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CONTENTS

02: Millennial Murder
The generation that killed industry giants

03: The Hovering Figure
Helicopter parents

04: Where Nerds Rule
Lavish facades

05: Millennial Food Guide
Preparing your own meals

06: Gone Solo
Mindfulness in shoreline

07: Moronic Millennial Challenges
Things people do for views

09: Feeding the Monster
Diagnosed with FOMO

10: The Generation Gap
Different strokes for different folks

11: Not-So-Invincible
Demographic
Diseases affecting millennials

19: Millennials.
Why the bad rap?

20: Generation Prude
Chastity & the Millennial

22: Colour of Youth
Millennial Pink and Gen Z Yellow

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Millennial Murder?
The generation that killed industry giants

BY EISHWAR

Millenials: a mythical group of people that no one seems to understand, sometimes not even the Millennials themselves. Hailed as naive, poor-spent, anti-social and much more. Due to a recent trend of articles, we can also label ourselves as industry killers. It may seem far fetched, but reputable news sites like the BBC, Forbes, Business Insider and many more, are all writing about industries we have killed and it seems to be true. So, after digging around for a bit, all the articles seem to agree upon 3 different industries that we, millennials, have murdered in cold blood.

Diamonds

If diamonds are a girl’s best friend, then that relationship probably ended with 90s. With sales for two big American diamond retailers, De Beers and Tiffany, dropping 11% and 6% respectively, no wonder that the industry is feeling the pinch.

This has been firmly attributed to delayed marriages. With many couples choosing to get married later – due to cost of marriage, high cost of living, etc. – the average age of marriage has gone up to 30.5 years for men and 29.2 years for women in Singapore. On top of that, millennials are looking out themselves and jewellery to use as wedding bands, if they decide to get married.

Some cite as one of the major factors for this shift, while others say it’s too much of the consumerism and plastic notion that occur in the diamond industry – mostly of the stigma, you can actually tell when a diamond is truly genuine. From with debt piling, higher costs, and exploitation at the back of our minds, it’s hard for millennials to support the diamond industry, thus causing a slow demise.

Department Stores

Going to department stores used to be an occasion for the whole family. There were activities for everyone; kids would dart for the toy section, adults would go to household appliances, and everyone might get new clothes. It had everything under one roof. However, times have changed.

With John Lewis shutting down its doors in 2016 and many other department stores closing down, the past few years, we are seeing the death of department stores. But why? Simple, Millennials know what they want and who they want it from. They prefer fashion or online brands. They know their own style and know where to go to get what they want, whether it be H&M or Zara for clothes, or walk over to Uniqlo for winter gear, and finally in Limited Edt to get sneakers.

To hurry for that? Then just order them online – Zalora, Amazon, you name it. With millennials knowing exactly what we want and having easy access to them, middlemen department stores are slowly eroded.

Cable TV

The more dramatic death seems to Cable Television. We used to fly through monthly magazines to find exactly which TV shows we wanted to watch on our cable TV – as many have gone on their own. They were a staple in every household.

WHAT ARE HELICOPTER PARENTS?

The term ‘Helicopter Parents’ first made its appearance in the bestselling book in 1990, titled Between Parent and Teenager by Dr. Haim Ginott. In the book, Ginott wrote about the destructive nature of a frustrated teenager: “mother hovers over me like a helicopter.”

Today, we refer to someone as a helicopter parent if they take an excessive interest in their child’s life.

WHAT DOES HELICOPTER PARENTING LOOK LIKE?

A helicopter parent is often over-protective, and observes their child in every aspect of their life. They feel the need to be in control, and have trouble letting go even when their children no longer require close supervision.

Helicopter parents are often guilty of helping their kids with their homework or frequent tasks. Some may go so far as to pack their school bags. They might even build close relationships with their children’s teachers, and demand frequent progress reports on their offspring.

As the child gets older, a typical helicopter parent may want to get involved in decisions such as the interests their child should pursue, which colleges he/she ought to join, even when the subject combination the child should pick in secondary school.

In Singapore, it is also relatively common to see parents dropping off their kids after every school hour, to drop off homework or classroom materials that their children have forgotten to take to school.

TOO CLOSE FOR COMFORT

Helicopter parenting often begins with good intentions. However, if parents fail to become aware of their overprotective parenting habits, detrimental long-term effects may manifest in the long run.

A child raised under the scrutinizing eye of a helicopter parent may grow up to be overly reliant on others. Due to their parents’ excessive involvement in their daily schedule, interests, activities, and responsibilities, the child may be unable to function without the guidance of somebody else.

Children may also develop a sense of entitlement as they progress into adolescence and adulthood. Since their parents have constantly arranged everything for them from birth, the child may feel that everything should always go according to their plans.

Children who usually help their children with daily tasks – like having their school bags packed, watching their chores, organizing their school files, doing their homework, etc. – may also hinder their life skills development. This is because the children are not accustomed to doing such tasks without assistance, so having to suddenly handle all these tasks alone may prove to be a challenging for them, compared to their peers who have gradually developed such skills over the years.

The worst and most ironic drawback of having helicopter parents is that it leads to low self-confidence and soft esteem that stems from a childhood of over-impacted parents. By controlling their kids on a short leash and making sure every move may be unknowingly telling their children that they are not capable of accomplishing those tasks on their own.

In order to engage in effective parenting, it is important for parents to first be aware of how their actions may impact their child’s development. A child must be given the freedom and space to make mistakes and learn from them, in order for them to blossom into the best versions of themselves as adults.
Video games are often seen as something that only geeks with no social life engage in. However, the recent shift in lifestyle has pushed the video game industry to the forefront of popular media. In China, the massive gaming community has spurred numerous dramas and animations featuring video games, like Love O2O and The King's Avatar; both have since become global hits.

South Korea, too, is known for their dominance in the eSports scene, with top players amassing six-figure prize sums by winning gaming tournaments in StarCraft and League of Legends. Among them, Lim-Yo-Hwan (BoxeR) and Hong Jin-ho (YellOw) have also achieved minor celebrity status with their participation in Korean mainstream variety shows like The Genius and Crime Scene.

Among the most highly paid video gamers is Tyler “Ninja” Blevins, one of Twitch’s superstar streamers who's made more than $500,000 a month on the popular streaming service. The majority of his revenue comes from Amazon and Twitch Prime subscribers, and his huge social media following.

From the fandom of anime and video games emerges a new genre of celebrities: cosplayers. They dress up in elaborate costumes, bringing to life 2D characters at fan conventions around the world. While they dress up as those who love to accurately represent the characters they attempt to emulate, those who do so are often rewarded with the opportunity to turn their hobby into a career.

Jessica Nigiri is one of the most popular cosplayers worldwide with a huge following on Instagram, Twitter, and Reddit. She first got into the scene when a friend brought her to Comic Con as a “Sexy Pikachu”. This spurred her passion for the art, and it ultimately became a part of her lifestyle.

One of the most famous book nerds is probably Megan Fox – the bombshell from Transformers and Teenage Mutant Ninja Turtles series. She transformed her interest in comics (she wanted to be a comic artist) into a career by starring in major comic-turned-movie projects, making her worth about $5 million.
Gone Solo
Mindfulness in living alone

I’m no expert at living alone, and haven’t been living alone for long, but I’m living every day as if it may be quite tricky in the beginning to live alone. Now in society we’re so used to living in close-knit family units – not to mention the price of housing means probably most of us from moving out before we’re 30.

So, if you’d like to embark on solo living – perhaps you’re going on an exchange programme or an internship – know that it can be a liberating experience. You can also add in some spa days to your status. But there are some things you’ll need to take note of when you start living on your own.

1. Meals
It’s easy to forget to eat when you live alone since there is no other person around to remind you to eat. Realistically, we should try to have at least two meals a day. However, living alone doesn’t mean you should eat just fast food or instant noodles – you have the option of eating out, ordering in, cooking a meal (check out the ‘Calm Food Guide’ in this issue), etc. Also, don’t forget to eat fruits and vegetables – your colin will be thankful.

2. Housekeeping
I was mostly shocked by the five cockroaches crawling around my room one morning when I opened my eyes during the first week of living alone. After that, I changed the floor once every week I love adding essential oils into the bucket to give the floor a refreshing scent. You can also get mops that have a cloth attached so you can use it to wipe your table as well. A word of advice: don’t leave food festering on your table.

3. Bills
The electricity at my place is pre-paid, which means the power automatically cuts off when there is no money in the system. Since electricity is quite expensive when I am, I study and spend most of the days at libraries, and I charge all my devices there before going back to my room. Water bills cost a lot too, so I always make sure of the communal kitchen to get water for cleaning my room with. Once you’re new living alone, you also have to remember you pay your bills on time so that you won’t have to knock on your neighbour’s door to use their toilet in the middle of the night.

4. Social Interaction
It’s very unhealthy for the mind, body and soul to be cooped up in your room for long periods of time. So you should visit a new place, like a museum or a park, and spend an afternoon. There’s no at least your shots to see some daylight. If you’re in a foreign country alone, the world outside your room is practically a lab for you to observe how the country works, and how people go about their daily lives.

5. Spend freely
As ashopaholic (millennial), it may be tough to stay away from shopping. But don’t let that stop you from buying things you love. Your money is not gone over your credit limit (I know), but spend wisely. Keeping a budget isn’t about living on as little as possible. It’s about learning how to balance things.
Cheatsheet  #53 Things Millennials Should Know

By Julian Rosario

Logical thinking and reasoning focus on problem solving techniques, which are useful almost every day in the workplace. It helps us to determine all the possible outcomes of a situation before jumping to the black and white conclusion. Without the ability to think logically, we may begin to make decisions which will negatively affect our lives.

A unique aspect of the world’s most powerful man, the magical fume of thought would be that Trump’s businesses make money, so Trump must be a good president.

## Relationships

Relationships are a large part of adulthood, not only at home, but also in the workplace. Creating healthy relationships with co-workers comes from a base understanding of communication - how do you deal with conflict, handle personal emotions, determine boundaries between individuals, etc.

Learning about these abilities will help strengthen bonds between family, friends, partners, and future co-workers. Relevant to both the workplace and home, discussions about sexual values and roles also play a large part in shaping our worldview in future relationships. This knowledge could help the fight against family division and domestic abuse.

In a world where more and more communication is done online, it’s more pertinent now more than ever that we learn how to deal with people face-to-face, especially when it comes to controlling our emotions and learning what to say (or not to say) in front of others.

## Personal Finance

This is for the most common places where people believe they should be taught and it’s something that’s not part of our national curriculum. Learning how to effectively manage your money is key to a student’s future, both personally and for business.

If we were taught how to effectively save and manage our pocket money, we can then take this information forward when working with budgets and managing money for a future business, or when signing for our own future home. Then there are basic things that working adults need to learn about - how to file your taxes, how to buy for relevance, how to buy a house, how to buy the perfect insurance policy, how to get the most out of loans, and on much more.

Simple financial teachings, such as the different types of interest rates and what we could and shouldn’t My future, could help to decrease the increasing debt that many young families find themselves in. Personal finance is an abundance of applications, and should be the first thing added to educational curriculums.

## Logic and Reasoning

When you think about it, a majority of the learning you do is more based upon how you are taught to memorize the questions/answers, and then disregard them so you can move onto the next topic. A large portion of us will never learn to revisit the chemical formula for ammonia (NH₃), but it’s in our brain anyway.

Most Millennials are busy snapping away their lives, unaware that the affliction they are suffering from has been diagnosed and it has a name.

**FOMO: Fear of Missing Out.**

### What is FOMO?

FOMO is that unsettling anxiety that creeps up when you see groups of people still partying at Orchard or Clarke Quay at 2am when you have just finished a late night assignment. You find yourself alone after school, without any other activities other than going home to revise.

At night, as your Instagram refreshes, you see stories of other people’s lives. Unlike you, they are active, social and experiencing all kinds of events everyday. Then, there is something inside of you, that actually sensation of being left out and longing to go out and do more because you are missing out.

### Cause: Social Media?

The rise of social media and the fear of being excluded as millennials scroll through posts on Facebook, Twitter and Instagram on events that they missed fuels FOMO. Since we’d rather spend money on experiences, missing out on things like deals on impulse, or events like festivals, concerts, and parties, causes us discomfort.

Social media has played a huge part in transforming the way we communicate and promote FOMO. People are constantly posting pictures of the latest and greatest news happening in their lives. It has become a breeding ground for bragging “look at me, look at me, and all the fun I am having” is basically the message we convey when we post on social media. It has almost become a competition to see who is winning at life.

There seems to be an unspoken assumption that if you don’t have something going on at every minute of the day, then you are missing out on opportunities that could’ve made you hashtag (Repost/mytype). Perhaps this is true if you spend all of your weekends tending to Kenen dramas, but most people think one needs to be overwhelmingly busy in order to be successful.

Companies and brands are also cashing in on the millennials’ love for live experiences by inventing new venues and materials where participants can take Instagram-ready shots. Remember your wild self during ZooBazzar, running along with Pikachu during the Pokemon Run Carnival, and browsing the long queues at Ciderama Cafe. Music festivals, concerts, food and beer festivals, themed runs, and cafes are more popular now than ever before because even they are feeding the need for FOMO.

Now you are sad and jealous because you are just laying on your bed scrolling through some awesome photos of those who’ve already tried the trendy Hokkaido cheese toast at Say Chizu.

### So what is FOMO again?

FOMO brings about a desire to satisfy any heart, soul, and Instagram need of any millennial. But feeding the FOMO monster has many adverse effects on mental health - because you’re busy scrolling through other people’s Instagram stories, you may suffer from envy or low self-esteem (“Her life is so awesome, travelling with friends straight after exam? She’s so boring!”). Why can’t I be doing all that amazing stuff?), or possibly have body issues (“How I wish I had her looks!”).

What are you really missing out? Probably nothing, but more stress.

Even if you’re the one guilty of posting excessively on your socials, you aren’t actually Judges yourself because you’re too busy trying to get snpping of video for your Instagram story.
**Different Strokes for Different Folks**

**THE GENERATION GAP**

Ever experienced frustration when you interact with your parents or older family members? Misunderstandings are not uncommon between different generations, but why is this so? There are several contrasts in beliefs, lifestyle, and practices across the generations that co-exist in Singapore. To better understand why the present generation and the younger generation experience generational gaps, we must first define and understand each generational cohort.

**THE GENERATIONS**

**TRADITIONALISTS**
Born between 1945-1964, the Traditionalists were sturdy people who grew up in a world framed by them. They were raised well, and the Great Depression happened during their formative years.

**BABY BOOMERS**
Next up are the Baby Boomers — in 1950, 50% of families no longer lived in poverty. They are the generation that grew up together and had a common experience. They are often characterized by their desire for independence and the belief that they could do anything.

**GENERATION X**
The first generation to be exposed to the internet and computers, Generation X is often described as a generation that is more interested in technology and less interested in traditional values.

**MILLENIALS**
This generation is known for its tech-savviness and its desire for a work-life balance. They are often seen as a generation that is more interested in social issues and more open to new ideas.

**LIFESTYLE DIFFERENCES**

**EATING**
Modern Millennials can find a variety of healthy options, including 24-hour fitness centers, catching up over an affordable cup of coffee, and enjoying a delicious meal at a local cafe.

**SHOPPING**
The rise of online retailers has provided shoppers with a whole new world of possibilities. Websites, apps, and social media have completely changed the way we shop.

**TRAVELING**
Dress codes were more relaxed, and hotel amenities were better. Today, travelers are more likely to travel solo or in small groups, and they tend to choose destinations that are more likely to be culturally immersive.

**WORK ETHICS**

**WORK ETHICS**

In terms of work ethics and values, the four generational cohorts differ quite significantly.

**TRADITIONALISTS**

Their work ethic is based on integrity, respect for authority, and a strong sense of duty. They believe in hard work and the value of a good education.

**BABY BOOMERS**

Their work ethic is based on teamwork, responsibility, and the belief that they can do anything. They are often characterized by their desire for independence and the belief that they can do anything.

**GENERATION X**

Their work ethic is based on flexibility, adaptability, and a strong sense of self. They are often seen as a generation that is more interested in social issues and more open to new ideas.

**MILLENIALS**

Their work ethic is based on collaboration, innovation, and a strong sense of personal responsibility. They are often seen as a generation that is more interested in social issues and more open to new ideas.

**THE NOT-SO-INVINCIBLE DEMOGRAPHIC**

**DISEASES AFFECTING MILLENNIALS**

There are numerous health challenges that affect young adults, particularly those in their 20s and 30s. The following are some of the most common:

**LUPUS**

Lupus affects nearly 150,000 people in the United States. It is an autoimmune disease that can affect almost any part of the body, particularly the skin, joints, and muscles. The symptoms include fever, tiredness, and joint pain.

**MULTIPLE SCLEROSIS (MS)**

Multiple sclerosis (MS) is a disease that affects the central nervous system. It can cause symptoms such as tingling, numbness, weakness, and muscle spasms. The symptoms can vary from person to person and can range from mild to severe.

**TYPE 1 DIABETES**

Type 1 diabetes is a chronic disease that affects the body’s ability to use sugar. It occurs when the immune system attacks and destroys insulin-producing cells in the pancreas.

**ORTHOPAEDIC**

Orthopaedic disorders affect the bones, joints, muscles, and ligaments. They can range from minor strains to severe injuries or conditions that require surgery.

**RHumatoid ARTHRITIS**

Rheumatoid arthritis (RA) is a chronic inflammatory disease that affects the joints, particularly the hands, wrists, and knees. It can cause pain, swelling, and stiffness, and can lead to long-term joint damage.

**WHEN TO SEE THE DOCTOR**

Although some diseases — like lupus, Crohn’s, and MS — are rare, others are relatively common and can be treated. It is important to see a doctor if you have any concerns or symptoms.

**References**

Although some diseases — like lupus, Crohn’s, and MS — are rare, others are relatively common and can be treated. It is important to see a doctor if you have any concerns or symptoms.
Murdered by the Weather

BY NINA GAN

CLIMATE CHANGE KILLING OUR FAVOURITE THINGS

Climate change. Everyone’s aware of it, some of us are talking about it, we all know that it’s not a joke. Besides, global warming is already affecting our planet—currently, monsoons are rising fast, and for a flat country like Singapore, it’s not good news. Then there’s climate change in the form of our erratic weather patterns—we may love the cool, rainy days when we had to break out our jumpers, but what about when it’s Followed by super hot, dry days?

FOOD AND DRINK

Coffee

Many of us need our coffee fix—be it a warming latte or a cappuccino, it’s a drink to enjoy in any weather, be it rain or shine. According to the BBC, 70% of the world’s supply of coffee might be gone by 2080 if global warming continues at current trajectory—that’s within our lifetime.

The country of coffee beans can alter the flavour and aroma of your favourite drinks, and cause waiting times for the over-scented beans. But more than that, it has a more profound impact on several millions of people worldwide who livelihoods depend on it. Many of those people being the world’s poorest nations, and are particularly vulnerable to a valuable market.

The demand change is also increasing the threat on crops in coffee production is more than twice the carbon dioxide in the atmosphere. A lack of temperature control, a lack of water, a lack of nutrients can all cause coffee to be more expensive.

What can you do?

For the average coffee user, it’s very simple. Instead of buying coffee beans, opt for a plant-based coffee, such as coffee from coffee beans.

Chocolate

When doesn’t like chocolate? Wealthy’s store popular goods in Lauren’s chocolate that come in multiples, but too pretty to open, are sometimes a little bit too expensive.

Sadly, like coffee, many beans are also suffering due to climate change. A temperature rise of 2°C could see 30-60% less cacao to per bean. This affects the cocoa industry worldwide. As coffee production is the most vulnerable, it’s not just a matter of supply but also demand.

Unfairly often, many have responded to the threat of global warming by using cacao and coffee beans in solid and ladles in various amounts. If you have a chocolate bar, it’s now a mayan bar or a white chocolate bar.

What can you do?

You can buy from fair-trade suppliers, such as Divine Chocolate, which supply fair trade and organic coffee beans. The NGO that helps to ensure fair trade (Fair Trade) is working with fair-trade partners in Africa and Latin America to help them find ways to adapt to and mitigate the impact of climate change.

WHAT CAN YOU DO IN GENERAL?

Millennials are generally more environmentally conscious—everyone knows what it includes.

Reduce, reuse, recycle: Reduce your purchasing to what you need, not because it’s cheaper, reduce waste by limiting the use of disposable items. Reduce, reduce waste—most of what you can, and recycle waste in proper receptacles.

Go vegetarian or vegan: Start with a Meatless Monday. Livestock production is a large part of food insecurity, from cattle land use to water depletion and pollution, and is a major contributor of global greenhouse gas emissions.
Women in NS

In my view, serving NS is a very respectable duty – I mean, you’re putting down everything for two years to serve and protect the nation; that’s a pretty big deal!

Serving in NS requires not just physical strength, but also a lot of mental strength when it gets tough. It’s not something everyone can do, which is why I really admired my friend when I heard she was enlisting. Serving NS as a woman may not be the most conventional route to adulthood, but it’s definitely one that will be rewarding and useful in the future.

At the end of the day, whether women should be made to serve NS for the full two years really requires more consideration and tweaks to the system so it can work best for the economy and society. Some countries, like Israel, already have mandatory female conscription. Who knows, in a couple years, we might start to see more female soldiers and staff serving in the SAF!

It’s YOUR choice!
How Green is our generation? What does it mean to go green and how do we measure up to the ideal of being eco-friendly and sustainable?

According to the Urban Dictionary, going green means "to adopt an environmentally friendly lifestyle by recycling, buying local, reducing, reusing, driving "green," etc." Do we really measure up to the hyper of a green generation? How is this change in environmental sustainability? Are we simply all words and no action?

60% agree that damage change is primarily caused by human activity.

Millennials are surprisingly less driven by natural resource protection and environmentalism and more driven by a desire for higher quality and the protection of both animal and human rights than previous generations.

33% More waste food
25% Don’t recycle
34% Recycle paper and cans

In America, nearly 95% of millennials who responded to the survey said they were environmentally conscious, with 79% saying they were wasting less food, while 73% admitting to not recycling. (The survey was conducted through Qualtrics and included 1,000 people.)

40% A company’s environmental reputation impacts buying decisions.

While less likely than other age groups to recycle or turn off the tap as they walk, they expect companies they buy from to recycle and conserve water.

35% Would stop buying or switch to a product based on a company’s environmental reputation.

Millenials take a company’s environmental reputation seriously. 35% would stop buying or switch to a product based on a company’s environmental reputation. 40% will favor one product over another, and 35% would stop buying a product based on a company’s environmental reputation.

These statistics are a true reflection of how millennials perceive “Going Green” and not just to be environmentally conscious behaviors but rather as “Purchasing Green” as the primary solution shifting sustainability.

When it comes to education, we all know parents want their children to study subjects that give them more bang for their buck – like finance, law, medicine, or STEM. This often means that subjects in Liberal Arts are seen as less valuable. That’s usually because people generally tend to underestimate the power of a Liberal Arts degree.

WHY ICU IN JAPAN

International Christian University (ICU) in Tokyo, Japan is one of the most respected universities in Asia. Its alumni include some of the greatest lowly of society and the beneficiaries of MNCs like 5-Five-Six and Sony.

Founded in 1930, ICU’s American-style liberal arts model includes 10 hours a week of free time for students to pursue double majors or majors combined, combining subjects or dual majors. English proficiency is required, and all students are expected to take a full-time faculty member to help them design their own educational tracks.

LIBERAL ARTS IS UNDERDANED

There are 7 million students studying Liberal Arts in the USA and 3 million more worldwide. Liberal Arts education prepares you for: education, business, government, and the humanities. The best reason for a Liberal Arts degree is, you have more job options. Liberal Arts is not a degree that will only teach you to be a good career candidate. Liberal Arts background, and you can also choose industries depending on your major.

There are millions of skilled Liberal Arts graduates with a very limited number of those roles. Your job skills are different for every company and industry. What you have is the ability to adapt and find jobs as a Liberal Arts student.

You have more job options, 31% more than the average graduate. You’ll only need to find a good career in Liberal Arts. Liberal Arts background can also lead to different industries depending on your major.

ICU’S SUMMER SEMINARY

28 April 2018 (Sat)
123-15 International Plaza
10am-12am (Japanese) | 8am-9pm (English)

For more on ICU, visit www.icu.ac.jp Follow on www.facebook.com/icuadmissions
Millennials. Millennials. Millennials. Why the bad rap?

The first answer would be Generational Thinking.

Generational Thinking is basically a large generation of people born within a very short span of time. A generation in the workplace is the group into which an employee falls. The generation is often characterized by the same event or trend that happened during that generation.

The workplace is changing and the workforce is changing. Millennials are the generation that has grown up on the internet and who are now entering the workforce. Millennials are often characterized as being different from previous generations, especially in terms of their work habits and attitudes towards the workplace.

Millennials are killing the industry! Millennials are lazy! Millennials are naming their kids after IKEA furniture!

Now take a look at the autocomplete on Google. It’s not a surprise why the word has gained such bad rap.

The word of choice is often used in the media and online. The term is often used to describe Millennials.

The average age of Millennials is around 28 years old. Millennials are often characterized as being different from previous generations, especially in terms of their work habits and attitudes towards the workplace.

Work Culture:

Leisure Time:

LOVE LIFE:

With Family:

On finding love

On first meetings

On first dates

ON COMMUNICATION

ON FAMILY HOLIDAYS

ON HOME ENTERTAINMENT

ON TRENDS

ON ON-Tech Skills

On Playing Games

On Shopping

On Tech Skills

Microsoft only

Google only

On Part-time Jobs

On Time

On Communication

On Family Holidays

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LOVE LIFE:

With Family:

On finding love

On first meetings

On first dates

ON COMMUNICATION

ON FAMILY HOLIDAYS

ON HOME ENTERTAINMENT

ON TRENDS

ON ON-Tech Skills

On Playing Games

On Shopping

On Tech Skills

Microsoft only

Google only

On Part-time Jobs

On Time
The Colour of Youth

FROM MILLENNIAL PINK TO GEN Z YELLOW

Enter Millennial Pink.

Throughout history, pink has been a polarising colour, and those who opted for it were seen as either brave or Barbie. So why is this colour no longer everywhere?

Millennial Pink is not actually one colour, but a range of pink shades - from beige to salmon-pink, and in Pantone terms, it falls on a spectrum between Rose Quartz and Pale Dogwood. If you feel it, say 'It's like a pig that got scared' or an ironic pink pig without the sugary prettiness. Also known as bubblegum pink, Millennial Pink is more the idea of a shade than anything else.

Reflecting the millennial generation, it's a colour that doesn't commit - androgynous, even. Millennial Pink is described as a new neutral as it can be paired with darker shades, like navy, to metallics, or other neutrals, like charcoal.

Millennial Pink came on the scene in the summer of 2016, although it had been subtly displaying its way through social media since 2012. Chances are you've been dressing in Millennial Pink for years without even realising it.

You've seen it on your favourite websites, in hair, drinks, on makeup palettes, on food (pink chocolate, anyone?) and all social media. It's even on things you don't expect — like rose gold headphones and Coca-Cola's limited edition bistro "Rainbow", which hovers at around $80.000. If you made a leap to home decor, you'll find millennial pink throw pillows, rose gold table lamps, and more.

How did Millennial Pink come about? Some say it was inspired by Wes Anderson's movie 'The Grand Budapest Hotel,' whose retro-kitsch is centred on a building painted in several kinds of pink.

But like the multitude of trends throughout history, they die. If Millennial Pink was the "IT colour" for 2017, a younger, freer hue has suddenly stolen the spotlight for 2018.

Make room for Gen Z Yellow.

Just as the millennial-favoured pink colour has begun to lose its popularity, Gen Z Yellow (hence born between 1995 and 2005) have brought an alternative forward. Gen Z Yellow made its debut when it showed up in music videos like Beyoncé's "Hold Up," andextremely popular 'Futuristic,' in which the singer wore several frills in a vibrant hue of yellow punctuated by a lemon-lime film effect.

Similarly, Millennial Pink, Gen Z Yellow is also a range of colours ranging in shades from mango to mustard - or "from buttercream to melted butter and beyond," as described on Max Wimpel's blog. In contrast to millennial pastel pink, yellow represents vitality and stimulation - synonymous with today's Gen Z. Oceanside shows there are a bold, braver and more progressive generation of creators.

Also known as "neon yellow," Gen Z Yellow is popping up in fashion - intense mango was all over the spring and summer 2017 runways - and more. Gen Z are developing their online world with it. And while this yellow may not yet have achieved the level of ubiquity that Millennial Pink has, it prefigures it as the "colour to watch." A number of fashion brands are using this colour aimed at this maturing demographic.

The colour has been seen draping the likes of Rihanna, Kendall Jenner, and Zendaya. Theoretically, no one colour can fill off this colour without looking like Piachel; however, it's a great colour for accents as well as interior design.

Millennial Pink became ubiquitous because of its ease of generation of proponents - millenials - called "cup cultural." And apparently, as they age into social consciousness, Gen Zers more need their own visual cue.
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