - "DESIGN A MANGA COMIC STRIP PANASONIC AD." STUDENTS WERE GIVEN A QUOTE FROM PANASONIC FOUNDER, KONOSUKE MATSUSHITA, AND TASKED WITH REINTERPRETING IT IN A FUNNY, IRONIC OR OFF-BEAT WAY IN A MANGA FORMAT THAT MATCHED A SPECIFIC PRODUCT.

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

I ALSO ILLUSTRATED THIS ISSUE'S FRONT COVER!



Kwan & Julian



Kenzo & Julian

1) 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 realised 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.

2) What was your inspiration for the story of Kenzo?

**J:** Initially, I came up with a different story for an entirely different product.  
**K:** We 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 LOST, we landed on Kenzo's story, who is a very cute (real-life) cousin of Julian's.

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

**K:** 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, turning a great idea into a fantastic one requires two heads.  
**J:** When working with someone else, I always end up 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?

**J:** 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!  
**K:** Julian is right! [Also,] don't be afraid to let your teammate know of 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?

**J:** It's a really 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. :)  
**K:** Same as Julian! This opportunity is worth a hundred out of ten!

Interested in the programme? Write to us at [interns@campus.com.sg](mailto:interns@campus.com.sg) to find out how you can be involved!



STARTING OUT RIGHT - UNIVERSITY AND EDUCATIONAL FAIRS

BY LAILA HUMAIRAH

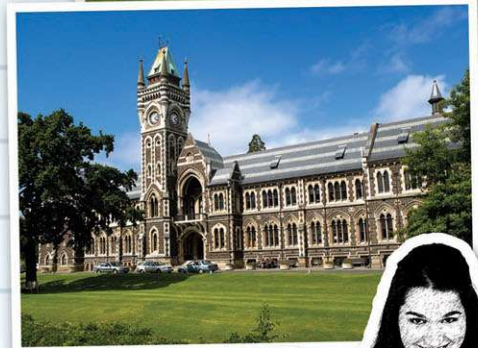
It's that time of year again! Final year poly and uni students have freshly graduated with JC students about half a year away from the GCSE 'A' Level exams. So what happens next?! Enter the workforce? Further studies in Singapore? Pursue an overseas education?

At this stage, you'll want to know your options and one of the best places to look are education fairs. Frequently 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 Kwantum 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 institutions. Along with the compatibility of the programmes offered, your interests and passions 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 your research**  
Performing ample research on your top choice institutions is an important preparation step most prospective students overlook. "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 score points for the selection process while you are at it!
- Do think about future prospects**  
Adopt a 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 websites," Mr Kwan said. The short five minutes or so for each prospective student will only be able to cater to 2 to 3 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!



If you are planning to visit a few university fairs that might be held on the same day, here's a survival kit to help you last through your search:

THE SURVIVAL KIT.

- A big bottle of water
- Comfortable clothes and footwear
- Prepare specific and vigilant 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!





Text by Shah Salimat Photos by Eugene Soh!

# “Uncle, Can Sing in Your Taxi?” Karaoke Cabbie

“Professionalism is in me. If I can excel in the army with only a 7-year education, I can come up with a karaoke system for my cab,” muses Mr Jeffrey Tan, or rather famously known as “the Singing Singapore Cabbie”.

For a rainy and moody-looking afternoon, Mr Jeff (as he would rather be called) graces the Campus office looking bright and cheery. His affability and sincerity shines through the way he carries himself, despite the numerous mentions he has on local and international media regarding his five-figure sum karaoke system he has installed in his cab.

He reveals to Campus 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 he serenaded us with tunes such as Billy Ray Cyrus' “Achy Breaky Heart” to all-time favourite “Sabai Sabai” from Thongchai McIntyre. I even sang a duet with him to the Indonesian classic “Widuri” by Broery Marantika, 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 told us that he was always the “odd one out” during karaoke sessions with his friends. He learnt basic singing techniques from his friends and has been refining them through his cab's karaoke system ever since.



Book your taxi ride with Mr Jeff at 9784 6848. He provides daily and hourly bookings for business, special events, sightseeing and more.

“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 explaining 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 realised that the director did not sing to any song that he played. Instead, he replaced the lyrics 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 flying to Singapore, the businessman made a special request for Mr Jeff to sing for him a popular Thai song by Thongchai 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 lyrics, 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.





# WHAT WOULD THE WORLD BE IN 30 TO 50 YEARS' TIME?

BY AMANDA LEE

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.

**DISCLAIMER:**  
HERE ARE A FEW LIGHT-HEARTED THOUGHTS FOR THE SOUL TO IMAGINE WHAT THE EARTH WOULD BE LIKE 30 TO 50 YEARS LATER. SO WHY NOT LOSE SOME TIME CHEWING ON IT, SINCE WE'RE GETTING OUTPAID BY PROGRESS ANYWAY.

## 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. Because there is only one chance before ZOOM - you find yourself transported across the globe within milliseconds. Be prepared to end up in the wrong country 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 webcam with your friends through the mirror and get a full description of their moods or even personalities reflected on it! There is a little built-in screen on the side of the Mirror-Cam 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 since you could easily gain visual contact with just about anybody it only gets freakier... I mean, what if you forgot that you're 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, or 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? One day you are going to wake up and realise that countries all over the world are attaining the same goal - to deal with the blazing heat! Since global warming will be out of control by 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.

Written by Clara Lock

# For Love Or Money

When the greater powers made man, they also sought to allocate resources fairly. And so it became, that arguably the two greatest things known to man - love and money - formed a dichotomy that has divided humanity ever since. Campus speaks to four students to find out just where they stand on this age-old conundrum.



## The situation in Singapore

How living in a first-world country affects 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 aren't seeking money for survival but to enjoy themselves. So I think most would choose love, since money is no longer a primary need." - Cindy Yong, 21



## Q: Would you pick money over love?

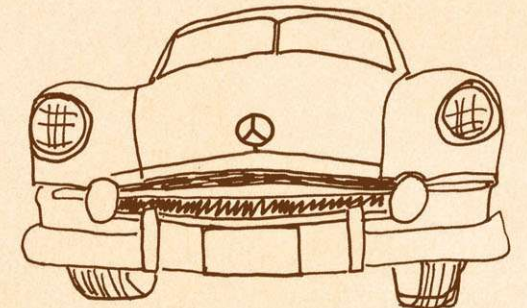
"My parents tried to match make me with a family friend, whose parents were worth about \$40 million. But I turned her down because there was no connection between us. My parents don't understand why I made such a decision. Every time my mother calls, she brings up the issue again." - Liszt, 21

"Having been in such a situation before, I chose love. A well-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 madly in love with him." - Cindy

## Q: 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 unfeeling partner, I wouldn't cry in the Mercedes. I'd just do the same, by not showing him any affection either." Laila Humairah, 20

"At this point of my life, the rickshaw. As the stereotype dictates, college students are generally poor yet we manage to find joy in crappy circumstances. So I'm pretty accustomed to "slumming it" anyway." Clara Lock, 20



## In defense of money

Not as mercenary a choice as it might seem.

"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." - Liszt

## On pre-nuptials

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. Signing a pre-nup is like forecasting the end before you've even begun. It's the first step in the wrong direction." - Liszt

"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 civilized, if we ever have to divide up the assets." - Cindy

"Given that I don't see myself earning an obscene sum of money in future, I don't think a pre-nup would be beneficial for me. However, I suppose it would only be fair to my partner if he was rich and he wanted me to sign one." - Clara

You ♥  
make me  
happy



# SCIENCE/FICTION

BY ARUNABH MISHRA

n. A literary or cinematic genre in which fantasy, typically based on speculative scientific discoveries or developments, environmental changes, 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 wants. As William Blake noted long ago, the human imagination drives the world."

-Margaret Atwood

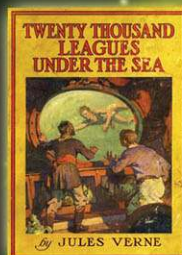
It is the truth universally acknowledged that the stories about the future mirror out our hopes and fears about life in the present. A recognisable literary tradition was conceived during the industrial revolution and born during later half of the 19th century in Jules Verne's *Les Voyages Extraordinaire*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

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 brassieres.

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

## TIMELINE

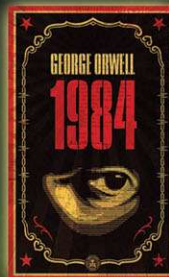
While the world now has super computers, like IBM's Watson and Deep Blue, the advent of augmented reality and development of virtual reality is a clear indication of what sci-fi writers caught on years ago.



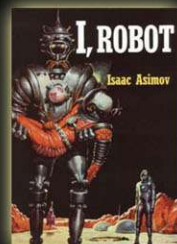
JULES VERNE  
20,000 LEAGUES  
UNDER THE SEA  
(1870)



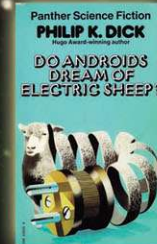
H.G. WELLS  
THE TIME MACHINE  
(1895)



GEORGE ORWELL  
NINETEEN EIGHTY FOUR  
(1948)



ISSAC ASIMOV  
I, ROBOT  
(1950)



PHILIP K. DICK  
DO ANDROIDS DREAM  
OF ELECTRIC SHEEP  
(1968)



ARTHUR C. CLARKE  
2001: A SPACE ODYSSEY  
(1968)



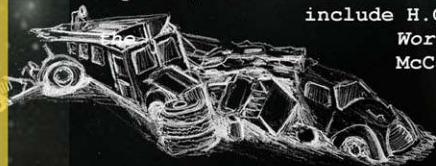
MICHAEL CRICHTON  
JURASSIC PARK  
(1990)

## THE SCIENCE OF FICTION

Most readers perceive science fiction as just 'fiction', but popular themes from sci-fi stories are becoming increasingly more factual than fictional. As Rod Serling, creator of *The Twilight Zone*, puts it: "Fantasy is the impossible made probable. Science fiction is the improbable made possible," which some of these themes suggest:

### APOCALYPTIC

Apocalyptic fiction is concerned with the end of civilisation through war (*On the Beach*), pandemic (*The Last Man*) or astronomical impact (*When Worlds Collide*). Popular novels include H.G. Wells' *War of Worlds*, or Cormac McCarthy's *The Road*.

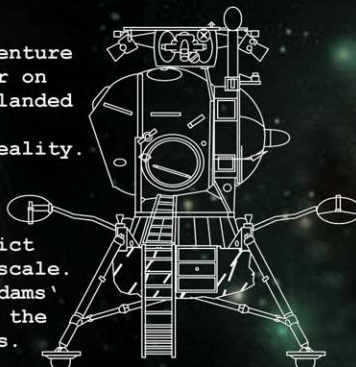


The apocalypse genre gained popularity after WWII, but the possibility of global annihilation due to nuclear war cannot be completely overruled. The genre also outlines natural catastrophe, and with recent Japanese tsunami and global pandemic such as H1N1 and SARS, the idea does not seem so far-fetched now.

### 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 either science or characters, and the conflict is heroic, and typically on a large scale. Titles of this genre include Douglas Adams' *Hitchhiker's Guide to the Galaxy* and the immensely popular *Star Wars* trilogies.



### SUPERHUMAN

Superhuman stories deal with the emergence of humans who have abilities beyond the norm - something like a cyborg. While most fiction of this genre deal with super strong humans with robot insides, real-life cyborgs have been in existence for decades in the medical world. Mechanical Pacemakers now help those with heart problems, while robotic arms and legs replace lost limbs.



The superhuman genre also deals with the "race of the future" idea, which states that the mixing of different races results in one 'super' race in the future. While the mixing of human races is nothing new, it is only recently discovered that humans can be genetically modified to be stronger. This theme echoes in some novels like A. E. van Vogt's *Slan* and Frederik Pohl's *Man Plus*.

### MILITARY

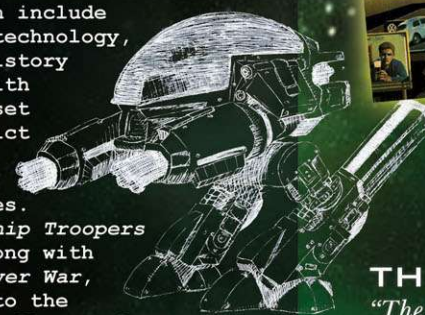
Military science fiction include details about military technology, procedure, ritual and history and may use parallels with historical conflicts, set in the context of conflict between national, interplanetary, or interstellar armed forces. Robert Heinlein's *Starship Troopers* is an early example, 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.

### CYBERPUNK

The cyberpunk genre 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 *Bladerunner* and William Gibson's *Neuromancer*. The time frame is usually near-future and the settings are often dystopian (characterised by misery), although such cities, like Rio de Janeiro or Hong Kong, do resemble them today.

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



## 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 mind boggling technoscientific realities... Moon and Mars landing, genetic and tissue engineering, cloning, artificial birth technologies, bionics, robotics and eugenics now exist."

-Best and Kellner 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 in 1905, 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 depicted in the story of *The Man in the High Castle* by Philip K. Dick, in which Germany and Japan win World War II.



# DBS SCAPE FINANCIAL LITERACY PROGRAMME

By Liszt, Ratna Masayu and Selina Tan  
Illustrated by Sarah Lin



Ah Boon the noob...

"What can I invest in? What are the risks involved in investments?"

- RynaQUE

A wide range of investments is available. As you are just starting out, investing in unit trusts (aka mutual fund) may suit your needs. A unit trust pools money from many investors to be invested in a variety of assets in order to meet a specified objective. Here are a few good reasons to start with unit trusts:

- ★ **LOW COST TO START** - With a regular savings plan, you can begin investing with \$100. At your age, you may not have the lump sum capital you can call your own to do other types of investments.
- ★ **INVESTMENT OPTIONS** - Unit trusts allow you to conveniently invest in international stock markets which you don't have easy access to with other investments.
- ★ **EXPERT RECOMMENDATION** - Instead of playing guessing games, unit trusts are managed by professional fund managers. You'll benefit from their expertise and full time attention to investing in the funds.

All investments are subject to risks though. Some examples include market risks, exchange rate risks, equity risks, credit risks. Keep in mind, market forecasts and past performances of a unit trust are not necessarily indicative of its future performance.

You need to be prepared to lose the amount you have invested. Before investing, seek advice from a financial adviser to be aware of all the risks involved and ascertain your financial situation, investment goals, and expected risk tolerance.

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!

"Gold is the investment rage nowadays. Can you recommend any gold investment funds, and since gold has reached record high, can it still grow for short-term investment?"

- Leong Kok Weng



I'm a gold digger

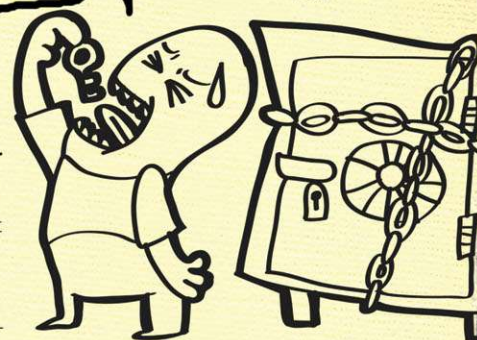
Given that there are not many pure gold funds in the market, you can choose to invest in unit trusts that buy the equities of gold companies, or those that trade in gold futures attempting to predict the future price of gold.

Some financial institutions also offer exchange-traded funds that track the returns of a specific index, such as London Gold spot price. Always consider the long-term return when it comes to such investments.

"What is the worst that can happen and how can I protect my money?"

- Amirah

All we can say is life is unpredictable, so it is imperative to save for a rainy day. You can start by setting aside emergency funds - aim to have 3 to 6 months of salary income in your savings account. You may also minimize the risk of making huge losses by maintaining a diversified investment portfolio that comprises a mix of cash, bonds, stocks and commodities across sectors and regions. Besides reaping the benefits of good performers, a wide selection of asset classes also cushions the negative impact of poor ones.



A man's gotta do what a man's gotta do...

You'll only get the bare basics in life **WITHOUT** a financial planner



You'll get the basics plus more **WITH** a financial planner

Why you need a financial planner

"If my insurance policy I bought many 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 annuity benefits to my current policy without buying another policy?"

- Kenny Kwek



Ah Boon ponders...

Good to hear that you're on top of things!

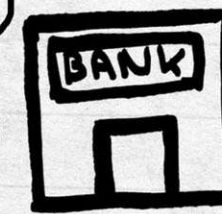
Buying your insurance policy a few years back may mean your financial objectives and situation have changed. As such, we highly recommend for you to review your insurance portfolio on a regular basis (at least annually) with a financial adviser. You may then evaluate whether you need an update in coverage or benefits. Hence whether to buy another insurance policy depends on your current financial situation.



"What is your advice for getting my own bank account?" - Shu



First AT'm card



When setting up an account, first determine your financial goals, formulate a plan and review it regularly. Discipline yourself to put aside a sum of money each month for savings and track your spending. Kick start your plans to invest when you are financially ready and have insurance as protection. With this, you can have a secure balance for your guilty pleasures. Financial planning isn't a hassle: it's a strategy to help you manage your kaching\$.

**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](http://www.facebook.com/dbs.youth) to support them and find out more.

Post your views and stand a chance to win \$80 worth of Topshop vouchers & X mini speakers!

For more info, visit DBS's website at [www.dbs.com/personal](http://www.dbs.com/personal) or walk into any DBS branch to speak to any of their friendly Relationship Managers.



Mortician's kit



# Cheat Sheet

## #12 Mortuary Science

### WHAT IS IT?

Those of you who've seen the TV series "Six Feet Under" will be familiar with this profession. Basically, mortuary science involves death, and seven days. If you're imagining "seven days" as a crackly voice on the telephone, you watch too many horror flicks.

The job begins when someone dies, and seven days is all you have to embalm and bury/cremate a body before it decomposes. However, it's more involved than just preparing bodies for funerals; it also includes elements of counselling, as well as managing funerary operations and keeping up-to-date with relevant laws. In short, it's the business of the inevitability of life - and we're not talking taxes.



### HOW DO YOU GET THERE?

Just because you're dealing with clients who are already dead, it doesn't mean you can simply pump bodies with preservatives and slap on makeup - unless you want to scare the audience to death.

Just to be a funeral director, you'll need:

- 2 years of college (in mortuary science)
- 1 year's experience as an apprentice
- a qualifying examination for licence

There aren't any schools in Singapore that teach Mortuary Science (yet), and many local embalmers are trained overseas in countries like the USA, Australia and New Zealand.



As a licensed mortician, there are job opportunities worldwide. Some folks make a killing at this business - top funeral directors make more than US\$90,000 a year in salaries in the US. The business isn't a dead end career - there are funeral conventions and online communities to keep folks up-to-date with the latest trends.

### 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 stiff competition and it's not the kind of job folks are dying to do, it's a business that won't go extinct, simply because nobody lives forever.

Morticians do have a (sick) sense of humour



\*What goes in must come out. When you pump embalming fluids in, you're draining blood out. If you pump too strong, you'll make the eyeballs pop out. Plus, if someone died of kidney failure, internal fluids ooze out of orifices like eyes and nose. And it's your job to prevent that.

### WHAT IT TAKES

You don't have to be a sicko to do the job, but you need a strong stomach, especially when you're embalming. Here's why:

\*Bodies go into rigor mortis (basically, they stiffen like Keanu Reeves' acting face) after death, so sometimes you have to wrestle with the dead before you can embalm them. Even the dead don't like being poked with a tube.

\*Contrary to popular belief, you don't stick the hose in the rear end: it's usually injected into the femoral artery, which is near the privates at the front. And not all bodies are shaped like Jessica Alba's.

Guess where this hose goes?



If these aren't enough to make you purge your lunch, you're halfway on the path to being a mortician. It's also useful to be personable and skilled at communications, as morticians generally tend to talk to grief-stricken clients more than the dead ones (unless you're the Ghost Whisperer).

Your (shiny) desk

### WHAT'S IN THE NAME?

Morticians, coroners and forensic pathologists all see dead people. For work, that is.

Those who end up working in funeral homes are generally funeral directors or morticians and usually deal with bereaved families, and tend to do everything from embalming to stock-taking of coffins, and are often known for their consoling words.

A coroner is a government officer who investigates deaths that occur under suspicious circumstances (ie. a bullet in the head) and may use a forensic pathologist to do the autopsy. They (as well as those who watch too much "CSI") are known for using cheem words like "exsanguination" and "myocardial infarction."

### ELEMENTS OF MORTUARY SCIENCE

Anatomy: knowing your insides, 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 not making bodies look like zombies

Psychology: learning how to handle live clients



# TECH AND ENTERTAINMENT

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campus.singapore

### MOVEND

WWW.MOVEND.COM



Stream Media has announced that its flagship product, MoVend has expanded to BlackBerry and Windows Phone 7 platforms. MoVend is an in-app commerce platform. This is the first time that a payment aggregator within the worldwide mobile industry has incorporated BlackBerry and Windows Phone 7 operating systems. Stream Media is an NUS Enterprise incubatee company.



### FREE ENTRY THE BUTTER FACTORY

Post a pic of your favourite club outfit for Wednesday nights at The Butter Factory on our Facebook page and the hottie with the most "liked" picture will win a 'THANK GOD I'M HOT' membership card. Plus, 2 runner-ups will win free priority entry for Butter Cookies!



### JLOVE

JENNIFER LOPEZ

When JLO strikes, you know it's 'partay' time. Expect nothing but a line-up of decadent dance music powered with sassy electro beats-"On the Floor" and "Hypnotico" will take the disco by storm.



### BORN THIS WAY

LADY GAGA

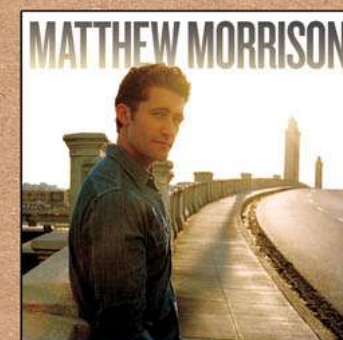
Following her #1 maxi single, Lady Gaga continues to rock the world with her virulent club-pop sensuality. Tune in to the subversive punch of "Electric Chapel" and "Bad Kids", that's pointy prism for you indeed.



### MATTHEW MORRISON

MATTHEW MORRISON

The Glee star is here to steal the hearts of duet-lovers. Swoon 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.



Want these albums or free entry?

then stay tuned to our facebook page\* wall!  
\*see top right of page

## WHAT'S HAPPENING:

25 June 2011 (5pm - 2am)  
Post Museum @ Rodwell Road  
No dress code, no cover charge  
18+ only

### Big Trouble in Little India

Enjoy 9 HOURS of music, food, and beer with SynQ Music Collective performers combining DJs, turntablists and multi-instrumentalists, all from local unis! Expect a night to remember!

26 June 2011  
K Union @  
Orchard Cineleisure Level 8  
\$15: K Box Members  
\$20: Non-Members

### K Box: A singing Affair

Show off your talent at K Box's competition to win prizes like a chance to be featured in a movie, gift hampers worth over \$900 and more!

1 July 2011 (5pm - 10pm)  
2 July 2011 (4pm - 10pm)  
Republic Polytechnic | FREE

### IGNITE! Music Festival 2011

Back for it's 4th year in a row, IGNITE! Music Festival is touted as one of the largest music festivals in Singapore, showcasing local talents and musicians.  
www.pp.sg/ignite/2011/

2 July 2011 (8am-4pm)  
Marina Barrage

### Singapore International Water Festival 2011

Wilder and wetter activities for the family, competitions open to secondary school students and watch international teams competing in water sports! Go kite-flying, sailing, everything in one day!  
www.siwf.sg

11 - 15 July 2011 | Starts at \$150.

### World Leadership Conference 2011

The WLC 2011 is a 5-day conference aiming to re-ignite the "spirit of Rio" by enabling the younger generations with the skills, knowledge and inspiration to create environmental change.  
Worldleadershipconference.org

24 July 2011 (3pm - 7pm)  
\*SCAPE Warehouse

### Nothing to Something

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.  
www.facebook.com/dbs.youth

13 - 14 August 2011 (12pm - 6pm)  
Suntec Convention Centre

### JobsCentral Career Fair & Learning Fair 2011

Last year, the JobsCentral fair had over 110 exhibitors available for approximately 55,000 recent graduates and young professionals looking for jobs. This year, they plan to make the event even bigger.  
www.jobscentral.com.sg/careerfair



# a virtual world that can bring about justice

by roshni kapur

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 1980s.

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 gaps of communication and are making us closer to one another as never before.



## 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 despaired by constant humiliation and harassment from the corrupted Tunisian authorities who confiscated his last valuable belonging, a weighing scale. Out of humiliation, he set himself on fire. His death sparked a fiery and intensive rage all over Tunisia, leading the then-President Zine El Abidine Ben Ali to step down after 23 years in power.

## digital quest for liberty

This reaction proliferated to other Arab states where long-standing governments had been exploiting their power for decades, and sparked a similar reaction. The whole of Middle East saw a wave of demonstrations and violent protests where many autocrats were pressured to resign from their seats and face charges such as former president of Egyptian president Hosni Mubarak who's facing charges for misappropriating public funds.

The youth were so emotionally despaired 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. Using 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 protests were recorded with ordinary mobile phones and posted on the internet. Pictures and videos of police and military forces flogging and beating up protestors can easily be accessed on sites like Youtube, Facebook and other social media. The whole world could see what exactly 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 had it not 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 pressuring 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 Gaddafi.

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's 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 anguish and desperation, 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 mere pastime. If 2011 has taught us anything, it's that technology has the potential to become an international lifeline.



# MUSIC WITH A MESSAGE

By Roshni Kapur

## IMPACTING THE FUTURE THROUGH SONG

Acclaimed artists like Lionel Richie, Bono 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 Clean and Green Singapore (CGS) 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 also 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 the Eco Music Challenge competition last year, calling for participants to express their love for the environment through music. Out of this competition, 13 finalists were chosen and 15 songs were created from over a hundred participants.

Daniel Teng, 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, claiming, "there is nothing noble about joining the challenge." He just wants people to become more aware of the environment.

As a guest vocalist, 17-year-old Shawn Tok also participated in this year's Eco Music Challenge with "Heaven on Earth Chinese Version", accompanied by 3 musicians. The extremely talented Shawn is the youngest winner ever for the annual Campus Superstar 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 Tok, these musicians have shown that music's purpose is not for entertainment alone. Research has shown that music is not only able 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.



### THE SEED OF CHANGE

Climate change has indeed altered the face of the 21st century, and politicians from first world nations and developing countries are doing their part to curb global warming. However, society has an equal part to play to ensure that the repercussions of climate change are minimal.

The first step to taking action is to create awareness. American poet Henry Wadsworth once said, "music is the universal language of mankind", and through music, one can spread the message about climate change and provide a common ground between people and the environment.



DANIEL TENG



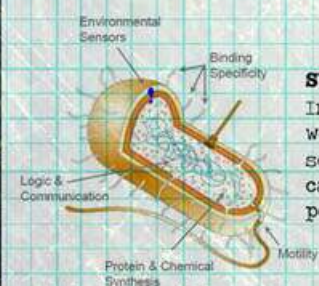
SHAWN TOK

# FUTURE CAREERS

In the coming years, things like technology, medicine and environmentalism are bound to advance, and with this advancement comes a whole new set of job titles that seem to come out of sci-fi novels. Based on current trends, here are some potential hot jobs of the future:

### CYBER SECURITY SPECIALIST

As the internet is getting more involved in our lives, professionals who can protect your data from hackers will be a hot commodity.



### SYNTHETIC BIOLOGIST

In the future, there would be no limit to science, where biologists can create organisms to perform specific tasks.



### GENETIC COUNSELLOR

Parents might be able to reduce their baby's risk to genetic diseases with the help of genetic counsellors.



### NANO ENGINEER

With the advancement of robots, scientists now will be able to engineer robots in new shapes and sizes on a super microscopic scale.

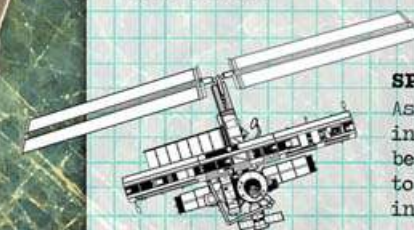
### SIMULATION ENGINEER

From surgery to flying a plane, there's a simulator for everything these days, so someone has to maintain and create these technologies.



### SOCIAL MEDIA MANAGER

The new 'it' profession, it's no longer just a hobby, as organisations are now employing online communities to enhance their brands.



### SPACE ARCHITECTS

As space tourism is becoming a reality, there will be a need for architects to allow humans to live in lunar outposts.



### VERTICAL OR GM FARMER

As urban areas are getting increasingly vertical, the only way to grow crops is straight up too. With genetically modified farming, this is possible.



### MOBILE APPLICATION DEVELOPER

With the advent of smartphones, it's only natural that an increased number of developers will be needed to create more apps.

### SUSTAINABILITY OFFICER

Eco-savvy individuals will be relied upon in the future to find, research and implement eco-friendly policies to benefit organisations, as well as the earth.



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 8-10 jobs in a lifetime in the future, thanks to the rapid acceleration of technological advancement.





By Rahimah Rashith

# The Future of Medicine in Third World Nations



## WHAT IS PREVENTING MEDICAL PROGRESSION IN THESE COUNTRIES?

Modern medicine is the unyielding symbol of human progress. In this brave new world of globalisation, technological evolution and health advancement, those living in industrialised nations have numerous prevention and treatment options, including seeking specialised medical treatments overseas. For example, the most popular destination for cancer treatment is Southeast Asia and Latin America. The expertise and affordable price make 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 medication and sanitation. In some parts of the world, this is true.

While those living in industrialised 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 Médecins Sans Frontières (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 those torn in conflict. Sometimes it is difficult to gain access to people who need the medical attention the most in violence-prone areas and those marred by poverty. Some might think it's the government restriction imposed on good Samaritan doctors who travel across borders in the name of providing help to those who truly need it. However, it is not always the refusal of the governing power but rather the situation of that country.

Take for instance the dilemma of Médecins Sans Frontières (MSF or Doctors without Borders), in the ongoing Libyan 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 at Libya 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 Libya were explicitly calling out for additional back-up to tend to the wounded. However the border was closed for security reasons. MSF had to find an alternative route through Egypt to finally reach the east side of Libya. Even then, they had to travel to the west part of Libya 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 cheapen its price, and the obvious way to do 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.



MSF in Somalia © Raphael Sourt\_MSF



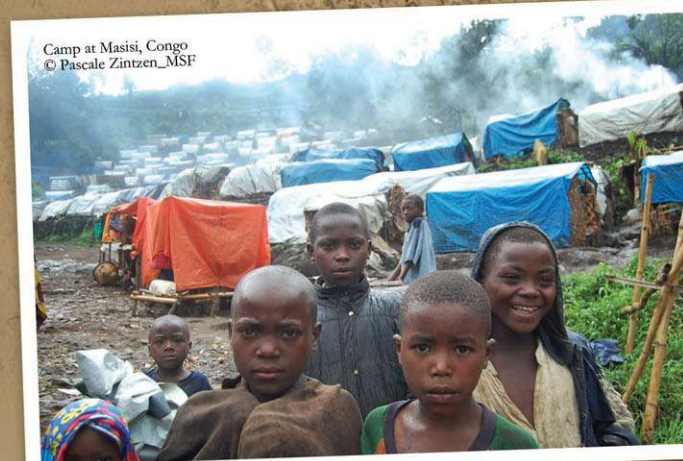
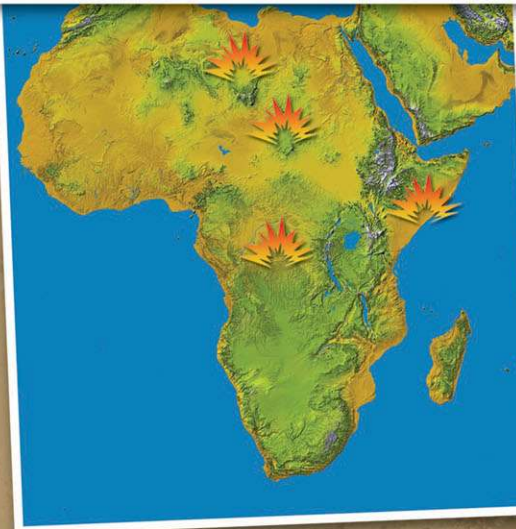
## Evolution or Stagnation?

The future of medicine may be brighter in some parts of the world than others. This is mainly because the research caters to the majority of the paying consumers 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 everyone. 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 outpace the ailments nature throws at us.



Displaced family in Chad © Alois Hug\_MSF



Camp at Masisi, Congo © Pascale Zintzen\_MSF



# HALLYU IMMERSION

## STAY & LEARN IN KOREA

BY SELINA TAN

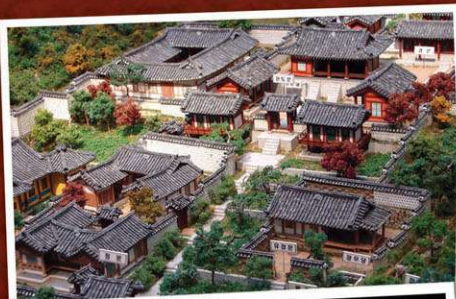


Here's your chance to legitimately outstay your holiday welcome and feel mighty proud after the month-long stint. I mean, how cool is it to speak like a native Korean while unearthing the delightful treasures of Big Bang and Super Junior land. Tailor-made for fun-loving international students, the following programmes involve just a wee bit of studying but truckloads of exploratory excitement!

### INDEPENDENT HOME STAY PROGRAMME IN KOREA

The 1-4 week independent homestay 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 tread the path to becoming 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. Placements are made mostly in Seoul. You can volunteer at environmental organisations or opt for additional Korean language lessons to make the most out of this homestay programme.

Contact Federation EIL's International office for more information at 1-802-246-1154 or [federation@experiment.org](mailto:federation@experiment.org).



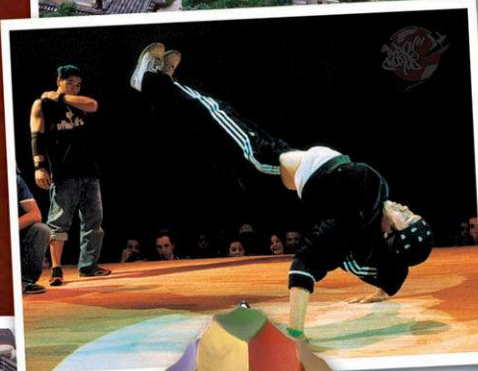
### EWHA INTERNATIONAL SUMMER COLLEGE (2-13TH AUGUST 2011)

Summer Studies (Session II) at Ewha is a customised programme to best provide students a chance to learn and to immerse fully in Korea's culture. Not only will they participate in the academic program, but they will also go on field trips to places that best reflect the traditional and contemporary beauty of Seoul.

On the first weekend, all participants will go on a 'Cultural Excursion Trip' to get a taste of authentic Korean culture in Andong City. Besides being involved in creative hands-on activities such as building a simple traditional Korean house called Hanok and learning the traditional mask dance 'Talchoom', they will also get to revel in the scenic wonders at the world-renown foreshores of the west coast.

What's more, there are visits to South Korea's major TV broadcasting company, 'B-Boy' performances, and much more! The deadline for application is 6th July 2011. For more information, look up <http://summer.ewha.ac.kr>.

So, what are you waiting for? Embark on the most amazing learning journey to Korea, and leave your footprints all over!



# BACK TO Korea THE FUTURE

AS AN ARDENT FAN OF KOREA, DON'T YOU WISH YOU COULD MOVE BACK AND FORTH IN TIME SO AS TO SOAK UP THE COUNTRY'S RICH HISTORICAL ESSENCE WHILE SIMULTANEOUSLY INDULGING IN HER, LET'S SAY, 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)

Want to keep up the cultural momentum? Head to Jeju Island! They say visiting the Seongeup Folk Village in Jeju is like taking a trip back in time, where you can imagine how hardy the people of Jeju had to be in order to survive. Feast your eyes on replicas of ancient houses and learn about the different social classes of those times. You can even dress up as a glamorous queen of the Joseon Dynasty and get pictures taken for a good laugh afterwards! This is a chance to experience Dae Jang Geum, but within a lively, modern context!

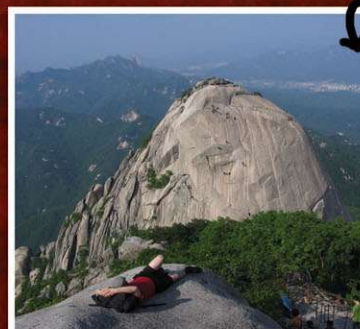


### UDO ISLAND (JEJUDO)

Northeast of Seongsan-ri is Udo Island, which houses 1,750 inhabitants, yet still retains its rustic touch despite throngs of tourists and tour buses that come at weekends. The highlights are the black-lava cliffs at Tolkani and the lighthouse that you can walk up to for panoramic views of patchwork fields and brightly painted roofs. Take a stroll down Korea's only coral-sand beach, Hongjodan-goe Haebin, which is brilliantly white. You'll find that a small community of haenyeo dives in the cove just below the lighthouse.

### MYEONG-DONG SHOPPING AREA

Myeong-dong is in fact Korea's trendiest shopping area, with over 300,000 sq.m. of shops retailing an abundance of fashion merchandise. Expect the latest clothes, shoes, handbags, accessories, and cosmetics. Day and night, young people swarm into the numerous restaurants, cafes and night clubs around this area. If you crave vanity and vibrancy, Myeong-dong will be your absolute haven!



### BUKHANSAN MOUNTAIN

Once you're tired of all that consumerism, wrap up by returning back to quiet nature. This national park is made up of a granite peak with its surrounding area clearly visible from the city itself. It offers sublime vistas of mist-shrouded mountains, maple leaves, meandering streams and remote temples. If you're a free-climber, you'll enjoy Insubong, which stands at 180m and offers routes of all grades. The best part? It's possible to visit by subway, so you don't have to extricate yourself from society!

### KOREAN FOLK VILLAGE

This beautiful folk village boasts a large collection of thatched and tiled traditional houses. Set around a quiet river are a temple, a Confucian school and shrine, a market, a magistrate's house with examples of punishments, storehouses, and all sorts of household furnishings and tools. Be riveted by the quaint, rural village atmosphere where artisans wearing hanbok (traditional Korean clothing) create pots and weave bamboo. Don't worry, retail exists-buy your favourite handmade confection back home as a keepsake!



### JEONGBANG WATERFALL

Next, proceed to viewing the majesty of Jeongbang Waterfall. One exciting fact: this is the only waterfall in Asia that cascades directly into the sea! Not only is it way gorgeous, the falls is also accessible from Seogwipo Harbor in Seogwipo-si (Seogwipo City). It takes the intrepid traveller 30 mins to get there on foot from the Cheonjiyeon Waterfall, Saeyeon Bridge and Saeseom Island; all three in the immediate vicinity of Seogwipo Harbor.

### ATTRACTIONS:

63 City - 10% off admission

Palaces (Changdeokgung, Changgyeonggung, Hangyeonggung, Deoksugung, Gyeongbokgung) - 50% off admission

Jeju Peace Museum - 20% off admission fee

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

FOR DISCOUNTS VISIT:  
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Holiday in Korea - 10% off room rate

statravel.com.sg/isic

If you're a student, get this for great discounts across Korea



# 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-Harburg Eco-City

### HAMBURG-HARBURG 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 30%.

Tianjin Eco-City

### TIANJIN ECO-CITY (by 2020)

Tianjin, China

This city showcases plenty of energy-saving technologies, including a sun-powered solarscape and light rail system, while incorporating 2 existing villages.

Dongtan

### MASDAR CITY (by 2025)

Abu Dhabi, UAE

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

Masdar City

### DONGTAN (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 25 million m<sup>2</sup> city will soar 1,500 feet into the air and integrates a park with skiing in winter, making in the largest structure (in floor space) on earth.

Crystal Island

### FREEDOM SHIP (not begun)

City at Sea

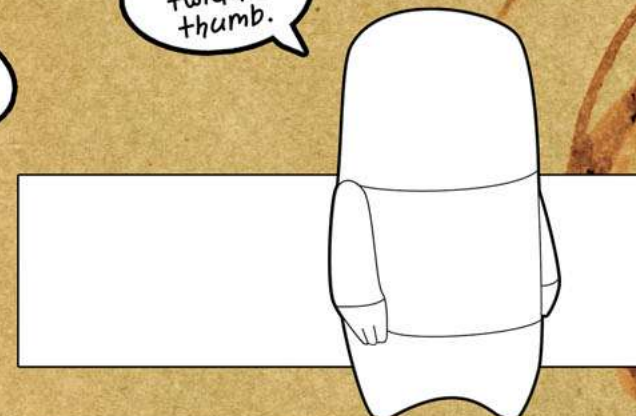
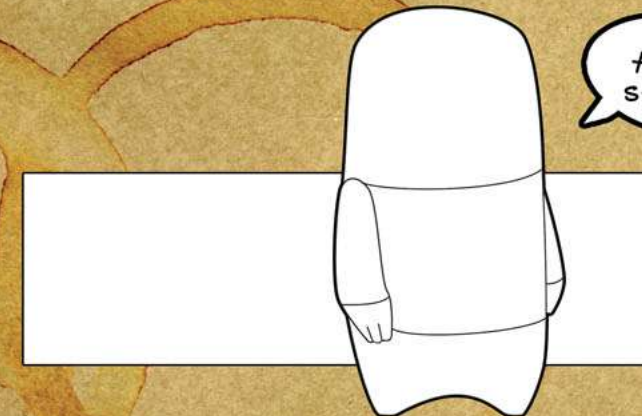
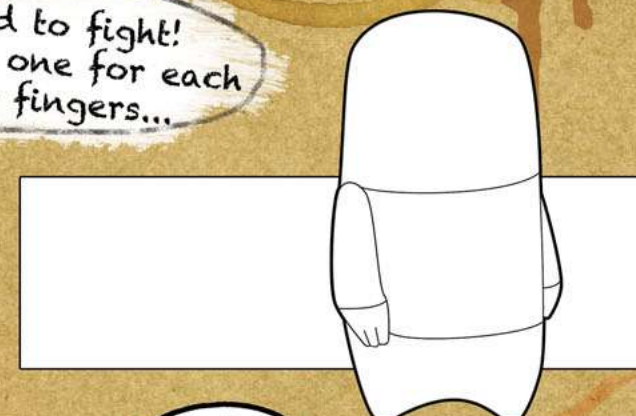
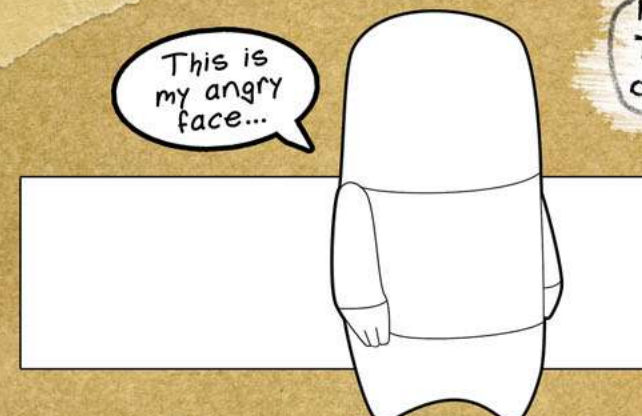
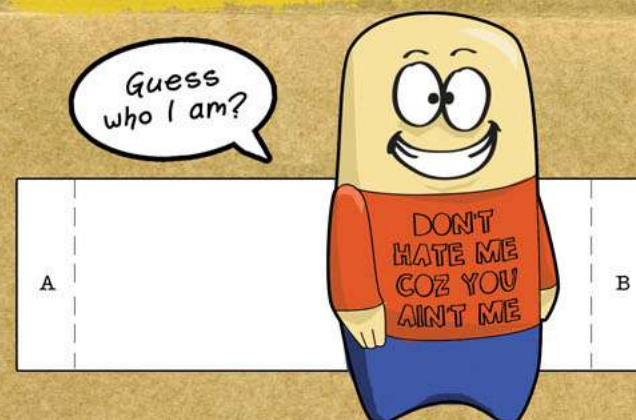
Proposed as a city at sea that circumnavigates the globe every 3 years, it's supposed to contain commercial and residential sites, as well as docks and airstrip.

Freedom Ship

## 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!



## WHAT TO DO

1. Use your creativity (as well as pens or paints) 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, duh. 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 finger(s) - it looks more sane than talking to a mirror.

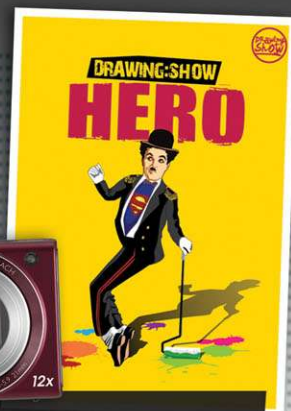
HINT: You can photocopy these to enlarge or shrink the sizes!



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, WB210** 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!

part  
2

# UPDATE YOUR MATE korean version

Winners from last year!



**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](mailto:contest@campus.com.sg) BEFORE Sunday, July 31, 12pm

SAMSUNG

ETUDE  
HOUSE

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Dream  
VINTAGE

NineAperture Blades