

ALL LIGHTS ON



MAG
by students for students #35

UNA
Universität
Augsburg
University

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We are eMAG #35

eMAG is an independent non-profit magazine published twice a year, by students, for students. It is part of a University of Augsburg Language Center course. Everything related to the production of the magazine is conducted in English. The aim of eMAG is to entertain and inform the university community about international, intercultural and local topics in the English language. We regularly publish articles on our website www.emag-augsburg.de. The content of individual articles does not necessarily reflect the team's views and opinions.



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Dear Reader,

Another term comes to a close and with it my participation in eMAG. What started for me as a random course some 5 terms or so ago now ends with me being fascinated by journalistic work. I will not try to claim what we are doing is high end journalism but it's a start. Something eMAG has had now with Mr. Jehle, too – A new start. And soon a new face as its editor, Martina. Hence, all lights on said new start from me. Both of which you shall get to know in a bit after I finished my rambling.

Then again, our avid readership - especially from our website - probably already knows about Martina and her right hand, Jess. The duo that worked hard on getting us a proper functioning website again in collaboration with Mr Henze – our Uni's IT-expert. On the other side, of course, we have Mister Jehle without whom this current issue wouldn't have been possible; or at least not in the form you all came to appreciate our colourful collection of students' experiences.

Then again, Mr Jehle wouldn't have had any project to take over if it hadn't been for Peter all those years ago who decided that the ILS module needed some more practical work in terms of a student run course that would become eMAG. The very course I would randomly stumble into sometime in 2016, I think and without which I wouldn't have gotten to know so many fascinating stories, met so many awesome people. One of those people was the editor-in-chief back then, Ale, who would just casually ask me to become her successor – after getting me drunk enough to say yes to such an ordeal.

And with that I also want to thank every team member that eMAG has had over the past however many terms now that have helped me out in creating this student newspaper.

Then last and also least, of course, Mister Schnell over in the Tower who ever so vigilantly looked out for us from his observer position so that nothing would slip our careless eyes and would never hesitate to let us know as fast as he could in his ever so charming way.

But now without any further ado, let's hand it over to Mr Jehle himself!



Dear Reader,

In the Language Centre courses that aim at developing students' writing skills, participants face up to fascinating challenges such as calling on their fellow students at Lancaster University to stage demonstrations against a fracking project in Lancashire, England. Alternatively, students are given the opportunity to persuade their readership that Juli Briskman should not have been dismissed by her employer for giving President Trump the middle finger.

Focussing on topics of this kind may be exciting yet the fact remains that these tasks are considered somewhat artificial since they have been set by university teachers. Students are also aware that they produce English texts for a readership that consists of correctors whose job it is to assess and evaluate the students' writing skills.

In the noughties, my British colleague Peter James had the idea of launching an English-language magazine published by students writing articles for a student readership. Thus students have been given the opportunity to focus on the topics young authors are genuinely concerned by and to address an authentic - instead of a virtual or simulated - readership.

Insiders know that Peter James has retired and that I have taken over as the eMAG course co-ordinator. The articles have been written by the regular participants of my Integrated Language Skills course. They have been coached by a student team of editors who have acquired some experience in writing and editing English texts at the University of Augsburg. My student team has taken care of all the manifold aspects of publishing, such as layouting, advertising and organising a motley bunch of authors.

I do not have the slightest doubt that you will enjoy flicking through eMAG and hitting upon a series of inspiring articles.

Günter Jehle, course co-ordinator



Interview with Mr. Jehle

Please introduce yourself (where are you from, where did you study, where did you teach?)

I saw the light of day in the same year as Asterix, the Gaul. My mother tongue is, however, neither Latin nor French but German, and my place of birth lies about 850 miles east of the part of Brittany where Goscinny's famous motley bunch of warriors lived.

I took A-levels in the 1970s, when young adults were enthusiastic about bands like Led Zeppelin, Deep Purple and The Who, and when we both admired and hated the Americans: We admired them for landing the first astronauts on the moon in 1969 and we hated them for their military engagement in Viet Nam.

I spent 15 months in the German Army as a pioneer before I embarked on studying English, French and Italian. After my first state exam I worked as a lexicographer (take a closer look at Langenscheidts Großwörterbuch Deutsch als Fremdsprache, then you know what activities I indulged into in the late 1980s).

Then came a period of time during which I taught foreign languages at Karls gymnasium, a Munich grammar school, and when I also worked for the Bavarian Ministry of Education. In 1995, I was offered a job as a linguist at Ludwig-Maximilians-Universität Munich, where I spent the best years of my professional career.

And since 2008 I have been working at the Language Centre of Augsburg University.

What does it feel like to take on the responsibility of overseeing eMAG?

Taking over eMAG is comparable to becoming the team manager of Bayern Munich after they had won the so called triple under the auspices of Jupp Heynckes.

eMAG has been a success story for at least 17 years. Needless to say that I consider becoming the course coordinator a real challenge.

On the other hand, I can rely on a highly motivated and professional team of editors and writing, layout and media support people. And this makes me confident that we will be able to keep up the good work.

What advice did Peter James give you?

Since Peter feels very strongly about eMAG, he handed over to me an impressive folder which seems to be a treasure trove of all sorts of important documents that will help me to steer the eMAG boat skilfully even if the going gets rough.

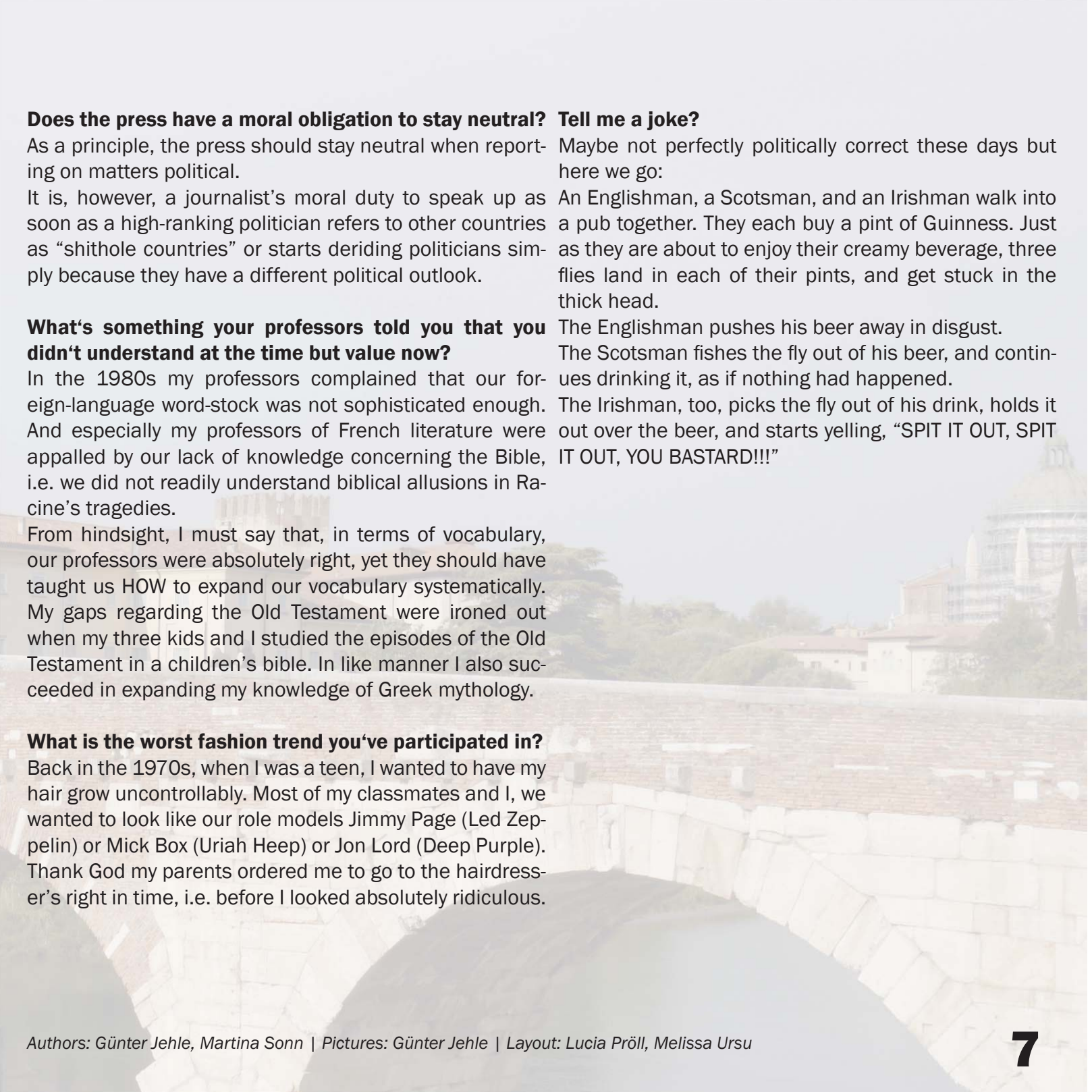
And Peter also advised me to liaise with the Language Centre secretaries (which I would have done anyway).

If you could teach at any uni in the world, which one would it be?

This is as difficult to point out as when you are asked about your favourite song or your favourite recipe. I guess I would opt for the Universidade do Minho in the North of Portugal where I taught linguistics in the last century. I loved the seaside near Viana do Castelo, the seafood and the wine in Porto. And I fell in love with the calm and soft-spoken manners of the Portuguese in this area.

What's something that students have taught you?

My Munich students taught me that not being perfectly punctual may be conducive to stress reduction. And some of my Augsburg students have taught me when and how to use emojis in WhatsApp messages and emails.



Does the press have a moral obligation to stay neutral? Tell me a joke?

As a principle, the press should stay neutral when reporting on matters political.

It is, however, a journalist's moral duty to speak up as soon as a high-ranking politician refers to other countries as "shithole countries" or starts deriding politicians simply because they have a different political outlook.

What's something your professors told you that you didn't understand at the time but value now?

In the 1980s my professors complained that our foreign-language word-stock was not sophisticated enough. And especially my professors of French literature were appalled by our lack of knowledge concerning the Bible, i.e. we did not readily understand biblical allusions in Racine's tragedies.

From hindsight, I must say that, in terms of vocabulary, our professors were absolutely right, yet they should have taught us HOW to expand our vocabulary systematically. My gaps regarding the Old Testament were ironed out when my three kids and I studied the episodes of the Old Testament in a children's bible. In like manner I also succeeded in expanding my knowledge of Greek mythology.

What is the worst fashion trend you've participated in?

Back in the 1970s, when I was a teen, I wanted to have my hair grow uncontrollably. Most of my classmates and I, we wanted to look like our role models Jimmy Page (Led Zepelin) or Mick Box (Uriah Heep) or Jon Lord (Deep Purple). Thank God my parents ordered me to go to the hairdresser's right in time, i.e. before I looked absolutely ridiculous.

Maybe not perfectly politically correct these days but here we go:

An Englishman, a Scotsman, and an Irishman walk into a pub together. They each buy a pint of Guinness. Just as they are about to enjoy their creamy beverage, three flies land in each of their pints, and get stuck in the thick head.

The Englishman pushes his beer away in disgust.

The Scotsman fishes the fly out of his beer, and continues drinking it, as if nothing had happened.

The Irishman, too, picks the fly out of his drink, holds it out over the beer, and starts yelling, "SPIT IT OUT, SPIT IT OUT, YOU BASTARD!!!"



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KEEP IT LOCAL



the Augsburgblume



Once upon a time, magic surrounded the streets of Augsburg. Day by day, the lovely emblem of a flower appeared on the surfaces of traffic signs, walls, junction boxes and every other facade one could think of. It comforted the people on a rough day whenever it was seen, until the illusion of the magic shattered when the creator of the flower was detained for breaking the law.

The trial and the gesture

First, let's talk facts. Bernhard Trum, now married McQueen, allegedly painted around 470 flowers between August 2010 and December 2011, creating an estimated €70,000 damage to property. One year later, September 2012, he was charged with a fine of €12,000 including 300 hours of community service, and a 10-month probation. In McQueen's defence, his only wish was to 'make the world a little lovelier'. And he did. With a small – arguably illegal – gesture he won the hearts of many inhabitants of Augsburg.

The fandom

His motivation to remind people of the small and good things in life in today's consumerist society, where "hello" and "thank you" are perceived as outstanding and courteous, was met with a huge approval. The petite "hello" of the flower uttered to every passer-by, resulted in a fandom, and achieved cult status. T-shirts, tote bags, buttons and various other products are sold online and in individual

shops in the city centre. Even the city council thought about using the flower for marketing purposes and making it the emblem of the city, but this idea was dismissed soon after, so as to not promote illegal activities...

The beer with a criminal background

The flower might not have made it to the Town Hall Square, but today the little gem can be found on the label of Thorbräu's "Blümchen"-beer. In search of something new, young and colourful, the manager of Thorbräu Augsburg, Thomas Kluge, reminisced about the Augsburgblume, and called his colleagues to find Bernhard. Not only to discuss his idea, but to help him in paying for his fines. Eventually, a meeting was arranged and the 'Blümchen' beer was born, with colourful bottle lids, making the box appear like a flower field.

Side note: Although Bernhard promised not to spray any more without consent, sadly he relapsed back into old habits.

The flower adorning the walls is not only a piece of graffiti, it stands for Augsburg, for the small things in life and that some things come as a blessing in disguise.



Students, where are ye?

Augsburg's night life and other bedtime stories

It's Thursday. I'm walking through Maxstraße, Augsburg's place to be, and I see... nothing. Augsburg's inner city is a ghost town – only the tumble weed is missing. No queues in front of clubs, nobody is crying, fighting or confessing his love to his best friend, you know, none of the usual stuff. Don't get me wrong – I enjoy nocturnal learning sessions as much as everybody else, but what's going on? Where are the twenty thousand students, who call Augsburg University their alma mater?

So what has changed?

There are many factors that had led up to the decline of our precious nightlife: one major reason is the increasing use of social media. Whatsapp and Facebook give us the opportunity to stay constantly in touch with friends and family. There is no need to spend the nights in bars to catch up with their lives. Also, the dating game has changed a lot. Apps like Tinder and Lovoo allow us to meet local singles by simply swiping right on our mobile phones, without the awkward stuttering typical of an initial contact. And don't forget the many streaming services, which provide us with the great possibility to binge-watch an entire season in one night. I decided to approach this subject by talking to the people behind the bar about their professional opinions.

“What are your thoughts about Augsburg night life? Do you believe it has changed over the last couple of years?”

Richard E. (32)

I've been working in nightclubs for over six years now. I would definitely say that times have changed. Many

clubs have closed their doors in recent years, like the “Schwarzes Schaf” and the “Yum-Club”. Others change their concepts nearly every year. I guess, to be successful, clubs either have to be absolutely mainstream, to reach a bigger audience, or offer a really special evening. I'm talking about bands and renowned DJs, which comes with higher entrance fees.

Jessica M. (26)

I recently moved from Karlsruhe back to Augsburg and immediately went back to my old job as a bartender. After I left Augsburg, I worked in many clubs and I have to admit, that empty chairs and “couch-potatoing” seem like a wide-spread issue. I was so glad when I returned, for I remembered Augsburg as a town full of party people. I was surprised to see how things have changed.

During the week, we occasionally close way before midnight, but there is no comparison to the weekend. The club is bursting, but it's a pity that all the fun is so clenched into two nights.

Angelina T. (26)

I'm not sure whether something has changed at all, I reckon its depends on the club. I noticed that especially younger people tend to arrive really late. Till one o'clock, the main floor is practically empty. What I absolutely hate is the curfew at five o'clock. I believe this outdated law only exists in Bavaria. Nowadays, people are just getting warmed up at this time. I really hope this law changes, but... we are in Bavaria....”

Gerhard Hermanutz

...probably the most well known man in Augsburg

Long curly grey hair, long white beard, no shoes and a potato sack – this is how Santa Claus must look like in summer while he's on holiday. The difference is he's wearing the potato sack and not holding it. But how come that there is another Santa in town whose name isn't Santa but Gerhard? Well, this man is better known as the iconic King of Augsburg.

His Royal Highness

His majesty once had the idea of building himself a crown of cardboard to follow his dream and establish his own authority. He does have trouble proving his authority as he's pretty innocent. He stares at people a lot, but he's only trying to build up relationships with different people. Although he's not a real Augschburger, but from Saulgau - Baden Württemberg, he has managed to live here for about 26 years without any job. How the hell does he finance his kingdom then? Well, the answer should be clear: He is our king! However, the king himself admits that he's financing his kingdom by savings from his earlier many, many professions. And here we go again, his authority problem - he gave his professions up because of his authority issues and decided to become his own boss. As for this, he makes his own rules and he started having his own week structure. He wants to abolish the 7-day-week, which is why he wears a different colour for every week – blue, green, purple and orange. 'Maybe you like the idea, and fancy becoming one of his subjects?'

His kingdom

Oddly enough, he doesn't live in the town hall. But maybe we could arrange some living quarters for him there, in show of appreciation? Instead, he has a tiny apartment near the city centre, which is very modest, and in which he spends little time because his mission is to visit different spots of Augsburg to meet his deeply loved people for. And to complain. And to rule. Anyway, mostly everyone gets excited when they see him. 'Omg, there's the king' would be a perfectly normal reaction. Apart from the elderly people, who would just start to get annoyed and swear at him, which is often the case.

His subjects

Many people just approach him and start having a conversation with him because of his exceptional and philosophic talks. If you ask him a question you always receive a slightly different response from what you would commonly expect. Try it out, he'd be happy about it! He also often doesn't share the opinions of the majority which makes him so special and outstanding – apart from his appearance. Our King has become a symbol of Augsburg, everybody loves him for being like that and nobody can imagine Augsburg without him. By the way, he even has his own merchandise. Go and support him!

