

ANNIVERSARY

THE QUARANTINE ISSUE



#36 MAG

by students for students



We are eMAG #36

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,

What a semester... The university turns 50, eMAG turns 18 and is finally able to legally drink in most countries. And, like that wasn't enough, a global pandemic forces us to write, layout, make a course and publish our magazine exclusively online. But I'm glad to say that I've had a fantastic team and equally fantastic writers who have faced the ups and downs of a very unexpected online semester with us, exploring the pros and cons of online education and the problems that come with something that hits you out of the blue. What a great practice for my future profession as a teacher, right? With the end of this semester, I'll be leaving eMAG.

eMAG will be in good hands, though, as Jasmin will be taking over my spot and Luce will stay to become deputy and to cover the layout to make sure the print version will look as great as ever. The website will get a fresh start as Jess will be leaving along with me. But I am sure that Jasmin and Mr. Jehle will find incredible people with fresh ideas to improve this little magazine a little bit more, just like we've tried every semester.

But enough sad news – this semester's topic was all about anniversaries and, as you will find out, there have been plenty in 2020. First and foremost, our university which will celebrate its 50th anniversary this year. 50 years of coffee keeping students alive, desperation before exams and happy faces after graduation. And an unbelievable 18 years of eMAG being a part of this university. Who would have thought that Peter James's idea would turn into – and remain – such a great success even after all these years, inspiring students to become interested in the English language or, as has been the case with our former editor-in-chief, in journalism (Kill it at the Süddeutsche Tobi!). This semester will definitely be remembered by every single student at this university, probably as an uncertain one, but also as a start for new opportunities.

And now I hope you'll enjoy reading this special eMAG as much as we enjoyed creating it.

WHOLE
WIDE
WORLD

Bridging the Gap

Rebuilding Morandi Bridge in Genoa

While the world is standing still because of the Corona pandemic, Italy of all countries faces a significant event: the reopening of Morandi bridge that will go down in history. Just two years after the tragic collapse of the famous Polcevera Viaduct the rebuilding is almost finished thanks to contractor Salini and his keen colleagues, who have worked night and day, seven days a week to get it finished by July 2020. Despite the medical catastrophe, the forthcoming reopening is very likely to be a ray of hope in difficult times.

The Collapse of Morandi Bridge Forces Italy to Take Action

The 14th of August forever became a dark day for Italy. Just two years ago, a bridge that was part of the network of highways connecting Milan and Turin collapsed, costing the lives of 43 people. This caused a national trauma and Genoa now stands for the ailing infrastructure of the whole country -those in charge must have long before known about damages and the faulty design of the bridge. State prosecutor Francesco Cozzi has been investigating against about seventy suspects who are accused of causing death by negligence. Just recently another bridge between La Spezia and Massa Cara collapsed, but luckily not many people were out on the road because of the corona lockdown and all the injured people could be saved.

From Morandi Bridge to Piano Bridge

The cost of the new bridge is estimated at €202 million and will be designed by architect Renzo Piano, co-designer

of Paris's Centre Pompidou and designer of The Shard in London and the Whitney Museum in New York. To avoid a further collapse, the successor has far more piers and shorter spans. Another element that Piano added will be piers that look like the bow of a ship when viewed from the side, as well as lamps whose light has the shape of a sail. As a tribute to the victims, he decided to install 43 of them. After all, the new bridge will not only be a new architectural masterpiece, but also a memorial for a tragedy that will never be forgotten in Italy's history. The rebuilding of the bridge therefore not only stands for the bond between Italy and the French Côte d'Azur, but will also work as a symbol for the power and effort of every single participant. It also serves to remind the whole nation that in the future Italy's restoration measures must be stricter to prevent such a horrible catastrophe from ever happening again.

The Reopening

The new viaduct is scheduled to be reopened in July 2020 and thus it will be a model of Italy's restart after Covid-19. Prime Minister Giuseppe Conte affirmed: "This is a symbolic construction site not just for Genoa but for all of Italy, it's an Italy that gets up again, rolls up its sleeves and doesn't lose heart." Just a few weeks ago the last steel section was lifted into place and besides some verification and beautification works, the bridge is practically finished. Thus, the reopening approaches fast and the government, just as the local residents, can look forward to the good tidings of which there have been few recently.

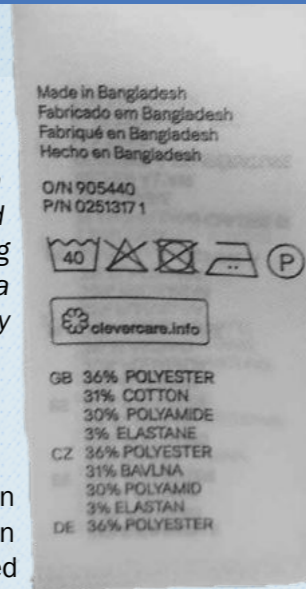
Never Forget Rana Plaza

The Tragedy of the Textile Industry

The hashtag #neverforgetranaplaza has less than one hundred posts on Instagram, yet what's behind it has been relevant up to this day. But how did I find it then? A few weeks ago, I was scrolling through pictures on the social media platform when I saw a post about it by one of my favorite bloggers.

Fair Fashion VS Fast Fashion

She was writing about a tragic incident in 2013 that lead to the death of more than 1,000 people. So what exactly happened back then? An eight-story textile factory in Bangladesh collapsed, burying around 5,000 workers underneath it, which left up to 2,000 injured and, as I mentioned before, over 1,000 dead. It's hard to describe what went through my head when I heard about it for the first time. Over the past few years I've started to get more into fair fashion and a sustainable lifestyle in general. Like most people, I owe my change of mind to a good friend who never stopped challenging me not to turn a blind eye to everything that is going on in the world. But why do so many of us not know that such a tragic incident occurred? The fashion industry is booming in Western countries like Germany. However, most of our clothes are not produced here; it's just too expensive. We like our clothes to be cheap, yet they



are so cheap that working conditions abroad suffer and the workers' wages are far from a living wage.

Calling for Change

In the Instagram feed of the hashtag #neverforgetranaplaza, you will see the picture of a woman holding a sign that says "I don't want to die for fashion". There are questions like: "Who made your clothes? Do you know the conditions those people live and work under?" This is not a happy-sappy story; it is not supposed to make you feel better about yourself. I challenge you to stop and think for a minute. What would you like to change in the world if you couldn't fail? Think about it and then go on to find out how you can change that. I'm not here to judge. I know how hard it is to walk by that cute top at H&M's. I know how hard it is to decide to wait until you've saved up enough money to buy new pants or a new blouse, because clothes that are produced in a "fair" way just happen to be more expensive than what we students might be used to. I've also realized, though, that this has made me a more conscious consumer. Now I have fewer clothes in my closet that I don't need or don't wear. Yes, it's not that easy sometimes but it's totally worth it. You know it. Your choice could literally save lives.

Your Daily Dose of Korea

What Is Hallyu and Why Should I Know About It?

Hallyu – this word sounds so strange and foreign to our westerner’s ears. That’s because it is quite foreign. It’s from Asia, more specifically from Korea.

When you mention Korea, many people think of cars, electronics, and possibly the division into North and South Korea. What they don’t know is that Korea has another, quite literally booming, sector – the entertainment industry. Hallyu, or “한류” in Hangul, the Korean script, means “Korean Wave” in English. With this term Koreans refer to the phenomenon of Korean culture and media being popular all over the world, as well as there being burgeoning tourism from international audiences.

Exporting Culture

The Korean government passed a law in 1999 that gives 1% of the state budget to companies which “support and foster cultural industries”. So, what does this mean, exactly? Well, ultimately it means that the Korean government realized that Hallyu had been a success story and decided to support this economic sector financially; they basically see Korean culture as an export good.

The Development of Hallyu

But when did all of this begin? In the late 1990s Korean television programs and music gained popularity in East Asian countries. This growing popularity of Korean music and dramas ultimately led to people in the US coming in contact with these formats through Korean immigrant friends, leading to an increase of interest in K-dramas and K-pop. Thanks to this developing national hype in America, Hallyu has spread all over the world. Of course, social media has played a certain role – through fans being able to communicate their admiration. Also, entertainment companies being able to post music videos and other content on YouTube doesn’t hurt, either! And finally,

Netflix and other streaming portals, like Viki Rakuten, help fans of Korean dramas get their fix.

How to Make a Hallyu Star

Hallyu stars are made by entertainment companies, some important ones for example being Big Hit or also S.M.. They scout trainees through auditions from all over the world. The trainees are then instructed in dancing, singing, and acting. They usually have to learn English, sometimes even Japanese and Mandarin as well. This preparatory process can take years –culminating in a debut as an “idol” in the music or film industry.



The Controversy

Of course, like in every industry there are problems associated with the squeaky-clean image of the Hallyu world. The idols, for one, usually aren’t allowed to openly date until they reach 30 years of age, this is generally restricted by their contracts. If they fail to comply, they can be fined heavily. Also, the contracts the idols have to sign include long commitment spans. But, luckily, since 2009 the Korean Fair Trade Commission has been controlling these contracts and has dealt with these problems. Sadly, there are still concerns about the atmosphere of total control. It is almost impossible to succeed as an Indie artist in the South Korean entertainment industry. But if all of this hasn’t put you off, and you’re still interested in learning more about Hallyu, here are some suggestions – but you’ve been warned: you will get addicted!

Bands	BTS; GOT7, Girls Generation, BlackPink
Actors	Lee Min Ho, Park So Dam, Gong Yoo, Jang Na Ra
Dramas	The Heirs/ Inheritors, Crash Landing on You, Goblin/ Guardian: The Lonely and Great God
Films	Train to Busan, Parasite

Anniversary Project: Anime Next 100

A Century of Anime

When I think about the real classics of our childhood, they always make me sigh with melancholy. The Biene Maja, Heidi and Wickie intro songs always manage to make me sing along (may my neighbours forgive my ‘yodelling’). But did you know they’re actually from Japan? Strange, if we consider the fact that they obviously are played in a non-Japanese environment. However, that makes them anime and only few are aware of this. What role does anime play in western animation, especially in Germany? Let’s take a closer look.

Animation in Time of War

In the early 20th century, Japan underwent a rapid change. The last remnants of medieval, traditional life blurred with a swiftly growing industrial sector which opened the door to animation. The very first anime was published a good hundred years ago and is believed to be *Namakura Gatana*, in English *Blunt Sword*. It’s a short film which shows a Samurai who attacks innocent civilians with a dull sword and gets beaten every time, indicating he’s the dull one. The time for animators was difficult though, as many studios were destroyed during the war and the economy was decreasing. The only anime content in that period was propaganda animation, which caught on well.

The First Successes

Anime started booming in 1963: *Astroboy* flew over the screens and released a wave of science fiction productions, which won over children in particular. The first anime in Germany was *Speed Racer* in 1971, but it was quickly cancelled because of objections by psychologists who considered the amount of violence exaggerated. However, Nippon Animation published the first anime that was truly successful in Germany. Hey, hey, Wickie, hey Wickie hey... Yeah, it’s *Wickie und die starken Männer*. After that, many mechas (anime with giant robots) followed and anime became more and more popular; conventions took place on a regular basis and fanarts were published. It was the first time that controversial and sexual

content had the chance to spread thanks to the release of OVA (Original Video Animation).

And the hype began

But what really took anime to the next level were the Studio Ghibli productions. I’m sure everybody has seen at least one of those masterpieces: *Das Schloss im Himmel*, *Mein Nachbar Totoro* or *Chihiros Reise ins Zauberland*. The popularity didn’t decrease a bit with series like *Mila Superstar*, *Sailor Moon* and *Pokémon*, which took children by storm. While Science Fiction and Mecha had been the main genres so far, a shounen hype (shounen = young boy) was triggered off with *Dragon Ball/Dragon Ball Z*, followed by *One Piece* and *Naruto*. As the name indicates, they were principally directed at boys, but there surely were some girls who ran home from school like maniacs just to reach the screen on time. Japanese novels with illustrations, so called Light Novels (which are not manga, because these are comic-like whereas Light Novels are fully crafted stories with some pictures), gained popularity and quickly became a model for successful anime. Today, anime can be considered a mainstream genre in western animation. Just have a look at the broad programme on Netflix and Amazon Prime. In addition, the surprising success *Your Name* attracted some attention. However, in Germany, anime is still viewed sceptically by some and tainted with prejudices. Apparently, it can be overly sexual, childish and exaggerated – thank God we have domestic Reality TV for balance.

