



ON THE PSYCHEDELIC TRAIN

Fass the LSD, boss!
Are psychedelics the keys to
our brilliance?

WHERE HAS THE FANTASY GONE?

From Mordor to murder,
exploring the risks of violence
on-screen

PASSION NEVER AGES

In a poertrait series, Webster University students
tell us how childhood dreams stay alive

INDIGO

FITNESS CLUB



WE ARE LOOKING FORWARD
TO MEET **YOU!**

LOCATED IN THE HEART OF GENEVA
INDIGO PROVIDES TOP-NOTCH WORKOUT AND SPA FACILITIES.

INDIGO

FITNESS CLUB



TAKE A PICTURE OF THIS PAGE TO

GET YOUR **FREE** **ONE WEEK MEMBERSHIP**

If you become a member during this week, you will also receive one free month.
In the first year you train for 13 months for the price of 12.

BANK OUT OF THE BOX

Receive CHF 100.- of Trading Credit when you open an account using the promotional code MKT_UNI and discover a different way of investing with the Swiss leader in online banking.*

swissquote.com/uni

 **Swissquote**

* See offer conditions



- 56 WEBSTER IS ON TEAM GREEN
- 58 PORTRAITS TO INSPIRE
- 64 FAST & FURIOUS
- 66 HOLA! SALAM! NI HAO!
- 68 HIT THE SLOPES
- 72 HOW TO SURVIVE HOMESICKNESS
- 78 WHERE HAS THE FANTASY GONE?
- 80 HANDLING CRITICISM
- 82 (NOT) YOUNG, RICH & FAMOUS
- 86 CHERISH CREATIVITY
- 90 BREAKING THE DEAFENING SILENCE
- 94 THE DARK SIDE OF THE ONLINE WORLD
- 96 ON THE PSYCHEDELIC TRAIN
- 98 SECRETS OF HYPNOSIS
- 100 SHOWCASE

LUIGIA

The best of Italy

BUONISSISSIMA!

THE BEST PIZZA IN SWITZERLAND*
AND PROBABLY ONE OF THE BEST
ITALIAN RESTAURANTS



7 LOCATIONS
IN SWITZERLAND INCLUDING

📍 GENEVA - RUE ADRIEN LACHENAL 24A

📍 PETIT-SACONNEX - CHEMIN DE LA TOURELLE 2

📍 NYON - RUE JULES GACHET 2

FOLLOW US @luigiarestaurant -   - luigia.ch

DIRECTOR'S LETTER



Dear Students and Community,

I am proud to introduce this issue of *78 Magazine*. The magazine is an annual student-run publication, where students surprise us with their creativity. Their fresh views help us redefine what is possible.

I will give you some examples: In the last issue of *78 Magazine*, students addressed art collaboration and the need to have more art on campus. Since then, under the Webster Center for Creativity and Innovation, Julianna Bark contributed by launching the “Meet the Artist” series where students and the community engage with artists and their work.

The theme of this issue is *PASSION*. I believe that Webster is a place where students discover passion, or where they can explore and expand their passions. Exploring is essential to learning and developing as human beings.

While pursuing one's passion is a pleasure, it is worth noting that “passion” derives from the Latin word for suffering. The truth is that the pursuit of a passion, or doing something with passion, implies a strong dedication, exercise, endurance, improvements, and perseverance.

I hope you will enjoy this wonderful issue of *78*, as it closes Webster Geneva's 40th Anniversary celebrations.

Clementina Acedo, PhD
Director
Webster University Geneva

KEMPER AWARDED

ARESE VISCONTI HONORED FOR TEACHING EXCELLENCE

By Lamija Huseinović

78 Magazine is proud to announce that one of our brilliant faculty members brought the William T. Kemper Award for Excellence in Teaching to the Geneva campus. The award recognizes faculty who excel in their ability to transfer knowledge to students, and do it with great passion, enthusiasm and devotion.

For the year 2019, the Office of the Provost rewarded our Head of the Media Communications and Photography program, Francesco Arese Visconti, for his tremendous efforts in teaching at our campus. Visconti has been a part of the Webster family since 2007. In that time, he has managed to open many doors and create numerous opportunities for students, faculty, and staff to grow and collaborate, both in-house and with externals.

Visconti actively engages his students in projects that allow them to develop as storytellers, explore their identities, and grow as future leaders and innovators. His recent keystone class named “Through the Looking Glass” incorporated an eight-week challenge called “the cultural plunge,” which encouraged students to dive into one of the many cultures present in this international center of Switzerland. The project

was aimed at deepening the understanding of different facets of culture, and how it makes us who we are.

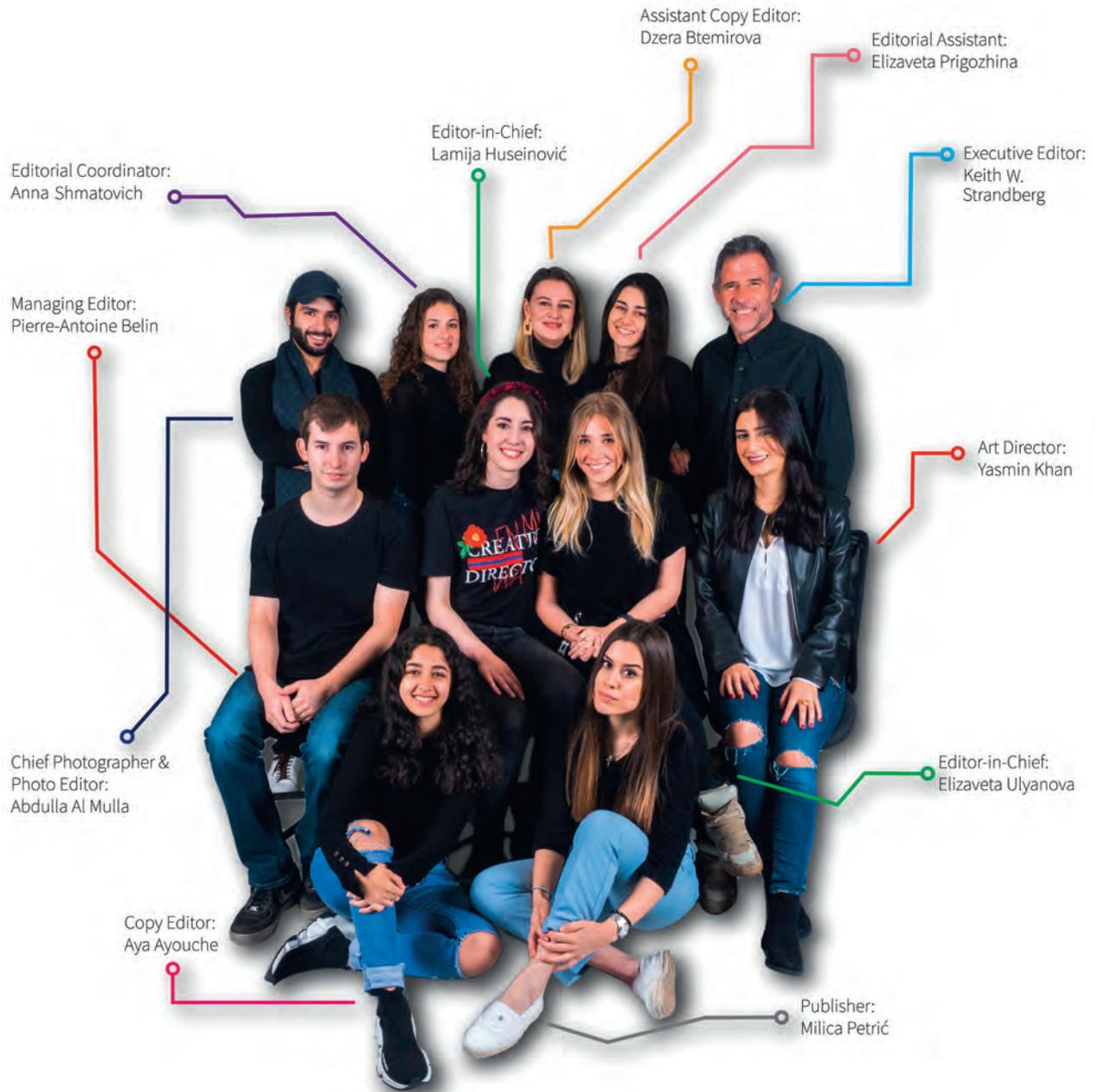
Francesco Arese Visconti strives to design a learning environment where students can discover passions and engage with their interests through various projects and internships, which he cherry-picks. He has

always been committed to shifting the educational mindset from traditional and dated teaching, to modern and daring. When asked about his award he said: “It is a great honor being granted one of the 2019 W. T. Kemper Awards for Teaching Excellence. Teaching is for me a real passion. I really believe that we can help the development of a bet-



ter society by sharing knowledge. In my view, teaching should be delivered through mutual successful communication and stimulating students’ curiosity. The Webster University mission and values really helped to support my teaching approach and I am very grateful for that. The American writer Anthony J. D’Angelo claimed that it is important to ‘develop a passion for learning. If you do, you will never cease to grow.’”

We could not agree more. Congratulations Francesco!



CONTRIBUTORS:

Tim Young, Terell Winchester, Alexandros Asimakopoulos, Keith Strandberg, Mathieu Larcher, Mickey Shu-Ting Chan, Peter Murr, Elisa Honegger, David Barbamlette, Marcos Guinoza, Caitlyn Fish, Zain Abbas, Fernanda Zagato, Sacha Allen, Aya Abdullah, Anastasia Stoipovskikh, Julianna Sandholm-Bark, Francesco Arese Visconti, Ron Banks, James Robey, Merima Huseinović, Julian Jahanpour, Hitrecord, Uliana Kulinskaya, Phyllis Ressler, Renad Mumenh, Télévèrbier, Dom Daher, Pascal Gertschen, Mairie de Megève, C. Bougault, Daniel Durand, Nicolas Joly, Simon Garnier, Office de Tourisme Vallée de Chamonix, Salome Abrial, McPix Photography, Morgane Raylat

Magazine Layout by Alan Smithee

Photography by Abdulla Al Mulla

Special thanks to our printer:

MOJIĆ DOO

BIJELJINA, BOSNIA AND HERZEGOVINA

EDITORS' LETTER

Lamija Huseinović & Elizaveta Ulyanova,
Editors-in-Chief

Dear readers,

We all have a spark within that can guide us towards achieving everything we desire. If we nurture it, it can develop into a bright and beautiful fire that brings color and excitement to our lives. The theme of 78's fifth edition, *Passion*, is all about that – creating and sharing sparks. Without them, our lives would lack the special kind of fuel that drives us towards reaching our goals, and step by step they will lead to everything our minds dream of.

The newest edition of 78 was born out of one of the most beautiful phenomena of human existence – synergy. This year's team of incredibly talented individuals came together to bring you a broad scope of topics that are bound to inform, excite and inspire you. We have put our hearts and minds together to create an issue enriched with our sparks, which we hope will move you. From Lifestyle to Hot Topics to the Showcase of diverse art, let your spirit light up with a passion that will show you the way.

Remember, passion requires courage, action and perseverance. In the end, the only regrets we have are missed chances and decisions we took too long to make.

Be Bold.





DO WHAT YOU LOVE

HITRECORD'S "BAND TOGETHER WITH LOGIC"

By Lamija Huseinović



An artist's path is never easy. It is not always enough to just be talented; hard work and just a touch of luck are what can truly change an artist's life. Julia Handschin, a Webster Geneva alumna and an internationally recognized musician, tells us about her journey as an artist, and her project with famous rapper Logic and actor/filmmaker Joseph Gordon-Levitt (JGL).

The project was produced using HitRecord, a platform where artists from all over the world can connect to collaborate on creative projects. Led by Logic and JGL, Julia and a team of twenty musicians produced the hit song, "Do What You Love."

Credit: Hitrecord

LH: What was the process behind your HitRecord collaboration?

JH: About a year ago, I joined HitRecord as a singer and songwriter. A few months later, Joe (JGL) announced, on HitRecord, that he and Logic were creating a song together with collaborators. I didn't think much of it at the time. All that mattered to me was giving it my best shot. Along with my audio, I made it a priority to include visuals, which I think played a big role in me getting noticed. After I posted the video with my vocals, it got featured on the HitRecord website and I was contacted about becoming a collaborator. I was then invited to Los Angeles to listen to the final version of the track. If you want to know exactly what happened in Los Angeles, you're gonna have to watch the documentary "Band Together with Logic" to find out!

LH: What's your favorite memory of this project?

JH: When Joe gathered us before heading out to shoot our music video. He gave us a pep talk about how artists like us rely on creativity to nourish our soul, and often sacrifice being paid to pursue our passions. Everyone shared their thoughts on the trip, on life, and on careers getting in the way of us doing what we love. It felt reassuring to know that there was someone in the industry who understood how hard we worked, how much we struggled, and how the ability to make music brought joy to us.

LH: What's your advice to media students regarding self-promotion?

JH: Don't be afraid to showcase your skills however you can, but don't be a jerk about it! Challenge yourself to go beyond what you can do. There will

be times when you're in the spotlight and, when that happens, you need to be ready to overcome your fears and communicate your thoughts.

LH: How did your media courses at Webster help you in your professional career?

JH: I learned skills in video production, photography, screenwriting, and social media management. Having input from experienced teachers helped shape my understanding of my strengths and weaknesses. Both Keith W. Strandberg and Tim Young were my mentors at Webster. Keith, as a filmmaker, taught me to pay close attention to the videos I produce, to carefully plan ahead, and avoid handing in a rushed project. Tim is also a singer and songwriter himself, so he taught me how to write memorable songs, and get the most out of recording sessions. I still keep in touch with both of them.

LH: What are the obstacles that you faced as a young artist?

JH: I've failed a lot. I applied to join Phil Collins' the Little Dreams Band, but never got accepted. I participated in the X-Factor, but didn't get through. I wanted to study at the Conservatory in Lausanne, but got rejected. A big opportunity came my way to work on a movie, and it didn't work out. These were all big let-downs, but as a result, I pushed myself even further. I took on more challenges and worked harder ever since, telling myself that if I keep at it, I'll get a shot at another opportunity. But I'm not gonna wait around for that opportunity to happen. I'm gonna make it happen.

LH: What's next for you?

JH: I feel like I currently have a good balance between working as a part-time teacher and a full-time music producer. In the future, I want to make music my full-time career, and seize any opportunity that comes my way. My future is built on my dreams,



Credits: Julian Jahanpour



and a dream without action is just fantasy. That's why I know I need to keep grinding and move out of my comfort zone; whether it's a little gig at a bar or a group music production. I hope my projects will take me back to Los Angeles, because I really enjoyed working there with Logic, HitRecord and Joseph Gordon-Levitt. For now, as long as I have access to a studio, at home or abroad, then I'm very happy. 🎧

THE TRUTH ABOUT VEGANS

WHAT YOU DON'T KNOW ABOUT THOSE NUTRIENT DEFICIENT EXTREMISTS

By Yasmin M. Khan

LESS THAN TEN YEARS AGO, BARELY ANYONE HAD HEARD OF VEGANS. NOW, VEGANISM IS GOING MAINSTREAM AS MORE PEOPLE THAN EVER BEFORE ARE PLANT-BASED, INCLUDING MANY HIGH-PROFILE FIGURES. DESPITE THE GROWING TREND, THERE ARE STILL MANY MISUNDERSTANDINGS ABOUT VEGANISM.

I've been vegan for six years now, and during this time I have been asked the same questions again and again: Where do you get your protein from? What's so bad about eggs? Why are you attacking people's personal choices? Isn't it expensive? Why not vegetarian? Why do we have canines if humans are herbivores? How could I give it up if I like the taste so much? So, you can't eat anything? and many more. Trust me, vegans actually do have answers to all of those questions and a lengthy conversation could address them all, but for now I think it's time to formally debunk just a couple of the major myths.

First of all, let's talk about what it means to be a vegan. A common misconception is that veganism is a diet. In truth, veganism is a lifestyle that opposes all forms of animal exploitation, including but not restricted to, diet choices. In terms of diet, vegans do not eat animals or any products derived from animals; such as eggs, honey, or dairy. Beyond that, we also choose not to purchase or wear silk, fur, wool, leather, or feathers. We do not support the use of animals for entertainment, for example in zoos, hunting, bullfighting, or racing; and we refuse to buy products that have been tested on animals.

If you feel a bit overwhelmed thinking about all that, I get it. Businesses have been thriving on animal exploitation for so long that it is deeply interwoven into our societies, cultures, and habits. However, the world is changing as more people are realizing there is nothing "normal" about animal exploitation, and it's actually an easy change to make.

Secondly, many think that vegans are nutrient deficient extremists. Vegan diets can absolutely be safe, free from deficiencies and, in fact, healthier than carnist diets. Of course, you have to make sure you're being healthy and not just eating junk food, but that is true for all diets. Before I went vegan I was constantly



Credit: Mathieu Larcher
Instagram: @mathieu_larcher



binge eating fatty, salty, processed food and no one was concerned about whether or not I was eating healthy. As soon as I went vegan, people's interest in my blood iron levels, my stamina, and my protein consumption sparked – all of which are doing just fine for the record. There are many resources, guides, and medical experts out there who have answers to any questions about living a healthy plant-based life.

Ultimately, I think the most damaging myth is the impression that veganism is an extreme restriction. The truth, which is hard for some vegans to accept too, is that veganism is one of the most basic things you can do to help animals, the environment, and humans. What vegans are essentially doing is simply not paying for animal exploitation, environmental devastation, inhumane employment, and health issues that are a result of animal production industries. The next step is activism. Through associations like Anonymous For The Voiceless, I have just gotten started with vegan activism, and realize what a difference it makes. If you see me in town holding signs and dressed up as Guy Fawkes, come find out why!

At the end of the day, ask yourself some questions and look into the amazing alternatives to animal products; it's not just tofu! Do you think animal cruelty is wrong? Do you think there is a humane way to kill someone who does not want to die? Is something morally justifiable just because it is legal, or traditional? Remember, almost no one who is vegan now was born vegan, myself included. Everyone can make the change, if they are willing to open their minds and hearts. 🌱

To learn more, I recommend the following documentaries: *Cowspiracy*, *What The Health*, *Earthlings*, and *Dominion*. More sources can be found at: vegansociety.com & earthlinged.org

What Not To Say To Vegans:

Ask about our sex lives

Yes, this is actually really common. Vegans are generally open to answer all sorts of very provocative and personal questions, but if a question is so personal you wouldn't ask anyone – don't ask a vegan.

Call non-vegan "normal"

When people find out I'm vegan, they ask me "What about your family, is your family normal?" Food options are also often called the "vegan option" and the "normal option." Hate to break it to you, but I consider myself to be totally normal!

Ask us how we are not dead

People often ask, "how are you even alive right now?" or say, "no one can possibly survive on veganism." Yet, there I am, alive. Do you want to feel my pulse?

The "desert island" scenario

"If you were on a desert island, and there were no plants, only an animal, would you eat it?" First of all, if I were on a desert island, before starvation I'd probably die because I don't know how to light a fire, navigate, build a shelter, or collect fresh water. I also would have no clue how to hunt, skin and cook an animal, which in any case I wouldn't do. What average person would survive on a desert island?



INDIGO-GO-GO

GENEVA'S FITNESS PARADISE

By Milica Petrić



Imagine doing a workout with a sensational view followed by a relaxing time in the spa, then enjoying a cup of coffee while sunbathing at a spacious terrace overlooking Lake Geneva and the Mont Blanc. Doesn't this sound like the perfect wellness package? The only place that offers all this is the Indigo Fitness Club.

Indigo is easily accessible as it is based in the center of downtown Geneva, at Rue du Rhone 14, and it is only a few steps away from the Mont-Blanc parking. This rooftop gym, situated on the seventh floor, excels in meeting the needs of its diverse clientele, which includes members of all fitness levels.

The superbly spacious and well-maintained two-level gym offers top-of-the-line equipment to tailor your workout experience based on personal preference. A cardio room, a wide range of free weights, a

stretching area, and a space for group classes are available and designed to suit your choice of exercise. Indigo instructors are international experts, skilled and experienced in ensuring that you get the attention you need. Whatever your chosen goal is, with constant supervision, you'll leave every session satisfied and without any rookie injuries. If you get motivated by group work, then you will certainly like their wide range of group classes which includes yoga, pilates, boxing, core strengthening and many others. The friendly staff is always there to address any concerns you may have regarding your fitness journey, both in English and French.

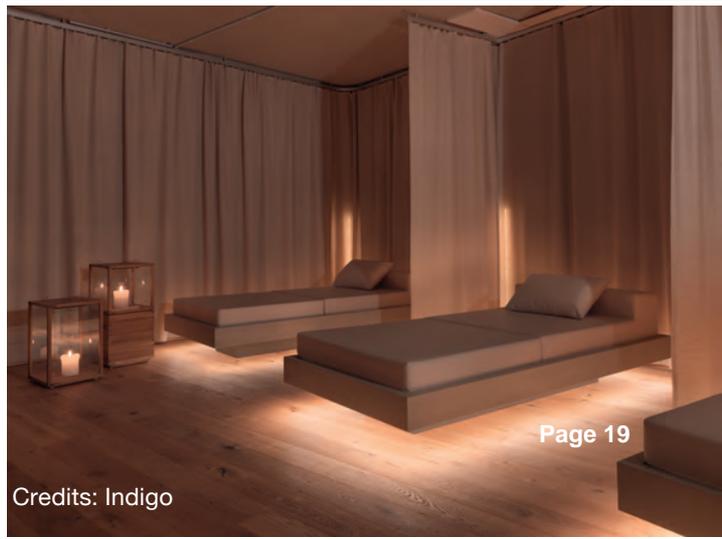
The two floors are equipped with the premium TechnoGym brand, and offer a variety of machines for all; from beginners to professionals. This brand has one distinctive feature – the possibility to connect with an app called Mywellness. After you download the app,

you can track your progress by scanning the barcode on any of the TechnoGym machines at Indigo gym, which will allow you to sync your data. Their cardio machines, whether it's treadmills, bicycles, or elliptical trainers, all have an integrated HDTV containing many channels that can keep you entertained during your training. If you find HDTVs as a distraction, then the cardio room gives you an alternative, which is the stunning view of Lake Geneva and the city.

The lower level of the gym is especially reserved for relaxation. There you can find luxurious changing rooms that include saunas and steam rooms; both of which are very important for muscle relaxation, recovery, and body purification. Their rain showers are equipped with exclusive skin and hair products from the London label Molton Brown. During your relaxation at the spa, your belongings are safely placed in spacious lockers for which you can use your own padlock or get one at the reception desk.

Every time you visit Indigo, you are welcomed with a complimentary choice of beverages, bottles of water and clean towels. You can enjoy your drink either in the indoors seating area or, when the weather allows, on the sunny terrace. Indigo thought about everything to keep their clients happy, which makes it easy and convenient to become their member. If you are interested, but still not sure whether to join the gym, Indigo offers a seven-day trial period that helps you make a good decision!

Once you try it, you will never want to search for another gym! 🍷



BREAKING BANKING'S TRADITIONS

DISCOVERING SWISSQUOTE

By Yasmin M. Khan

IF THERE IS ONE THING THE SWISS ARE KNOWN FOR, IT'S THEIR EXCELLENCE IN BANKING. BANKS ARE ALMOST AS ICONIC TO SWITZERLAND AS THE ALPS, FONDUE, WATCHES, AND TENNIS. IT IS NO SURPRISE, THEREFORE, THAT GLOBAL BANKING LEADERS LIKE SWISSQUOTE ARE NATIVE TO SWITZERLAND.

Swissquote is Switzerland's number one online bank, with trading and financial services that are driven by the company's passion for innovation and technology. Their services are hosted exclusively on a modern online platform where you can do anything from trading in forex exchange, commodities, bonds, and stocks, to exploring market trends with a Robo-Advisory solution that can guide your trading. It is commanded by an algorithm that is built to reflect users' trading profiles in terms of strategy, personal interests, and approach to risk-taking.

Swissquote's impressive headquarters are stationed in none other than Gland, but it has offices all over Switzerland; also in London, Malta, Dubai, and Hong Kong. The company has made a name for itself in less than 30 years, and with just over 700 employees, many of whom are notable young talents.

For students, the advantages of Swissquote lie in its technologically advanced approach to the traditional banking system. This makes it invaluable to students looking to learn the ins and outs of the world of finance, trading, and the stock market.

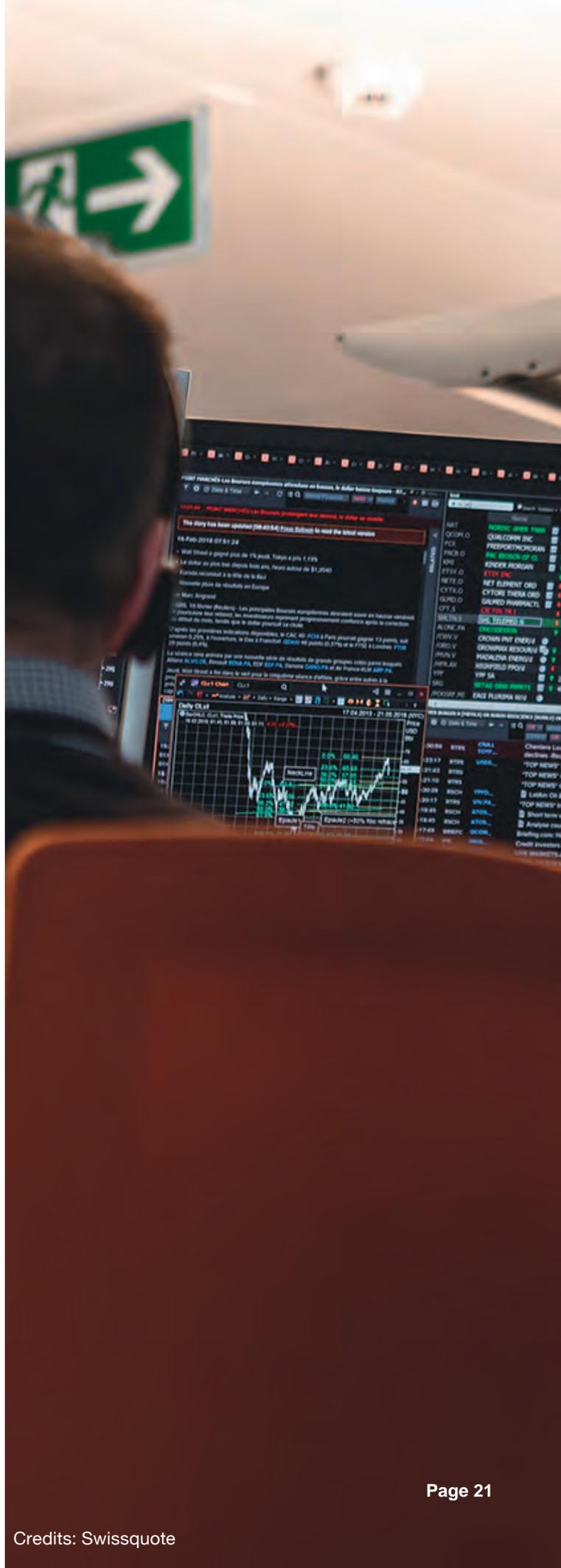
Part of Swissquote's mission is ensuring that finance is accessible to a wide range of people, and so it caters to both expert traders and beginners. The beginners, like students, can navigate the online platform with ease and are supported by a number of educational products. Even without any prior experience, anyone can be empowered through Swissquote's learning opportunities that allow you to explore the world of trading.

Swissquote offers free and accessible webinars, delivered by experts, that allow people to develop skills and an understanding of finance and trading. These can be found on their website alongside tutorials dedicated to the various functions of the platform. You can even open a risk-free demo trading account, and train hard until you are an imaginary millionaire who is ready to enter the real market with real money. The company is committed to continue enabling the development of skills needed to thrive in the modern financial landscape, and it is anticipating a launch of a specialized education center on their website.

Every year, students are welcomed by Swissquote to participate in trading competitions in Switzerland. This provides an opportunity to explore their enthusiasm for trading, network with experts and passionate youth, and win over 30,000 francs worth of prizes.

Swissquote demonstrates a willingness to change and grow alongside technology and satisfy the needs of the youth. This is clear every time the unique bank is quick to pick up a trend and become a pioneer. For instance, in December 2017, when cryptocurrencies were on the rise, Swissquote became the first bank to offer five major cryptocurrencies on their trading platform; Bitcoin, Bitcoin Cash, Ethereum, Litecoin, and Ripple. By taking steps like these, Swissquote shows they don't shy away from the digital revolution.

The success of this cutting-edge company, which has been growing exponentially in recent years, serves as a reminder that by challenging convention you can achieve great heights. For everyone willing to be daring, Swissquote can be a chance to gain valuable insight on Switzerland's most historical business, in a modern environment. 🇨🇭



MINIMALISM

DECLUTTER YOUR LIFE

By Lamija Huseinović



Credit: Yasmin M. Khan

Consumer society runs on the preoccupation with what you can own. It is easy to get caught up in the hype created through marketing and promotion centered on your “needs” and “wants.” Gigantic billboards, sale signs spreading across entire storefronts, and looped commercials have become almost impossible to escape. It often feels like you are engulfed in the clutter created by your consumer behavior, where your possessions are now your masters.

Combining our fast-paced lifestyles with chronic consumer habits can be a recipe for complete disaster when it comes to life organization. The way you organize your living space and everyday tasks can clash at times, creating fertile ground for the seed

of chaos to take root. As time passes, you start to notice the clutter formed in different life aspects, which causes you to feel overpowered or imprisoned.

Being in this situation myself, I started looking for more effective ways of organizing my space and time. That was when I discovered minimalism. The motto behind minimalism is “declutter your life,” which centers around the idea that we need far less to be happy than we think. So, I started asking questions such as “do I need this?” and “will this better the quality of my life?” which are vital in minimalism. Not only did this help me reduce the number of things that were taking up my living space, but I also saved money!

A Beginner's Guide to Minimalism

1. Identify the aspect of your life where you feel like a hoarder.

One of the greatest pieces of advice I got from fellow minimalists is: "Start by choosing one aspect in which you desperately need to improve." If you genuinely enjoy something that you have a lot of material for, and you spend a lot of time doing it, then you don't need to cut it. Minimalism is about getting rid of the unnecessary and futile.

2. Separate valuables from invaluable.

You have to become brutally honest with yourself. No matter how potentially useful something might be or how much you used to like it, if you don't take advantage of its purpose often enough today, it is a waste of space. Let's take clothes as an example. Going through my closet I created two piles: the "who I am" and "who I was" – sounds cheesy, but it works. What I wear has to represent who I am, and it should contribute to my confidence and good mood. If it doesn't do that, then it has to go! There is a temptation to think "maybe I'll wear it again at some point," but let me break the news to you: if that thing hasn't moved over the last six months, a year or more – you are not coming back to it.

3. Donate or make a buck!

You will feel so good after this step. Once you are done separating the "keep" and "eliminate" pile, get rid of everything that is old and exhausted. If you are left with any well-kept items that could have value to someone, donate them to organizations such as the Red Cross or Caritas. Another option is to sell those items on Facebook's Marketplace or join specific groups that allow you to do this.

4. Enjoy your decluttered life, and regularly repeat the process!

Minimalists live according to a code which requires you to eliminate any unnecessary things in your life. In my case, that meant getting rid of countless notebooks, old papers, old clothes, or items that I never used. It can be hard to resist buying something which appeals to the eye, but ask yourself: are you going to actually use it to its full potential? Whatever is there just to be there, and is gathering dust, needs to go! If you have things that you don't use often, donate or throw them out. They are only cluttering your space, and you know what they say: "Your space reflects your mind."

Minimalism is more than just a home decor style or clothing style. This lifestyle does not mean wearing only two kinds of shirts or living in a dull space – not at all! Your taste does not have to get lost. Becoming a minimalist reduced the number of things I own, so I can maximize their use and live in a more carefree way. Minimalism connected me to mindful living and a more organized manner of handling tasks. It turns out you don't need much to be happy. Spending time and money on family and friends is a way better investment. 🌱

MANGIARE!

A TASTE OF ITALY AT LUIGIA

By Yasmin M. Khan



There is nothing quite as special as a good pizza. While versions of flatbread have been around since the middle ages, the recipe for the pizza we know today has noble origins dating back to 1899. Legends say, in honor of the Italian Queen Margherita di Savoia, a Neapolitan pizzaiolo made a dish using red tomatoes, white mozzarella and green basil – the colors of the Italian flag. So was born the pizza Margherita, which from Naples went on to conquer the hearts and bellies of people all around the world. It is rare to find a pizzeria that truly embodies that history, tradition, warmth, and passion surrounding Italian cuisine. One of these rare finds is restaurant Luigia.

Luigia is a place where customers can enjoy fresh, high-end food in a charming environment that is quirky and cozy, giving you the feeling of entering Italy. The restaurant interiors are flooded with dazzling lights, equipped with mini arcades and cinemas

where customers of all ages can be entertained, and have an open floor plan that allows you to watch the pizzaioli at work. It is clear that Luigia's food is more than food – it's a form of art and storytelling.

Luigia opened in Geneva in 2010, and has now expanded to locations in Nyon, Lausanne, Zurich, Fribourg, Sion, and Dubai. The founder of Luigia, Luigi Guarnaccia, and his partner, Enrico Coppola, embarked on their journey fuelled by the love for Italian culture and their grandmothers. "Luigia" was the name both Guarnaccia and Coppola's grandmother's shared, so it seemed the perfect inspiration for the beginning of a project rooted in family values.

To maintain the quality and authenticity of their award-winning Italian food, they use only the best small Italian producers, and employ the most passionate Italian chefs. Their signature Neapolitan



Credits: Luigia

pizza is born from a dough that raises 72 hours before cooking, creating a raised fluffy crust with a thin center. It is cooked in a special stone oven that is a secret gem of Luigia restaurants, since each brick used to make the structure comes directly from Napoli, as do the flour and yeast.

The ambiance in Luigia is friendly and lively, but the attention to detail is paramount. Their pizza must be perfect, so the pizzaioli undergo rigorous on-site training, as do the staff, ensuring that clients only receive the best from Luigia. The enthusiasm and care of the staff make all the difference at a Luigia restaurant, as you truly feel embraced by Italian hospitality.

The Luigia menu is updated regularly to introduce new delicious creations alongside the bestsellers, and all new items are screened with customers before entering the shortlist. The menu is identical across all

locations, but the feel of each restaurant is unique. The restaurant in downtown Geneva has a busy cocktail bar and a young crowd, while in Petit-Saconnex the restaurant is more family-oriented, with a great open terrace for summer nights. In Nyon, the restaurant has a homey interior with glass panes that give you a view of their terrace seating area, and it is located just a 10-minute walk from the Nyon lakeside. All around the world now, Luigia continues to create spaces where special memories are shared.

So, whether you're in Switzerland or all the way in Dubai, don't miss out on the Luigia experience! Keep an eye out for the next Luigia restaurant, as this project of culinary excellence continues to grow internationally. 🍷

PASSION NEVER AGES

“What do you want to do when you grow up?” Does the question sound familiar? We often remember our childhood dreams with nostalgia, smiling at how wishful a child can be. Yet, we can also choose to continue carrying our childhood passions with us, into the adult world. At Webster University Geneva, we came together to explore and celebrate our passions in a photography series by Francesco Arese Visconti. By using a Hasselblad H6D-100c camera with a macro 4/120 lens, the portraits were captured in exceptional quality that highlighted depth, sharpness, and different colors in the images. Within every portrait, each individual’s connection to their unique childhood passion is revealed. All of our interests are different, but the feeling of satisfaction and joy from these connections is something we share.



Anna Shmatovich

From the early years of my childhood, I was obsessed with drawing – like most of the kids were. I was not the exception. As time passed, a lot of them gave up on this hobby, while I was still devoting my free time to improving my drawing skills – trying new tools and techniques. I even went to an art school for a while. I still don't plan on evolving my drawing into anything serious, but it is something I'll keep for myself. When I come home after a long day, self-expression through visual arts helps me boost my creative thinking, relax, and let all my troubles go away. It just makes my mood better – understanding that I'm the one who created the picture.



Uliana Kulinskaya

During my childhood, I wondered if magic actually existed in our world. The universe answered me when I came across a mysterious book full of magic spells. This book satisfied my curiosity, but with time I came to realize that spells were not my kind of magic. Instead, I explored tarot cards and discovered my talent in fortune telling. People inherently desire to know more about the future, and I can provide the answers. Helping people ease their problems is why tarot became my passion.



Terrell Winchester

When I was 11 years old, I walked the streets of New Orleans and passed a club with a line of people wrapped around the building. I could hear this constant sound, which would later be known to me as kick. I was hooked. To listen to rave music, I had to sneak around my house because my family thought it was “just boom-boom music.” Years later, I was able to become more public with it. When I hit 21, I started visiting clubs frequently, but started realizing that the music was all the same. I figured, if I wanted to see change then I would have to do it myself, so I decided to DJ. The rest was history. Now, I travel the world as a DJ/producer/techno label owner.



Alexandros Asimakopoulos

I began admiring magic when I was around 9 years old and a friend of mine showed me a trick so simple, yet extremely powerful. I was intrigued because I couldn't understand how it was done. From that point, I started doing magic for my friends. I fell in love with the way people react when they don't understand something, so I kept practicing until I mastered more sophisticated tricks. Doing magic is really similar to doing business, which I also love. Performing a trick is just like doing a sale. Everything happens in the audience's mind and it's all about perception shaped by your communication.



Yasmin M. Khan

Growing up, my parents always treated my brother and I to the very best of films. Every night, we would carefully choose one special disc, from our massive DVD case, to watch while we ate pasta al pomodoro. Eventually, we started making our own films using webcams and elaborate costumes, which often decorated my brother in drag. Still to this day, I dream of making movies, he dreams of being in them, and we argue about who will bring our dog as a guest to the Academy Awards. In the future, I hope to open a production house that will be run by women, whose mission will be to celebrate diversity through cinema.



Tim Young

I will happily spend hours looking through boxes of dusty second-hand vinyl records in pursuit of something old that is new to me. I don't know if you would call this a passion or an addiction, but it never goes away. Maybe it's because there have always been records around me, and my first experience of music came from my parent's collection, mostly from their teenage years. Now, I try to infect my children with the same tastes. It's an inheritance you can hear.



Elizaveta Ulyanova

I remember my mother always gave me her t-shirts to wear as dresses. Already from the age of 5, wearing only a t-shirt was too basic. I wanted to change it, and always put a belt around to make it look more fashionable. Not to mention the heels that had to go with an outfit, even though I could barely walk in them. But what can I say, fashion needs sacrifices. Nowadays, I love looking at different trends and trying them, but I've also worked on my own style that fits me the best.



Pierre-Antoine Belin

My passion for football started when I was seven years old and I joined the local football team. It has become an important part of my everyday life, whether I'm playing, watching several games a week or reading about it. I am still part of the same club today and I enjoy it as much as when I first started. Even now, I still have fun simply running around and kicking the ball with my teammates. It can be a good distraction from anything else going on, allowing me to focus on my passion for the sport.



Dzera Btemirova

It's a sunny summer morning and I am 9. Mom is cooking breakfast and I am sitting in a chair, reading. I am excited by the film going through my head, a product of my rich imagination. A few years later, I realize that books help me understand other's attitudes and values without any censorship. Every time I buy a new book and read the first page, I feel like I am transported back to my childhood.



INNOVATING IR

KEEPING IT RELEVANT

by Pierre-Antoine Belin

Dr. Oreste Foppiani has announced several interesting developments that are underway for Webster Geneva's International Relations Department. New programs and partnerships are being discussed to expand and improve the current options for the IR students.

First of all, the 25th edition of the International Humanitarian & Security Conference (IHSC) will be held on March 19–20th 2020. "This will be a conference in collaboration with the Government of the Republic and Canton of Geneva concerning humanitarian drones and the fact that Geneva might become a hub for the development of this technology," says Dr. Foppiani. This event will deal with the question of drones and their use for humanitarian purposes, such as transporting blood within a city. The panel will include medical doctors, engineers, military and members of major NGOs. The conference will take place on Tuesday and Wednesday of the first week of Spring 2.

In partnership with the the Computer Science Program, the IR Department would like to create a center specializing in Artificial Intelligence (AI), which could lead to new courses and fields of research for 2020–2021. Next year, as a pilot course, there will be an undergraduate course concentrating on Law, International Relations and AI. "It will be a multidisciplinary project with the Psychology Department and the Computer Science Program here at Webster," explains Dr. Foppiani. He describes its focus as the "interconnection between AI, International Relations and International Law." Another work in progress is



the creation of an MA in Migration Studies (MAMS); a project between the International Organization for Migration (IOM) and Webster Geneva. The MAMS would require four to five new courses to be added to the IR Program. Another potential development is a partnership with the Pontificia Università Lateranense in Rome, which could lead to exchanges of students and faculty within its BA/MA in Peace Studies.

There are many exciting developments in the IR Department, which will only enrich what Webster has to offer to its International Relations students, and anyone else interested in the topic. Whether it is through events, courses or special projects, the department is continuously providing new opportunities to students with an interest in this field. 🌐

STAND OUT & GET LINKED

DISTINGUISH YOURSELF IN THE PROFESSIONAL WORLD

By Lamija Huseinović

THE PROFESSIONAL WORLD IS LIKE A WILD JUNGLE. EVERYONE IS CLAWING THEIR WAY TO THE TOP, THINKING OF WAYS IN WHICH THEY CAN BREAK THE MOLD IN THEIR FIELD, AND DIRECT BIG BUCKS TO THEIR BANK ACCOUNTS. AS STUDENTS, WE OFTEN SEE THIS CHAOS AND FEEL SLIGHTLY INTIMIDATED BY THE IDEA OF BECOMING A PART OF THAT WORLD. BUT, NOT TO WORRY. I HAD A CHAT WITH OUR TWO STARS FROM WEBSTER UNIVERSITY'S CAREER SERVICES, BEATRICE VON MACH (BVM) AND NANCY PAVANELLO (NP), WHO OFFERED SOME BRILLIANT TIPS ON HOW TO PREPARE FOR YOUR FUTURE PROFESSION AND STAND OUT.



LH: What advice would you give students who do not have experience, but want to “get out there?”

BVM: Our main advice is to gain experience as fast as possible. Be flexible, not too fussy, and throw yourself into the world of experience. There is a variety of ways to gain experience and build skills through extracurricular activities, volunteering, internships, and part-time work. It will help you prove your skills to internship providers or employers, and it indicates that you are an active, motivated student. From day one, try to become involved in extracurricular activities such as the SGA, WHA, other student clubs or create your own. Take on projects or roles of responsibility related to your major. For example, finance majors can manage budgets, and marketing majors

can create and implement a social media-based campaign for a project. Students can also gain experience by helping the Heads of departments in organizing their conferences and any other work they may have.

NP: Eligible students should apply for on-campus jobs as they also allow you to earn valuable experience. Summer breaks are an excellent opportunity to do summer jobs, internships, or volunteer in your home country. If you have an idea for your own NGO or business, that is fantastic! Just start. It shows initiative, creativity, and willingness to change or add something new. There are also many volunteer opportunities in Geneva throughout the year, and some are in English. To help students get started, we developed a Career Planner that helps identify

the right skills, and plan how to meet career goals. By working with Careers and the Academic Advisors through the ACE Program, you can organize your work or internships in line with your studies, and allow yourself enough time to do both. Students who can show a CV full of experience, gained in a variety of ways, have a far stronger chance to land a job, an internship or admission to graduate school.

LH: LinkedIn is one of the top professional platforms that can be used to get noticed by recruiters. How can students stand out in the sea of other individuals on this network?

BVM: The first thing an employer, internship provider or recruiter will do is google the applicant. The student who has no LinkedIn profile is almost invisible digitally and, these days, it raises questions. Students should know that LinkedIn is currently the main platform used to recruit and qualify candidates. The three most important parts for attracting attention on LinkedIn are the photo, headline, and summary. These should all be designed to help you be found in the sea of others and make the viewer want to explore the rest of your profile. The photo should be professional and appropriate for your target industry. Many students rely on the default headline "Student at Webster University," but this should be customized to create an awareness of your skills and the kind of work you hope to do.

NP: The summary should be full of relevant keywords, which will improve your chances of being selected by the software used for searches. The rest of your profile should be as complete as possible. Many content sections are student-oriented; such as coursework, certificates, and volunteering. LinkedIn lets you upload interesting content to add even more depth to your profile, so you can add your CV or a

portfolio of your work as examples. Once your profile is enticing, become more noticeable by being active in LinkedIn groups and creating appropriate and meaningful content. Always keep in mind that LinkedIn is for your professional life.

LH: Can you give some tips or hacks on how to make the most out of this professional network's options?

BVM: Students can start following industry groups or associations they are interested in. This way, they connect to leading experts, and show they are up to date and genuinely interested. It is a great way to learn about the key players and terminology used in different industries. Students can get linked to key line management and Webster alumni working in organizations, industries, and geographies of interest.

NP: LinkedIn offers excellent ways to research people and organizations, to find jobs, internships, and opportunities to network in person at conferences or professional groups. Both profit and non-profit organizations have company pages, which are excellent sources of information.📍

**“CHAOS IS
MERELY ORDER
WAITING TO BE
DECIPHERED.”**

- José Saramago

TUSCAN TREK

DOCUMENTING THE VIA FRANCIGENA

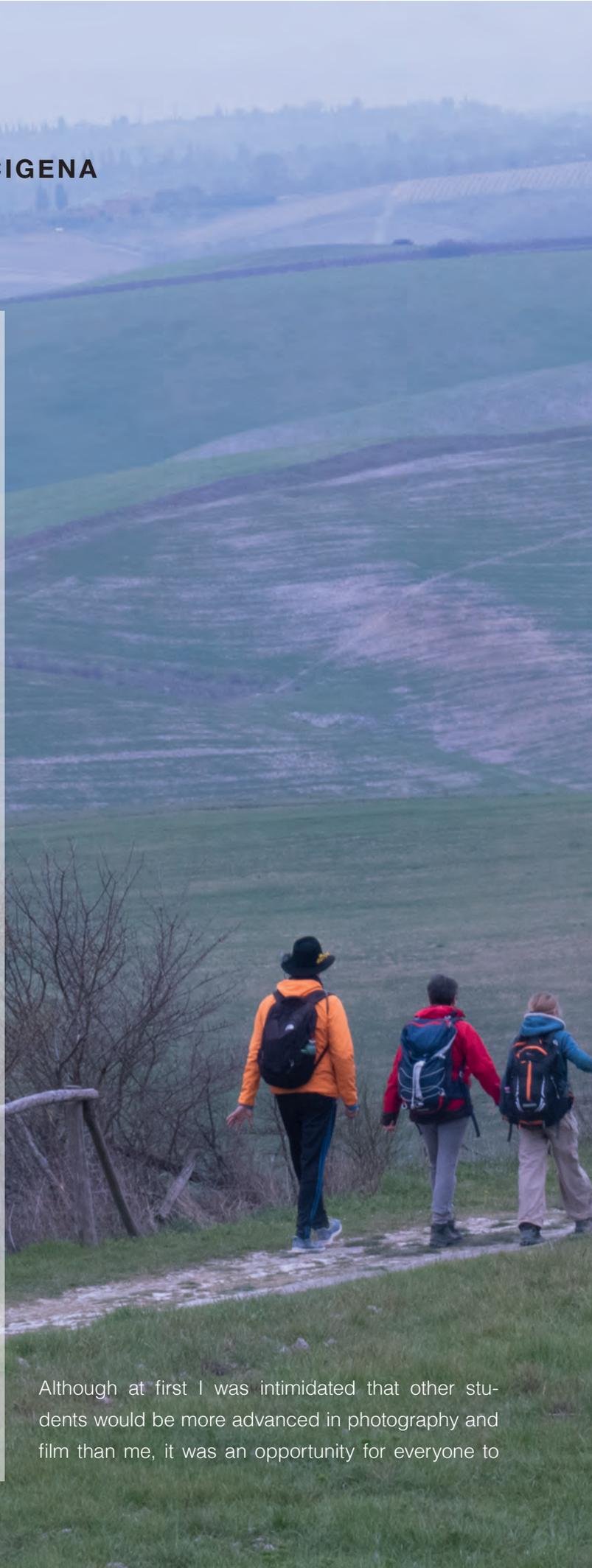
By Caitlyn Fish

Every year, media students at Webster Geneva are given the opportunity to travel to Tuscany for an interactive class. The last trip was 10 days over spring break in March, when the Tuscan hills were blooming and the air was still crisp. Myself and seven other students were joined by our two professors, photographer Francesco Arese Visconti and filmmaker Keith W. Strandberg.

We were hosted in a beautiful villa called the Agriturismo La Ca' Solare in Montefoscoli, Toscana, and afterwards at a hotel in Florence. There were opportunities to relax and explore Italy for ourselves, but most of our time was filled with work – even though it didn't always feel like it. We spent a day in Pisa, toured the Gucci and Uffizi museums, and spent our nights sitting around a bonfire.

We primarily worked with digital images, but also experimented with a 4x5 film camera. We got to learn how to use a 35mm film camera, develop our negatives, and work in a printing lab. We also found out more about Italian history and art, and about ourselves.

By far the most memorable part of the trip was the walk on the Via Francigena; a beautiful pilgrim route that spans from France to Rome. Although it is the first time that Webster students embarked on this path, it will not be the last. We walked 42 kilometers over the span of two days; 27 the first day and 15 the next. It gave us a chance to move at our own pace, experience nature, and clear our minds. Many students found that the walk allowed them to deeply connect with themselves and their faith. It was difficult for a lot of us to get through, but completely worth it!



Although at first I was intimidated that other students would be more advanced in photography and film than me, it was an opportunity for everyone to



expand their knowledge. Regardless of level of skill or prior experience, everyone worked together and had one-on-one help, as well as detailed feedback from our teachers.

I learned more on this one trip than I think I could have in any other class. There is no better way to learn than by immersion with the subject. Spending

so much time together allowed us to get used to each other's company very quickly and, within a few days, we became a small family. I cannot thank Francesco and Keith enough. Their attitudes during the whole trip kept us all going. As much as we students felt part of a family, they were in it with us. Words don't describe well enough how much I enjoyed this trip, and the impression it left on me. To all Webster students considering going – do it! 🇮🇹

LEADERS OF THE FUTURE

INSIDE THE MANAGEMENT AND LEADERSHIP MA

By Elizaveta Ulyanova (EU)



Dr. Michal Paserman (MP) is the Director of the Masters in Management and Leadership (MML) and the MBA programs. It will soon be 13 years since she began sharing her expertise with Webster students, through teaching Finance, Economics and Statistics. Her research is focused on behavioral finance and sovereign bonds, and she holds a Ph.D. in International Economics from the Graduate Institute in Geneva (IHEID). Dr. Paserman is passionate about providing Masters students with an immersive and challenging educative experience that will help them thrive in the business world. For everyone interested in business, we discovered more about Webster Geneva's newly-designed Masters in Management and Leadership and all it has to offer you.

EU: What is the MML program?

MP: The MML blends strong foundations of business with the soft skills needed to lead effectively and manage individuals, teams and organizations. Our program lasts 14 months. It includes seven core courses and four electives that students can choose from, in a wide range of disciplines and topics. The electives continuously evolve to meet the changing market needs and student interests. Finally, students choose between the capstone, a thesis or a project.

EU: What are the benefits of getting a Masters degree in Management and Leadership?

MP: We know that recent technological advances transform the nature of our work. Continuous learning and training are thus critical for those who wish to succeed in the workplace. Studies show that in a period when technical work is replaced easily by artificial intelligence and robots, the main skills employers need include leadership, the ability to influence others, the ability to solve complex problems, and emotional intelligence. Such skills are hard to automate and will remain resilient and vital to survival in the future workplace. These are the skills the MML focuses on.

To complement the fundamental management education, we initiated the “Webster Edge” – a unique interdisciplinary and holistic professional, and personal, development program. It is based on the latest scientific advances and is delivered through a mix of workshops, team challenges, personal coaching, role plays, and simulations. Our students enhance and cultivate the most important skills required to thrive in all aspects of life, which will give them a competitive edge in the job market.

EU: How does Webster Geneva’s MML program differ from other programs?

MP: We pride ourselves in providing an intimate and personalized development experience. I am the advisor of each one of the MML students. This enables me to ensure their needs are addressed in

the best way, and that they benefit from all university units. While challenging and demanding, our program is also particularly flexible. We offer part-time, WebEx, and online options for working professionals, as well as various internship opportunities. Another important asset of the program is our team of faculty. For me, the professors are the most important factor in student success, and excellence in teaching is a top priority. Our faculty members have all lived and worked internationally. They have deep, broad-based experience and are all leading professionals in business, the public sector, and academia. We enjoy teaching our students, and are committed to their growth and success.

The MML program is continuously evolving. They have recently introduced a study trip to China, and new courses addressing current trends and issues. These include: Technology and Innovation Management, International Negotiations, Communications Management and Entrepreneurship. Students learn about the opportunities and risks in applying artificial intelligence in businesses, how to do business in emerging markets, and they are introduced to topics such as cybersecurity and decision-making. As Dr. Paserman points out, whether you are a business major or simply interested in getting ahead in the competitive job market, having training in Management and Leadership is just the edge you will need to prosper. The professional world is shifting rapidly and becoming more technologically oriented, which is why it is time to brush up on those skills that are irreplaceable and crucial for advancement in your future career. 🌐

MULTICULTURALISM VS. INTERCULTURALISM

WHAT'S WEBSTER MISSING?

By Yasmin M. Khan



The diversity within our student body is one of the most recognizable qualities that makes Webster University Geneva unique. From all over the world, students come to our campus to experience the internationalism of Geneva that is embodied in our university. We are undeniably multicultural; but are we intercultural? The important distinction between multiculturalism and interculturalism is that the latter requires an exchange of knowledge and experiences, which leads to greater understanding of each other's cultures. Twenty-five students from our campus participated in a discussion on what Webster Geneva can do to become intercultural, and the results are decisive.

Our campus' multiculturalism is impressive but, without interculturalism, it can actually serve to create a more divided community because of cliquing

and people's tendency of attaching to those they are familiar with. 80% of students, including local students and study abroads, claimed they strongly agree that cliques are formed on campus based on cultural similarities. When asked whether or not they think that study abroad and local students mix and befriend one another on campus, 48% of students said they did not think so, and 84% later said they had the impression that study abroads generally spend time with other study abroads; often from the same country. These results clearly demonstrate that some students believe our university lacks interculturalism.

One local student said, "While Webster is super diverse, apart from a few groups, people stick to their own people, and it's unfortunate to see," while



another claimed, “We need to put more effort into helping our students truly embody the international spirit.” It is not enough to have various cultures represented on campus. We need to do more to celebrate them and promote cross-cultural communication.

The students who were interviewed had some ideas on how this could be done. When asked about the most effective way to share their culture, the majority of respondents said through food, art (such as music and film), and community groups or clubs. A significant portion of respondents also stated that academic studies could play a part in effectively sharing cultural knowledge. Proposed solutions were focused on more university-based events, as well as excursions to museums or libraries. Some suggested

conferences discussing issues of global interest through various cultural lenses, and more presentations of culture through events surrounding food, music, and dance. Many students urged that successful examples of this have been scattered through the years, but emphasized their wish for more.

Students need to be more encouraged to contribute their identities to our community in a way that is empowering and allows them to leave their mark. Whether you’re a local student or a study abroad, the opportunity to encounter and interact with people from all over the world, in a single campus of a couple of hundred students, is too valuable to miss! So, Webster Geneva, what are you going to do to make the most of your greatest asset? 🌍

EXAMS: STRESS OR DEATH

IS IT TIME TO BURY THEM?

By Lamija Huseinović

THE 21ST CENTURY ALLOWS US TO DO SO MUCH WITH OUR EDUCATION SYSTEMS AND IT DOES NOT CARE ABOUT MEMORIZATION, SINCE WE HAVE THE INTERNET AND CAN PULL INFORMATION FROM IT AT ANY TIME. WHAT WE NEED ARE CAPABLE, SKILLED, CREATIVE, AND INNOVATIVE MINDS THAT WILL REBUILD OUR WORLD AND SECURE ITS FUTURE.

Exams have been around for way too long. At least the traditional type, which is otherwise called “imperial examinations,” inspired by the Chinese method of testing and determining where young candidates, ready for office, should be placed in the imperial system. Yes, I’m talking about those well-known tests where you have nothing but papers, pens, and rows of students on the edge of a mental breakdown. Is relying on this centuries-old examination practice really the most effective method of assessment today?

Let’s look at the reasons why using traditional exams as a leading indicator of student knowledge is so wrong. First off, traditional exams mainly focus on the mastery of theoretical knowledge and students’ ability to recall information received

in class. Therefore, if you happen to have a killer headache, feel ill, or run out of time, those are all just excuses for your ignorance! Don’t try to justify the results you got, because the “mighty examination system” has just proved you are dumb.

Apart from the first major disadvantage, testing students’ knowledge on the entire course material through one exam pushes them to resort to “cramming.” Often students get to a point where they have to revisit the entire material and remember facts, dates, names, stats, and theories in a matter of days. Sure, some of the fault goes to students for being disorganized or irresponsible, but on the flip side, there is the unrealistic expectation that students should remember insane amounts of information and recall

it without fault. I remember a couple of times when I completed an exam and got told that I was graded lower because my explanation of a theory was not “in the book’s words.” Give that a thought. If you use the basic concepts from the taught material to develop your ideas, you’ve already made a mistake there. Why are you coming up with your own ideas? Use the ones from the book! One of the huge issues is the lack of space given to students’ imaginative and critical thinking. Students who “learn” by cramming tend to have almost zero percent retention of the material they memorized. While there is an issue with proper learning that will last on the long-term, there is also a problem with ensuring students’ ability to apply theories. Therefore, being a master of memorization does not make you a master of application.

Exams are supposed to prepare you for the real world, but if all you do is regurgitate material from the book, are you really going out there ready? Equipped with the right skills? I don’t think so. It seems unfair that your exam results often determine where you can go to study and work later, since they are so circumstantial - assessing your theoretical abilities, not practical. As Einstein said: “Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.” Some people are great at memorizing information, while others are not. Students vary in their talents, abilities and learning styles. So how can we count on one examination method to judge all of these different individuals accurately?

There are so many other issues related to the concept of traditional exams, but instead of just listing them, let’s talk about Webster and how our university is assessing its students. Webster has a more incorporative approach, where you get a variety of assignments that make up your final grade. Some classes are more creative than others, but alternative methods include presentations, reflections,



analyses of case studies, debates, product proposals, portfolios, written exams, and other projects. Of course, written exams generally make up the highest percentage of your grade, but at least that's not the only thing determining it. Still, Webster Geneva could rely more on creative ways of assessing the knowledge of students, while maintaining some of the benefits of traditional exams. Engaging projects such as designing business strategies, creating media content, sharing research at conferences and seminars, debating with professionals, and doing internships, are good ways of breaking the monotony in assessment. Since we have the technology and the opportunity to be creative, we should use it to make our classes and assessments more engaging.

It is a fact that traditional exams will not disappear overnight, since we are so comfortable with them – at least professors are. The “imperial exams” do have a place in education and they should be used, but their significance needs to be critically reconsidered. Today, they still carry too much weight for a method that only assesses one segment of learning – memory. The 21st century allows us to do so much with our education systems and it does not care about memorization, since we have the Internet and can pull information from it at any time. What we need are capable, skilled, creative and innovative minds that will rebuild our world and secure its future.🌍

**Claude Chaudet,
Head of the Mathematics
and Computer Science department:**

“What I don't like about exams is the stress and the very limited time. What could be interesting is to have a class on how to deal with an exam correctly; without the stress, reading questions carefully, not answering everything perfectly, time management... there's a lot of things that are missing in the techniques because it's a strategy in the end.

”



**Oreste Foppiani,
Head of the International Relations
department:**

“I'm in favor of a twofold system, where you can have both theory and practice in the same curriculum. And probably you still need some theory, but you don't need to exaggerate with theory, as well as with too much practice. So, you need the right amalgam, the right mixture between theory and practice to give our students the best experience as far as teaching, critical thinking and knowledge are concerned.

”

**Sarah Grosso,
Adjunct Professor in the Media
and Communications department:**

“I think some kinds of traditional exams just get at the “Did you remember the information?” which is the first step. We need to adapt to the students, and we need to really think about what we want you to learn from the course. So, for me, the techniques we use to examine should be geared to that. They should be suited to the course material and what we hope that you will learn.

”





CYBERSECURE YOUR FUTURE

COMPUTER SCIENCE IS CHANGING...AND SO ARE WE

By Anna Shmatovich

Dr. Claude Chaudet, Head of the Mathematics and Computer Science department at Webster Geneva, is excited to announce new changes occurring in the department, which will give students broader choices and opportunities to learn of the IT world.

Changes awaiting students in Computer Science, and others interested in the program, will spark your curiosity and encourage you to consider taking courses dealing with topical issues in IT. “Our Computer Science major has grown with more math

within, focusing on quantitative skills, which makes their (students’) applications for a master’s degree more relevant,” says Dr. Chaudet. You might need to keep developing your skills in mathematics after the program, but as the Head of Computer Science highlights, “graduating with such a base is already a big step forward.”

If you are interested in knowing more about cybersecurity, you should take a look at the new graduate program that focuses on it. An emphasis in the protection against invisible enemies became part of the

bachelor's program two years ago, and it has been very popular among students. The newly introduced Graduate Certificate would be the perfect choice for those who already have a completed Bachelor or Master specialized in Cybersecurity.

"The program is going to be very technical, with courses in cybersecurity, studies of the Internet and learning how to detect a cyber threat," explains Dr. Chaudet. "It also has some legal aspects to it, because fighting cybercrime is something that takes a legislative arsenal; you need to identify and prosecute people. There are a lot of legal constraints."

The certificate is aimed at students working towards a specialization in cybersecurity, but it is also of interest to outsiders. "I'm thinking of all the managers of small companies who would like to get at least an introduction to these problems because they have to take care of that on an everyday basis," explains the Head of the Computer Science department.

With the introduction of these new courses in the program, older ones are getting canceled. The Web Development Certificate is no longer available at Webster St. Louis and it will be withdrawn from Webster Geneva in the next catalog. "That was quite popular back in the day, but it has become a bit outdated," describes Dr. Chaudet. "There are plenty of resources on the Internet and there are Webster online courses that do the same (teach web development), so it doesn't make sense anymore."

This year, the department introduced a math minor, which might attract students from a computer science, economics, finance or other background, who want to pursue a master's degree. "In Europe, it is excellent to be able to display a certain level (of skill) in math," which is why the department has created Calculus I, II, and III classes, as well as Linear Algebra.

"An American degree is less quantitative than the European one," says Dr. Chaudet, but he explained that with a Math Minor "you'll be almost at the expected level."

The Data Analytics Certificate at the undergraduate level is being brought to the program as well, and Dr. Chaudet gave us all the details: "These are just the very early stages of things like big data and artificial intelligence. The program will be focused on statistics and a little bit on machine learning. Students will learn to analyze, process data and automate this kind of algorithm; what you can do to get the machine to analyze data for you, find correlations, find material inside, and give you something that you didn't expect. That's the idea."

Dr. Claude Chaudet is also proposing an introductory course on Python; a programming language used by many who work on data analysis, processing scientific data, or on web development and design. "I think it would be nice to have some (Python) courses for Computer Science students. That way they can learn a new language. It would also be beneficial for students from different majors to get an introduction to programming through an easier language," he explains. The launch of this class is, however, still uncertain. "It will depend on enrollment," says Dr. Chaudet.

Many new opportunities are on the horizon for students interested in the world of information technologies, and the Computer Science department is opening new doors to everyone keen to learn about their diverse aspects. In a time when new technologies are emerging with great speed, having basic knowledge and skills related to IT is becoming a requirement. Get ahead and sign up for some of the mentioned courses that will help you get an edge in the tech world. 🌐

STEP UP! WUG'S SUMMER DANCE PROGRAM

By Lamija Huseinović



It is time to dust off our dancing shoes and pirouette or break dance into the world of performing arts. Webster University Geneva launched a new Dance program during the summer of 2018 which was a great success, and it will continue in the coming years. The project was born as a collaboration between Webster Geneva and Webster St. Louis' Dance and Theater department, in partnership with the Conservatoire Populaire de Musique, Danse et Théâtre in Geneva.

The eight-week program provides an immersive experience to study abroad students who are looking to explore European art and culture. Students have the ability to engage in both cutting-edge, European contemporary-style dance classes and ballet, through a personalized approach. Classes also include studio visits from choreographers coming from all over Europe. With a limit of between 15 and 18 participants, the program has become a great attraction for Webster's Dance students, who are eager to embark on this enriching two-month journey. All classes are held in English, but study abroad students are provided with countless opportunities to dive into Swiss and European culture through diverse activities and trips to places like Paris, Berlin, and Barcelona. The dancers also might visit Art Basel and attend events that are part of Webster's Meet the Artist Series. In addition to all that, dancers are able to attend beautifully expressive performances at places such as B ejart Ballet Lausanne and the Ballet du Grand Th eatre de Gen eve. Dance lessons are given in studios of the Conservatoire Populaire de Musique, Danse et Th eatre, which is only five minutes away from Webster University Geneva's housing at Les Berges in the center of Geneva. For academic aspects of the program, students attend classes at the Webster campus in Bellevue.

Last year's team of dance teachers included a mix of guest artists and Webster Geneva's alumnus, Ramon Moraes, who taught ballet alongside Graciela Acedo, a successful choreographer. James Robey, Associate Professor and Chair of the Department of Dance, taught classes in international dance with the help of professional dancers Estelle Bovay, Vittorio Bertolli and Luciana Reolon. Robey reflected on the experience in 2018 by saying: "This collaboration offers our Dance majors a one-of-a-kind opportunity to study European contemporary dance in Geneva, Switzerland. It is exciting to see them engaging with the faculty, the beautiful campus, and the culture of this amazing city."  



**YOU CAN BECOME
A PART OF THE SUMMER
2020 DANCE PROGRAM.
SO WHAT ARE YOU WAITING
FOR? IT'S TIME TO STEP IT UP!**



WEBSTER IS ON TEAM GREEN

WHAT WE CAN DO TO SAVE OUR PLANET

By Yasmin M. Khan

The human footprint has single-handedly left unprecedented devastation on planet Earth. Recent years have marked the rise of an urgent call to action, led primarily by the world's youth. As a generation, students across the globe have been campaigning, protesting, boycotting, and demanding that those in power do something to save our planet.

In response to this world-wide movement, Webster University Geneva has taken a firm stance on the right side of history. Our campus has committed to environmentally conscious initiatives, in line with the university's core value of fueling a generation of mindful global leaders.

In order to make our campus more sustainable and caring towards the environment, various initiatives have been developed as part of the Webster Ecological Association. For example, issues concerning recycling, energy consumption, single-use plastics, and litter, are being actively tackled by a determined group of students and staff.

However, for those of us who dream of a green future, the greatest accomplishment would be inspiring change in people's mindsets. The way people think about the environment is what has to fundamentally shift in order to achieve tangible success. What better way is there to inspire such change than through art?

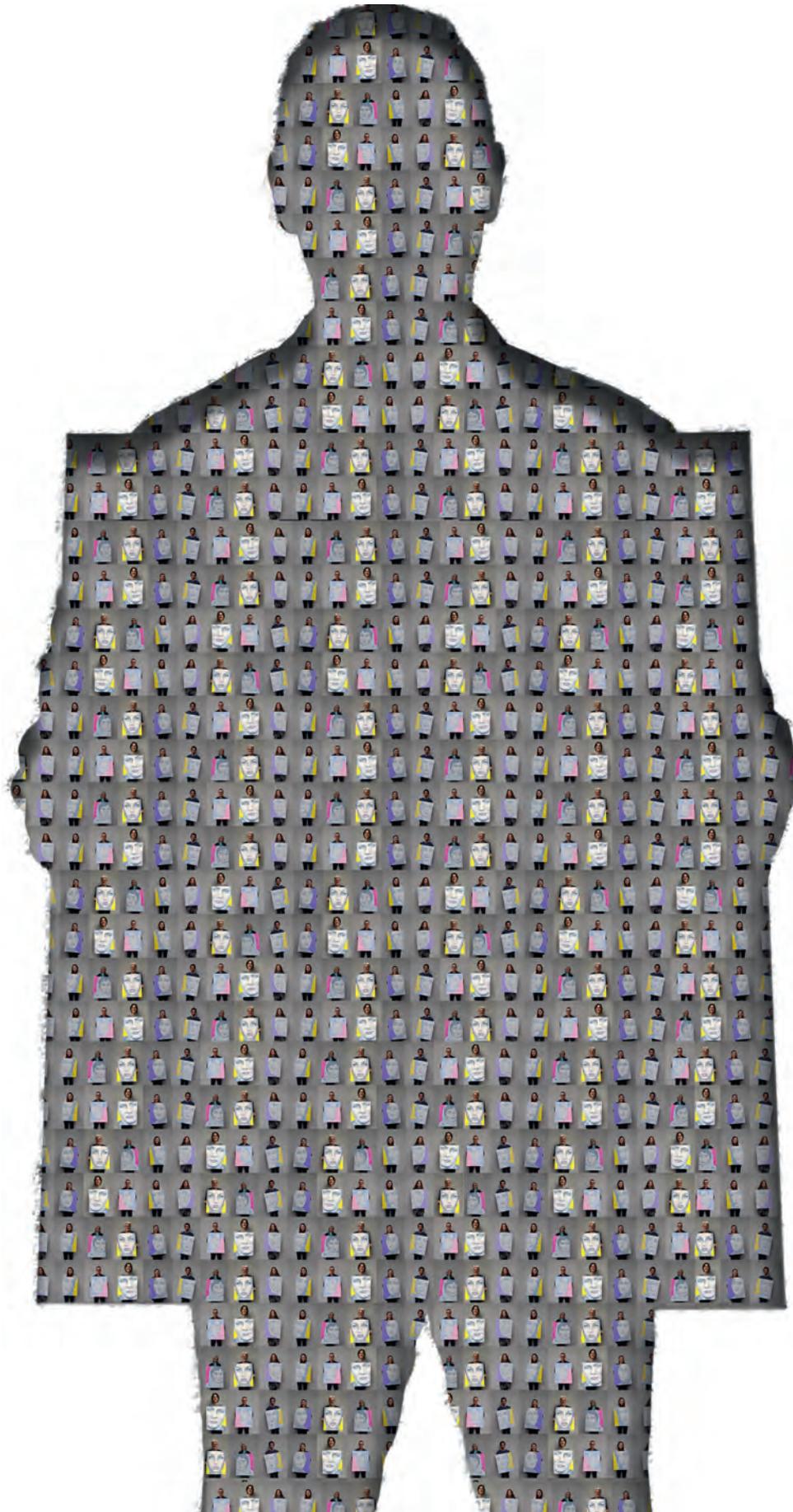
As part of the Meet the Artist series, Webster Geneva encouraged our local community to go green through a student and staff art project led by an Icelandic visual artist, Ásthildur B. Jónsdóttir. The art prompted people to reflect on their relationship with nature as they walked among the trees that surround our campus. Signs composed of eco-friendly and sustainably produced materials were handmade by our students and staff, each bearing a unique message. This project represents Webster University Geneva's dedication to supporting our planet and creating a positive impact on our community.

Humanity has been warned by leading scientists that we only have a dozen years left before the damage we have caused becomes irreparable. The truth is that impactful change is long overdue. All those who aspire to influence the world for the better must first take action to secure our future here on planet Earth.🌍



PORTRAITS TO INSPIRE

WHY WE LOVE THE WOMEN WHO CHANGED THE WORLD



Between September 27th and December 20th, 2018, an exhibition of one hundred portraits of women who changed the world was installed in the Student Lounge and several office spaces on campus.

The portraits were painted by the Norwegian artist, Sema Jönsson, who set herself the goal of painting one portrait every day until she reached 400 paintings. Jönsson hopes that the stories of the women she has portrayed will encourage viewers towards their voyage of self-discovery. To read more about Jönsson's project, please visit artsema.com.

Commissioned by Dr. Clementina Acedo, the exhibition was the first of a year-long sequence of events celebrating the university's 40th year in Geneva. Dr. Julianna Sandholm-Bark curated it with the help of undergraduate students Saba Ghezili, Grisha Loginov, Pierre-Antoine Belin, Martina Castiglioni and the students of First Year Seminar, who helped select portraits for the Student Lounge. The show was installed with the assistance of Francesco Arese Visconti and students Elisa Honegger, Puja Schroth, Fernanda Faria Zagato, and Claire Vasiloglou. Dr. Claude Chaudet generated QR codes for the portraits. Ron Banks, Will McDonald, and Tim Young helped promote the event. Celia Joachim, Kristina Shimkus, and Jose Lima provided invaluable support.

The "100 Portraits of Women Who Inspire" exhibition was connected to the Meet the Artist Lecture Series; a platform for discussing the visual arts and reaching out to the local community. The series was created to encourage students to think in critical, creative, and cross-disciplinary ways. Presentations serve an essential co-curricular function where course topics, such as creativity, human rights, and sustainability, are explored through the lens of art. The series forms an integral part of courses such as First Year Seminar, Art Appreciation, Introduction to Sustainability, and Current Art, among other courses. Artists who are invited this season will be speaking about the use of digital technology in their work; covering computer graphics, electronics, time-based media and holography, a new generation of smart objects for home spaces, and virtual reality technology. This series of lectures is hosted by Webster University's Global Citizenship Program in collaboration with the Media Communications Department and the Webster Center for Creativity and Innovation (WCCI). The photo essay below documents a side project involving a few of Jönsson's portraits, which were particularly inspirational to members of the Webster community. Each portrait appears with the person who chose it. While twenty-three people participated, only six are published in this version of the magazine. The full project will appear on the magazine's blog.



Credit: Ron Banks

Julianna Sandholm-Bark on Irena Sendler:

I first learned about Irena Sendler during a recent visit to the Museum of the History of Polish Jews in Warsaw; the city where I was born 40 years ago. Sendler was the head of the children's bureau of "Zegota;" an underground organization set up to save Jews after the Nazis invaded Poland, in September 1939. She rescued about 2,500 Jewish children by smuggling them out of the Warsaw ghetto, which had been created by the Nazis soon after their invasion of Poland. Sendler's portrait is a powerful tribute to the human capacity for moral courage, and also to the scarred legacy of the city of my birth.



Credit: Julianna Sandholm - Bark

Ron Banks on Twiggy:

For me, Twiggy represents what was happening at the time – the changes in music, the mod style, the hipness, and the subtle rebellion of the youth. She was only three years older than I, and what impressed me was how she became an icon and a trendsetter at such a young age as a model. She gave confidence to many young people to be different. Thank you, Lesley Hornby-Lawson.



Credit: Francesco Arese Visconti

Martina Castiglioni on Valentina Vezzali:

Valentina Vezzali is one of the most celebrated Italian athletes in the world; with six Olympic gold medals and over twenty wins in the World and European Fencing Championships. Valentina is not only an icon in the history of foil fencing, but also a symbol of determination, passion, and commitment. What I find particularly inspiring about this woman is her natural ability to engage in sport, family life and social work with equal dedication, and positive energy. She is also involved in several UN initiatives, tackling climate change and food scarcity, which proves that she is not only a role model because of her career achievements, but also as an active global citizen.



Credit: Julianna Sandholm - Bark

Francesco Arese Visconti on Elisabeth Windsor, Queen of England:

Queen Elizabeth turned 93 last April. She has lived almost a century. She is an icon and has fully experienced the 20th century, one of the most controversial and diverse centuries in the history of humanity. When I think about the Queen, I cannot avoid thinking about portraits of queens and kings, and how artists have created them with different styles. The final goal was always to represent their aura. When I saw her name on the list, I immediately recalled her photographic portrait taken by Annie Leibovitz. Portraiture is part of my identity as a researcher and as an artist, and photographic portraiture is a key element in the PhD I am working on at the University of Westminster.

Lastly, I just realized she was born in 1926... It might seem to be by chance, though nothing happens by chance, but Fiorentina was founded in 1926 in Florence (which happens to be Visconti's favorite football club).



Credit: Francesco Arese Visconti

Saba Ghezili on Malala Yousafzai:

I admire Malala's efforts and accomplishments and consider her a true role model for my generation. As the youngest Nobel Prize laureate, and an activist for female education, she has faced many difficulties on her path of reminding the world of education's significance as a fundamental human right. It is thanks to people like her, who stand with exemplary courage and devotion, that this world will become a better place.



Credit: Francesco Arese Visconti

Elisa Honegger on J.K. Rowling:

I chose J.K. Rowling because she inspired me to read. As a child, I could not stand reading, I did not see the point, and my parents were worried... rightfully so. But then, one day, my mother was reading the latest Harry Potter book, and I was bored, so I was reading over her shoulder. I asked my mother what was going on and she would not tell me. All she said was to read the book. So, I picked up her copy of *Harry Potter and the Half-Blood Prince*, and I started reading. I could not stop. Once I was finished, I had to read the next, but it hadn't come out yet, so I had to go back and read the previous five. As I got older, I would read these books when I was dealing with a lot of stress. Her books helped me escape for a while, and I would be able to relax. I am pretty sure that I am not the only person who she inspired, and that is why I chose her.

For the upcoming program of Meet the Artist Lecture Series visit:
wcci.webster.ch/events/meet_the_artist/ 📍



TRAVEL

“Not all those who wander are lost.”

J.R.R. Tolkien

FAST & FURIOUS SMILE, YOU'LL EITHER BE FINE OR GET FINED

By Elizaveta Ulyanova

Let's imagine the scary things that can happen to you while you are driving. The car can run out of fuel in the middle of the road, there can be a problem with the engine or loss of power steering. The worst of all would be getting into an accident. For me, the biggest nightmare that can happen when I drive would be getting stopped by the police. You might ask "Why? Why would being stopped by the police scare you so much?" or even "Why would they stop you in the first place? Are you some kind of a crazy driver?" Well, my answer is no. I am not a crazy driver. I just happened to be in the wrong place at the wrong time.

I was not scared of the police until I came to Switzerland. I got my license in Russia, so I learned to drive there. Many of the driving rules are international, but when you break them, the consequences can be different according to the country. Based on my own experience, I can assure you that being stopped by the police in Switzerland, just for a regular check, is scarier than being stopped for rules violations in Russia.



The first time I got stopped by a police officer in Russia was a week after I got my license. I was feeling very confident and in full control of both myself and the car, so I decided not to follow any speed limits. Even though it is allowed to go 20 km/h more than it actually says on the sign, I went by the rule "the faster, the better." However, the policeman didn't like my idea. When he stopped me, I was paralyzed. I did not know what to do. All I kept thinking about was my father's reaction to having my license taken away after a week of driving.

The policeman came to me with a kind smile and asked for my license. His smile got even wider when he looked at the issue date. The guy laughed and said: "Our city is not a set for a Need for Speed movie," and if I wanted to continue driving, I had to follow the speed limit. He then gave



me my license back without any arguments and fees. I stopped violating rules because, at the end of the day, it's not only about me. I am responsible for the safety of everyone around me on the road.

Driving in Switzerland, on the other hand, is much different. Everything moves at such a slow pace that there is no way I would even think about accelerating or breaking any rule. However, one early morning, while I was driving to my lecture, I saw an anomaly. The road that is usually packed with cars was empty. I considered it as luck because I was in a hurry to get my morning coffee, and a lack of traffic was just coming in handy. Surprisingly, as I continued driving on the empty road, a couple of policemen were waiting for me on the turn. The procedure was the same as in Russia, but their facial expressions were different. Without any caffeine in my body, I managed to smile

and act nicely, but the fee of 100 CHF was proof that a cute smile was only good for the Russian police. I told them that I was already late to class, but they did not care. They took their time taking pictures of my car and writing down my license plate number, so they would have a reference in case I did not pay the fine.

Now, when I see the police while driving, I immediately slow down, even if I was within the speed limit. I am sure many drivers can relate to the fact that even when you are not doing anything wrong, driving past officers is always nerve-wracking. Now, because of my experiences, I think: even if I was the safest driver in Switzerland, I would break a rule just because there are too many of them.❸

HOLA! SALAM! NI HAO!

TIPS AND APPS TO GET YOU FLUENT

By Milica Petrić

HAVING A RIGID CLASS STRUCTURE IS NOT THE MOST PREFERABLE WAY TO LEARN A NEW LANGUAGE FOR EVERYONE. CLASSROOM TEACHING SEEMS OUT OF TOUCH WITH THE LIVES OF BUSY PEOPLE. THE MOST CONVENIENT WAY TO LEARN, FOR THOSE WITH TIGHT SCHEDULES, IS TO DO IT ON YOUR OWN. HERE ARE SOME CASUAL METHODS THAT ALLOW EVERYONE TO LEARN A FOREIGN LANGUAGE QUICKLY WHILE HAVING FUN.

Your vacation is your opportunity

If you want to become fluent in your target language, the best idea is to temporarily move or travel to an area where it is used often. Being surrounded by the language you want to learn forces you to constantly listen, upgrade and use it. You can do so by finding an approved host family that will welcome you into their home. In comparison with language courses, this allows you to interact in the foreign language for more than three hours a day. To find your host family, there are online agencies that will provide help in the search. Lingoo is one of the most recommended agencies because it offers diverse profiles; ranging from traditional and single-parent families, to single adults and retirees.

Incorporate your desired language into your daily routine

The idea here is to integrate the language in daily activities. One of the methods is to look at some short YouTube videos, watch TV shows or news with subtitles in the language you are learning. Subtitles are very important because they help us to indirectly get writing skills too. You might also listen to songs while reading the lyrics simultaneously. Or, if you like to cook, follow recipes in the foreign language. It is also a good idea to change the language settings on your phone.

Challenge your reading preferences

Reading new books in a foreign language can be very difficult, so the easier way is to get books you have already read in your native language, now in the foreign language. You should also find books or other reading material with simple vocabulary, so your learning process is gradual.

Make your driving time productive

While you are on the road, try to play some audio books or choose radio stations that communicate in the language you are learning. If you prefer singing while driving, make sure you challenge yourself to play foreign songs.

Apps instead of games

Plenty of language-learning platforms are available today and, to make it even better, some of them are free.



A both entertaining and educational one is *Duolingo*. The platform leads you through modules that contain lessons made up of a range of activities, testing your speaking, writing and listening skills. *Duolingo* allows you to easily slide through modules upon their completion. There are also bots for chatting, which prepare you for real-life conversations. What makes *Duolingo* even more attractive is that it is completely free.

Another on-the-go learning app is *Memrise*. *Memrise* offers creative learning features that include mnemonics, flashcards, and quizzes. There are different levels of modules based on the user's pre-knowledge. You can also search the app for different functions, such as the most commonly used words in a language. The app is very entertaining and addictive, so you will spend a lot of time using it.



Busuu provides you with the opportunity to connect with native speakers. It offers quizzes, different interactive lessons that motivate you further, and video chats through which you can communicate with people whose language you are learning. *Busuu* works offline, so you can download lessons in advance and continue learning even when you don't have access to the Internet.

There are many effective and casual methods to learn a foreign language by yourself, while being entertained. It is up to you whether you choose to learn faster, for free, or with other preferences. 🌐

HIT THE SLOPES

YOUR NEXT WINTER ESCAPES

By Elizaveta Ulyanova



AS THE WEATHER GETS COLDER, SWITZERLAND OPENS ITS DOORS TO VISITORS FROM ALL OVER THE WORLD TO ENJOY THE NICEST SKI RESORTS. A HUGE VARIETY OF AMAZING SLOPES, DELICIOUS RESTAURANTS, CHARMING SHOPS, AND OTHER WINTER ACTIVITIES WILL MAKE YOUR WEEKEND AND HOLIDAYS UNFORGETTABLE. BY THE TIME IT STARTS GETTING CHILLY, YOU WILL PROBABLY BE TIRED OF EVERY ACTIVITY THAT THE TOWN CAN OFFER YOU. LUCKILY, THERE ARE PLENTY OF RESORTS JUST AN HOUR AWAY FROM TOWN, WHICH WILL BE PERFECT SPOTS FOR YOUR WEEKEND GETAWAY.

Megève, France

A fantastic traditional winter resort, which is only 87 kilometers away (one hour and 15 minutes), will surprise you with its ski slopes and variety of after-ski activities that everyone enjoys. Skiers can use a lift from the center of town to arrive at the slopes, or take one of the free buses that go every 20 minutes. Even though Megève is more famous for its slopes for the intermediate-level skiers, there are amazing off-piste ones that advanced skiers will definitely enjoy. While on the slopes, you will see a magnificent view of the Mont Blanc that will take your breath away. Megève

is a beautiful town, which is traffic free in the center, so you will be able to enjoy walks on the cozy streets full of decorations. Apart from skiing, the resort attracts people because of its beautiful galleries and shops that sell clothes, jewelry, and watches. For those who do not ski during daytime, Megève has opened a sports center “Le Palais” that has pools, steam rooms, saunas, hot tubs, and a gym. If you don't want to stay indoors, there is an open ice rink in the center of the village, which is very lovely as well.



▲ Mairie de Megève 2019, C. Bougault



Téléverbier, © 2015 DomDaher, all rights reserved

Verbier, Switzerland

Even though travelling to this destination will take you longer, it will not make you regret spending two hours on the road. This place is amazing for both skiing and having a great time after; not to mention the amazing nightlife, which is perfect for university students. The slopes at this resort are suitable for all levels of skiers and snowboarders. Therefore, if your group of friends involves beginners, intermediates, and professionals, Verbier is the perfect location for you! There is a free shuttle that will take you to new routes

any time you want, so you will definitely not get bored from skiing or snowboarding on the same slopes. On sunny days, the scenery at Verbier is breathtaking. Before the slopes close, you should definitely go to Les Ruinettes, and enjoy dancing after lunch. There is also a variety of restaurants and bars where you can spend your time after skiing. Many bars offer a broad choice of cocktails and wine.



© Office de Tourisme Vallée de Chamonix, Salome Abrial



© Office de Tourisme Vallée de Chamonix, Salome Abrial



Office de Tourisme Vallée de Chamonix © McPix Photography

Chamonix, France

In 90 minutes, you will arrive to a town with cute little streets and shops where you can buy local cheese, chocolate, and meat. In Chamonix, skiers can enjoy free-ride slopes that are among the best ones in the world. Snowboarders and skiers with great skill have the opportunity to ride amazing off-piste tracks. The wide powder slopes and steep descents will help you create unforgettable memories. If you are a beginner, hiring a ski coach to show you amazing routes with a view of the Alps will

be the best decision you make. Non-skiers can enjoy the panoramic view of the Chamonix Valley and, if you get lucky with the weather, you will be able to see the well-known Swiss peak – Matterhorn. Chamonix is famous for its glass room “Step into the Void,” which will give you a view from 1035 meters high! Many mountain restaurants will let you taste delicious food, and who can say no to the famous cheese fondue and hot wine on a cold winter evening?



Téléverbier, © 2016 Pascal Gertschen, all rights reserved



Mairie de Megève 2019, Simon Garnier



Mairie de Megève 2019, Daniel Durand



© Office de Tourisme Vallée de Chamonix, Morgane Raylat



Mairie de Megève 2019, Nicolas Joly

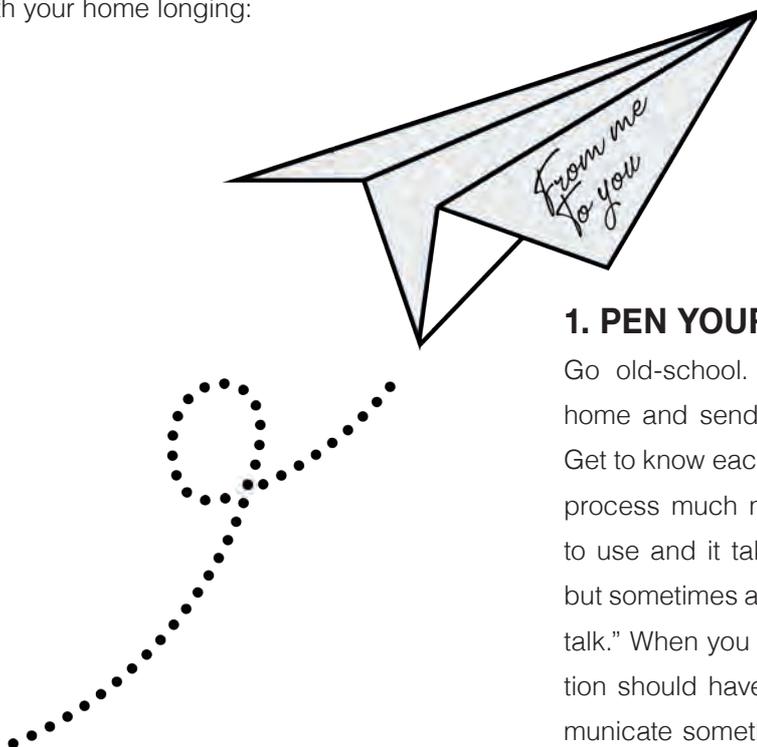
Even though Geneva is a small town, it is surrounded by places that are totally worth visiting. The snowy cold weather just begs you to grab your skis or snowboards, and quickly get to the closest resort to enjoy everything the mountains can offer you. This will make you want to stop time, as there are so many places that you can visit! 📍

HOW TO SURVIVE HOMESICKNESS

CREATING YOUR HOME AWAY FROM HOME

By Lamija Huseinović

Studying away from home can be a real pain sometimes, and it takes time to get used to. When you search top problems that study abroad students face, homesickness comes up as number one. Living in an international environment has its perks, no doubt, but there are always those stages throughout the year when you just feel like jumping on the next plane to Homesville. You can try burying yourself with work and hope that will be sufficient to keep your mind occupied until the next trip – the thing is, that doesn't really work so well. Trust me, I tried it. All you get stuck with is feeling dead-tired with even worse homesickness than before. Here are some ways to deal with your home longing:

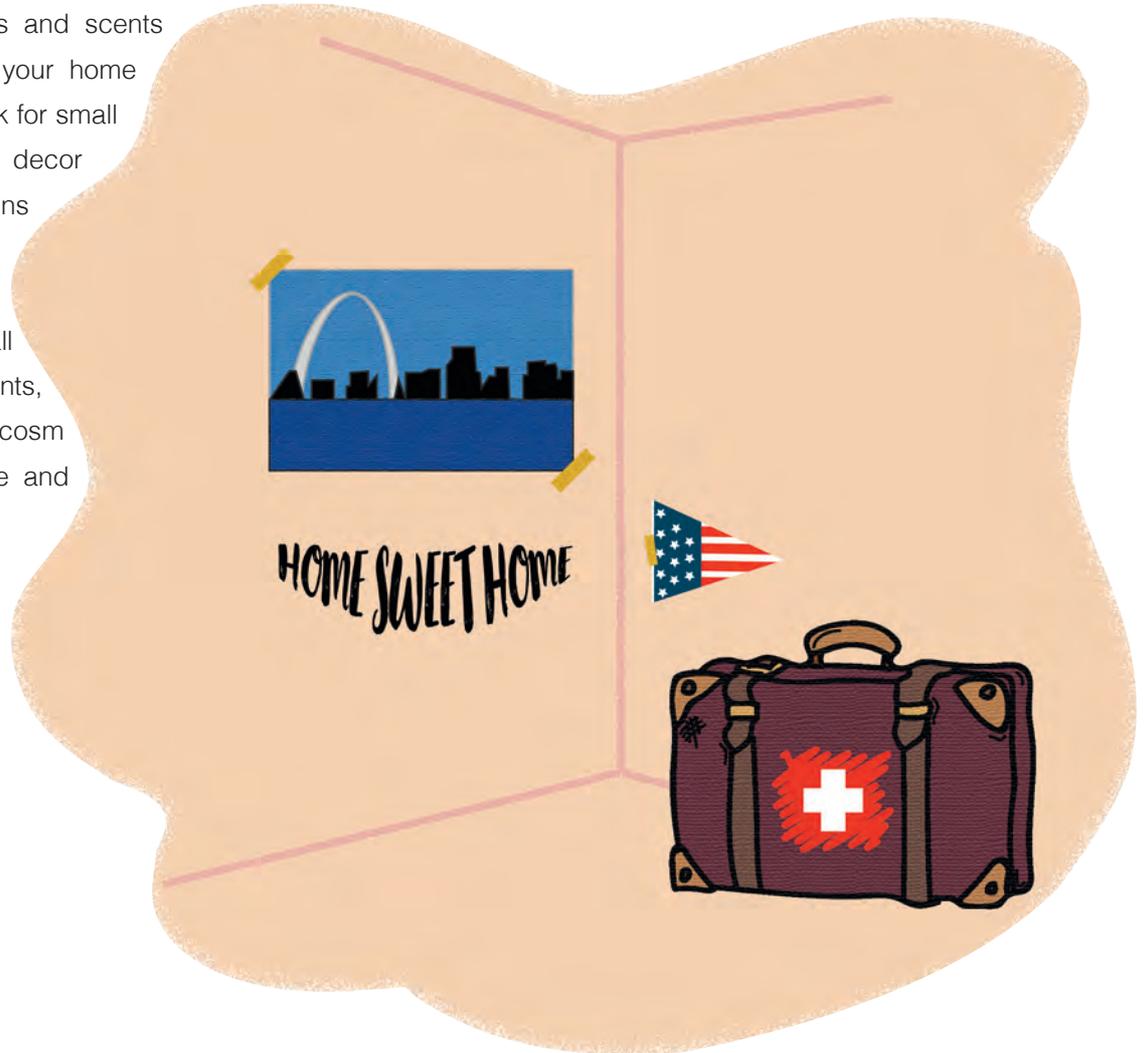


1. PEN YOUR PAL

Go old-school. Find an acquaintance from back home and send letters to each other every month. Get to know each other vintage style. This makes the process much more exciting! Social media is easy to use and it takes seconds to talk to your friends, but sometimes a lot of the conversation is just “empty talk.” When you write letters, every piece of information should have a purpose and allow you to communicate something important about yourself. Write about your experiences studying abroad, and try engaging in activities that you never tried before. This will make correspondences with your pen pal way more interesting.

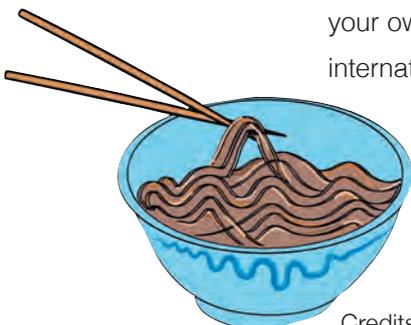
2. DESIGN YOUR MICROCOSM

Make your apartment or dorm room your little “home away from home.” Bring elements from back home to your new living space. This will help you feel more comfortable in a foreign place. Another thing you can do is go shopping and find any decorations and scents that remind you of your home country. You can look for small local shops that sell decor inspired by designs and patterns from your culture. Once you’ve collected all your preferred elements, design your microcosm that will have a safe and homey atmosphere.



3. FOOD IS THE QUICKEST WAY TO YOUR HEART

Moving to another country often means leaving the family nest and becoming your own person. Studying away from home can be a real challenge, especially when it requires you to give up your mom’s delicious meals. To get you through until your next trip home, you can find a restaurant that serves traditional food from your country or make your own cookbook. One perk of studying in Geneva, Switzerland is that you are in an international community. The chances of finding a place which encapsulates the spirit of your country, and offers a taste that transports you back there, are high. But, an even better option is the DIY route. Reconnect with your roots by learning traditional recipes, and preparing them for yourself and friends!



Credits: Yasmin M. Khan

4. ALL MY PEOPLE RAISE YOUR HANDS

If you are in a place like Geneva, it is likely that there are more individuals from your country who moved there to study or work. Visit restaurants, join book clubs, sports clubs, and take part in conferences or festivals happening during different times of the year. You just might stumble upon someone of your origin. Try finding a community on Facebook that consists of people from your country, who are living in the same place where you're studying. I was surprised to find out how many of my fellow countrymen were in Geneva! You can organize meet-ups and events together, and get a chance to share your stories.



5. DON'T FORGET TO EXPLORE

For those of you who are chronically homesick, I have to say this too. Don't forget to enjoy your new world! Yes, there is no place like home but, moving is not the worst thing that can happen to you. In fact, it gives you a whole new perspective. Get to know the locals, their culture, taste their food, and try to learn the language. You will be that much richer when you finally go back to your home base. Expand your horizons. Try things you never had a chance to explore before, and find the right people to do them with. If you are studying in a city that is as international as Geneva, immerse yourself in it! Make this your adventure of a lifetime. ☺

Your ticket to
letting it go



First stop



CheapTickets.ch



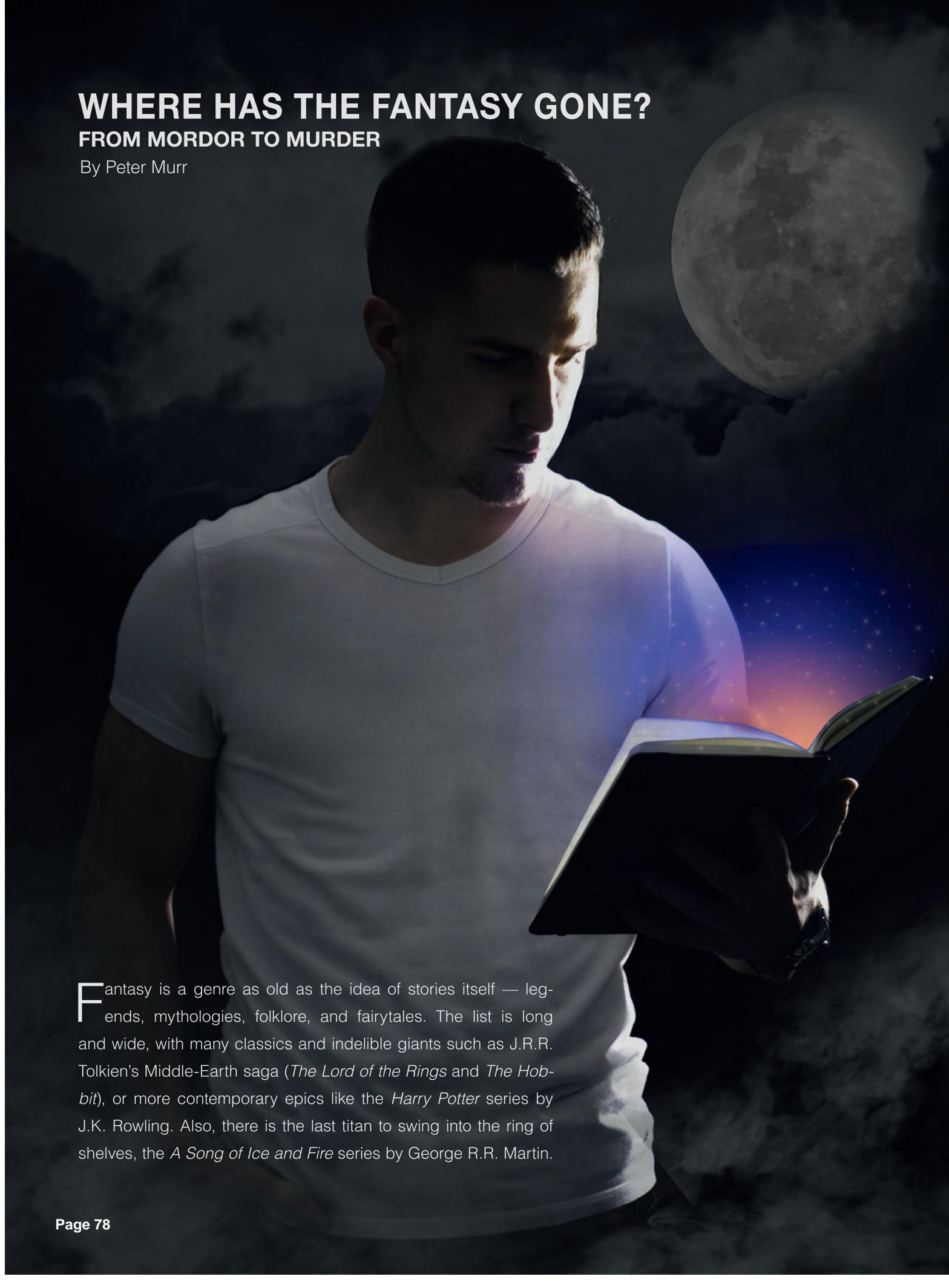
FEATURES

“There’s always room for a story that
can transport people to another place.”

J.K. Rowling

WHERE HAS THE FANTASY GONE? FROM MORDOR TO MURDER

By Peter Murr

A man in a white t-shirt is shown from the chest up, looking down at an open book he is holding. The scene is set against a dark, starry night sky with a large, bright full moon in the upper right. The lighting is dramatic, with the moon illuminating the man's face and the pages of the book. The overall mood is mysterious and contemplative.

Fantasy is a genre as old as the idea of stories itself — legends, mythologies, folklore, and fairytales. The list is long and wide, with many classics and indelible giants such as J.R.R. Tolkien's Middle-Earth saga (*The Lord of the Rings* and *The Hobbit*), or more contemporary epics like the *Harry Potter* series by J.K. Rowling. Also, there is the last titan to swing into the ring of shelves, the *A Song of Ice and Fire* series by George R.R. Martin.

But an unfortunate trend today is that, while this genre is picking up astronomically in terms of exposure and popularity, it is doing so by losing the very things that provided its charm and sense of wonder. More and more series and publications try to capitalize on the success of the *A Song of Ice and Fire* by a way of telling grittier, more realistic, and oftentimes more pessimistic portrayals and narratives. The bad guys always win, the world is always broken and doomed, and the heroes are joyless.

These phenomena are causing what is referred to as darkness-induced audience apathy. It is what happens when, by and large, the audience has but one reaction left to what is occurring in front of them: "I don't care what happens to these people." And why should they? If there's never any joy or real point in solving anything because the world is the worst it can possibly be no matter what, then what is the point of telling the story? Yes, drama and angst are essential building blocks of any great narrative — this is true. However, the consistent and constant excess of it can cause the viewer to very rapidly lose interest in what the tale is trying to show or tell.

One might point to *A Song of Ice and Fire*, and its adaptation *Game of Thrones'* success as a sign that, on the contrary, this is the way to go. Is it now? Despite enjoying nearly eight years of rising success, the forthcoming final season of *Game of Thrones* now finds itself truncated down to merely six episodes. And more to the point, George Martin has been stalling on producing the sixth book of his own series of a planned eight. Could this be a sign that even the creator is starting to tire of writing this trying tale?

Defenders of this trend might point out that, this way fantasy can speak to a broader audience rather than stay stuck as fanciful tales palatable only to children

and enthusiasts. Well, fine, so it can reach more people...but what does it even have left to say? What lessons are being taught, what examples glorified? That cheaters always prosper? That the ones with more gold in their pockets always win? That the world is horrible, the people in it are terrible, and the only way you can actually get anywhere is to learn how to be terrible too?

Fairytales, sword and sorcery novels, and other classic fantasy stories might have been done and told to death, but they've been so because they were good, solid tales that were worth passing down to our children. These tales presented ideals that, while not necessarily always practical, were admirable and worthy of pursuit, and communicated lessons that could make your life more wholesome. They can even be plain fun romps to lift your spirits when you just need a break or an escape from the gritty realities of life.

So, to then laud the inversion of this schema, to inject this same dreariness, angst, and darkness into our fantasy, and call it revolutionary progress, is more than a little backward. Indeed, it has begun to see its share of backlash in the form of darkness-induced audience apathy. Many people are getting well and truly sick of this trend. As a result, both interest and profits from such endeavours are declining.

Hopefully, it is a sign that we are on the road to recovery and righting this wrong — leaving the dark, dull and dreary behind. A sign that we are putting back the magic that made fantasy, the genre which has inspired and enchanted so many, back where it rightfully belongs. 🍷

HANDLING CRITICISM

MAKING THE HARD TRUTH THE RIGHT LESSON

By Elizaveta Prigozhina

CRITICISM IS A BIG PART OF OUR LIVES AND, AT ONE POINT OR ANOTHER, WE ALL EXPERIENCE WHAT WE THINK IS EITHER FAIR AND CONSTRUCTIVE OR UNFAIR AND DESTRUCTIVE CRITICISM. DEALING WITH IT POSITIVELY IS A CRUCIAL LIFE SKILL, ESPECIALLY AS WE BEGIN OUR PROFESSIONAL JOURNEY.

Entering professional lives or starting at university pretty much guarantees the reception of criticism from time to time. However, that does not necessarily mean someone will give you harsh feedback in an attempt to purposefully lower your self-esteem, and stress you out. At university, criticism is usually intended to help you improve, but the stigma surrounding the concept often leads to stressed out, overthinking students. Therefore, it's important for professors to work on the way they express criticism, and for students to work on how they handle it.

Being criticized is not always easy, since your ideas are being challenged, but it's important to learn how to get the best out of it and handle it constructively. One of the most crucial steps is to realize you are receiving feedback from those who are experienced in the field you hope to work in. Most of the time, professors' main intention is to help you improve. If you are aware

that criticism can lead to a great deal of stress for you, it's necessary to develop breathing techniques, work on adequate self-assessment, and practice mindfulness. It is also critical to understand that mistakes are a natural part of life. We all make them, so the best we can do is learn from them. Therefore, creating a balance is key. Don't look only at the negatives and mistakes of your work, but pay attention to the positives. Don't be too hard on yourself, but don't ignore criticism and advice either. It's true that sometimes criticism can be unfair and deconstructive, in which case it should not be taken personally, but perhaps reported in special cases. It can definitely get confusing when you overthink about whether criticism is well-intended or if someone is purposefully trying to undermine your self-esteem. Therefore, I've constructed a little quiz for you to assess how you handle criticism and what you can do about it.👉

WAS THE MOST RECENT CRITICISM YOU RECEIVED BENEVOLENT?

THEN DON'T TAKE IT SERIOUSLY!

IS THAT PERSON'S OPINION VALUABLE TO YOU?

YES

NO

NO

YES

WAS THE CRITICISM CONSTRUCTIVE?

NO

YES

DO YOU AGREE WITH THE CRITICAL SUGGESTIONS?

NO

YES

AT THE END OF THE DAY, YOU CAN'T PLEASE EVERYONE. REFLECT ON THE ADVICE YOU RECEIVED, BUT IF IT REALLY WASN'T CONSTRUCTIVE JUST LET IT GO!

CONGRATULATIONS ON BEING ABLE TO TAKE ON CONSTRUCTIVE CRITICISM! IMPROVING YOURSELF IS NOT A SIGN OF WEAKNESS, IT'S A SIGN OF GROWTH.

(NOT) YOUNG, RICH, AND FAMOUS SHOULD WE PAY YOUNG TALENTS?

By Yasmin M. Khan (YMK)

WOULD YOU WORK A JOB WHERE YOU DON'T GET PAID? IF YOU'RE A STUDENT, YOU PROBABLY ALREADY HAVE. IN THE CURRENT PROFESSIONAL CLIMATE, IT IS EXTREMELY COMPETITIVE AND CHALLENGING FOR UNDERGRADUATE STUDENTS TO FIND EMPLOYMENT EXPERIENCE. ESPECIALLY IF YOU'RE AN ARTIST, THE STRUGGLE IS REAL. AS A MEDIA STUDENT, I DISCUSS MY PERSPECTIVE ON THIS MATTER ALONGSIDE KEITH W. STRANDBERG (KWS), A PROFESSOR EXPERIENCED IN WORKING IN THE CREATIVE INDUSTRY.

YMK: Creative university students who work with media, whether they are photographers, filmmakers, DJs, graphic designers, actors, singers, or writers, are frequently exploited by “employers.” Nowadays, everyone wants video content, needs a social media campaign, and wants something artistic integrated into their projects. But, all that requires artists who no one wants to pay.

What student artists repetitively hear is that their hard work will benefit them for the sake of “gaining experience” and “building a portfolio.” Everyone has to start somewhere, so initially, you should

gladly accept exciting opportunities to build your repertoire. Eventually, however, artistic university students deserve to have valid and fair work experience — just like any other professional!

Professors and organizations looking for volunteers don't seem to understand that not all experiences are valuable for student portfolios, and no one's time is free. Above all, there is a profound misunderstanding and underestimation of the effort that goes into creating content. Over and over, students are asked to “just make a quick promotional video for our event,” “simply design a little logo for our brand,” or



Credit: Mickey Shu-Ting Chan
Instagram: @mickeygogo

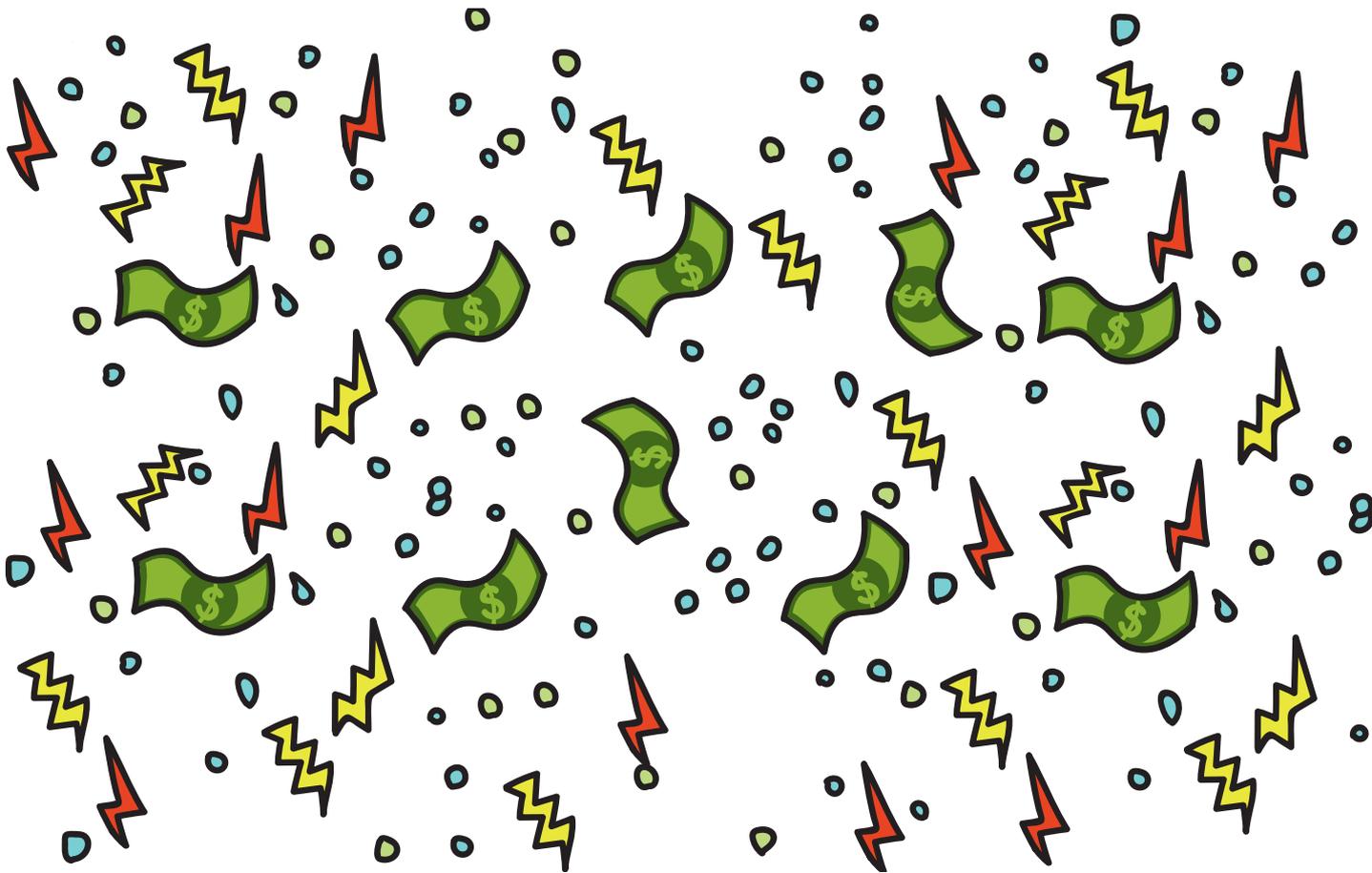
“maybe just come and DJ for an hour.” These condescending work proposals are overwhelming, which result in students finding themselves in positions where they are overworked and underappreciated.

If students do manage to land a paid work opportunity, they tend to be underpaid, paid late, or paid informally. Most of the time “employment opportunities” for these students come in the form of personal favors, which are hard to say no to.

It is painfully awkward to have to stand your ground and establish your worth as an artist, yet fundamentally

important, and you really shouldn’t be put in that position in the first place. Student artists, and all artists for that matter, need to learn to decline opportunities that do not respect or value them—no matter who is asking.

Faculty members and organizations need to respect the integrity and professionalism of young artists, and compensate them appropriately. If you’re an artist, and you feel that you are being taken advantage of, learn to say no. Know that your skills are valuable, your ideas are worthy, and you deserve to be treated professionally. After all, we all want to be young, rich, and famous someday!



KWS: Though Yasmin Khan makes a compelling argument, I completely disagree with her notion that students should get paid for doing projects while they are at university. Sure, there will be occasions where faculty members seem to be taking advantage of students to write press releases, record sound, shoot video, and take photos for start-up companies and organizations. Still, students need to remember that organizations that need this work done are most often not in a position to pay; they can't afford to pay anyone, much less students.

Professors are trying to help everyone – help the organizations get the work done, and get their students the experience they desperately need. I have been a writer for more than 40 years and, when I started out, I needed bylines and writing credits more than money, so I wrote for anyone and everyone – whether they could pay or not. Students at

Webster are in exactly the same position – it's great to have the theoretical knowledge, but the real world demands that you apply theory to actual situations.

Even if students have had a great deal of practical experience, they are most often not as skilled as working professionals, so they don't deserve to get paid the same as a person who is out in the workplace; supporting a family and paying bills. If there is a budget for a project, then the faculty member should make sure that students get some payment. For example, when I have a well-paid project, I make sure that interns get a little bit, but at the same time, interns aren't doing the lion's share of the work. They are helping out, and therefore shouldn't get the full pay.

The tradeoff is experience vs. pay. I know it sounds a little like the NCAA system of student-athletes, where football players are given scholarships, and



Credits: Yasmin M. Khan

the universities make millions off them putting their bodies at risk. This system might be changing, as activists are clamoring for these student-athletes to get paid for their contribution to the universities. This, however, is much different. First off, no one is making millions off the work of Webster students, and secondly, gaining experience can lead to payoffs professionally after graduation.

Most students don't need to make money while they are in college. Credits, experience, and knowledge are the most important things now. So, I believe that Webster students should be willing to do anything and everything to build up their portfolios. Being able to say that you worked on a photoshoot, wrote an article that gets printed in *Revolution* magazine, or did a project for the UNHCR, is more valuable to a student than the 50 or 100 CHF they would have otherwise been paid.

At the same time, however, I would advise professors to push companies and agencies for some payment, if there is a budget for it, as a "thank you" for students who do the work. At Webster Geneva, there is no shortage of work for companies, the United Nations, NGOs and more, so the things professors ask for can sometimes seem overwhelming. I urge students to keep in mind that at this point in your lives, experience and amassing bylines, photo credits, cinematographer/director/producer credits, are more important than the small amount of money you would otherwise receive.

In the professional world, it is rarely "Where did you go to school?" but rather "Who have you worked for and what have you done?" Doing projects for companies and organizations while being a student can open doors to you that are closed now.☺

CHERISH CREATIVITY

WHY IT MATTERS

By Lamija Huseinović

Why is creativity so important and what place does it have in education? How does it relate to diverse aspects of our lives and the professional world? At Webster University Geneva, we have a center devoted to studying creativity and many of its dimensions. The Webster Center for Creativity and Innovation (WCCI) actively contributes to nurturing creativity and innovation at the University, and sharing breakthrough research happening locally and globally. To learn more about the importance of creativity and the WCCI's activity, I had a talk with Dr. Vlad Glaveanu, the Director of the WCCI and the Head of Psychology and Counseling.



Credit: Yasmin M. Khan

LH: Why do we talk about creativity so much these days?

VG: We often talk about it for the wrong reasons because we reduce it mainly to economic value. We think of it as productivity, efficiency, and in some ways, innovation. It does contribute to all of these, but we have to reconnect to what it means for us and our development to be creative. The reason why the center is such an interesting glue between departments at Webster is that creativity is multifaceted, so everyone can develop their angle into it.

LH: What is the WCCI's mission with regards to creativity and how do you define it?

VG: One of the missions of the center is to stimulate a critical awareness of what we mean by creativity, and the ways in which this is a discourse that empowers people. We tend to love reconnecting with our own creative energy. But it is also a discourse that can be

used to exclude, whenever you feel like you are not creative enough, innovating or producing anything of value – making money basically, then you think “I’m not a successful creator.” However, there are many ways to produce value, and what is valuable for one will be different for another. The notion of value itself means something you produce that becomes a resource for you and others. I think we need to reconsider what we mean by creative value.

LH: How are universities places for creativity?

VG: There is an implicit assumption that children are the heart of creativity, and when people want to create, they often think they are connecting with the inner child. Of course, children improvise a lot and don't fully know the constraints, so they live out of producing new things. This kind of emergence, and trying to connect and understand, are all very creative building blocks. However, there is something

specific about adult creativity. Adults bring to the same act of creation much more personal history, and other types of bridges with other people. It is not a matter at all of who is more or less creative. These are just different ways of being creative. There is a risk in thinking that children are the essence of creativity, and that schools kill it. Universities and schools will impose constraints that reduce spontaneity, but they should give you more material to work with creatively so you recognize the value of your creation. What we are striving for here at Webster is to make students responsible for their own learning. That's when learning becomes a creative phenomenon, and it is meaningful for the person. We also have to allow ourselves the reflexivity and space to challenge, think critically, and make things our own.

LH: What impact does the WCCI have on students across departments, and how can they contribute to the center?

VG: The WCCI should have a student branch, and a series of activities that students initiate. That could be something great in the future because we actively collaborate between departments. One example is the hackathon on migration and social media that was organized on campus, as part of Open Geneva on the 19th and 20th of March 2019. It took from every department: from Psychology the experience of migration, from Media the analysis of images of migrants, from International Relations the focus on policies and practices, and from Computer Science the format of a hackathon. Students participated and saw the value of working in an interdisciplinary manner. We need to be more creative about the format of our activities and to engage students more.

LH: What about your department's contribution and participation at the center?



VG: One of the things I appreciate most is that the center is not located within psychology. Like any field, psychology has a tendency to “grab” topics and make them its own. This center is meant to make psychology go outside of itself and look at society, materiality, institutions, and all the things that matter for the creativity of human beings. That reflects the spirit of the Psychology department at Webster Geneva, and of our Counseling program, because we are looking at things in a systemic manner. It is the essence of our creative approach. The link between creativity and psychology can be seen very well because we are not only considering people in a context, but also as agents who can transform their life contexts. You can see that through what we teach, the fact that we are trying to cultivate research in the department and give students a voice in the production of knowledge. 🗣️

For any further questions contact wcci@webster.ch.



HOT TOPICS

“It always seems impossible until it’s
done.”

Nelson Mandela

BREAKING THE DEAFENING SILENCE

HOMOPHOBIA ON CAMPUS

By Yasmin M. Khan



The names of interviewees were changed for confidentiality reasons.

No one has the right to tell you who to love, and no one should pressure you to be something you are not. All around the world, youth is challenging the outdated social expectations surrounding sexual orientation and gender identity. The developing inclusive and intersectional community, often referred to as “LGBTQ+,” comprises of various identities on a vast spectrum, and continues to question oppressive, reductive stereotypes. However, at Webster University Geneva, we are far behind in this revolution, and unacceptable behavior like homophobia prevails. It’s time to finally break the silence and address the elephant in the room through an open conversation that is aimed at acceptance and understanding.

During my time at Webster Geneva, I realized that the most challenging step towards inclusivity is for

our campus to come to a collective awareness of what homophobia is. There is a profound misunderstanding that homophobia is a literal fear of homosexuals, or that it manifests itself exclusively through violence or institutionalized discrimination. In truth, these are oversimplifications and this issue has many layers. Prejudice doesn’t necessarily have to be demonstrated through physical attack, assault, or discrimination, because manifesting your prejudice simply through ignorance is just as serious as other forms of homophobia. In fact, this form of homophobia is especially significant because it often goes unnoticed by those who are not directly affected, and it still effectively marginalizes people. Some students on campus reflect that misunderstanding and have the impression that, just because no one is talking about this, it isn’t a problem.



Credits: Mickey Shu-Ting Chan
Instagram: @mickeygogo

Dr. Sarah Grosso, an expert on gender studies and an established faculty member at Webster University Geneva, thinks that prejudice towards LGBTQ+ on campus is a pressing issue. “Students don’t feel comfortable talking about their sexuality,” she told me, “There are, of course, LGBTQ+ students on campus, just as there are in any population, but you wouldn’t know it.” A first-year student, Charlie, who identifies as a homosexual man, confirmed this to me when he said, “Not a lot of people are openly gay on campus, so you don’t see the prejudice.” Of course, not everyone who is LGBTQ+ is obliged to come out, but no one should feel that they are under threat if they should want to do so. Charlie believes that on our campus “nobody feels comfortable saying it (coming out).” The prejudice is real, and silence allows it to fester. Even when students and staff acknowledge that there is an issue, they tend to make excuses for it.

Time and time again, I have witnessed students on this campus use the excuse of “cultural differences,” “religious beliefs,” or “merely differing opinions,” to describe prejudice towards LGBTQ+ individuals. We cannot allow for attitudes that discriminate against others to be justified because they’re perceived as harmless opinions or someone’s cultural and/or religious values. A harmless opinion is when an individual prefers ketchup to mustard, or likes beaches more than skiing. Bigotry and ignorance are not harmless, regardless of where they stem from. In terms of excuses, in Charlie’s words, “Your culture does not matter when it comes to someone else’s rights. That’s your culture, your decision, even if you grew up with it. Sticking by your teachings is a choice. It’s your choice to leave and take what you want from your culture to identify yourself with, and it’s your choice how you treat others.”

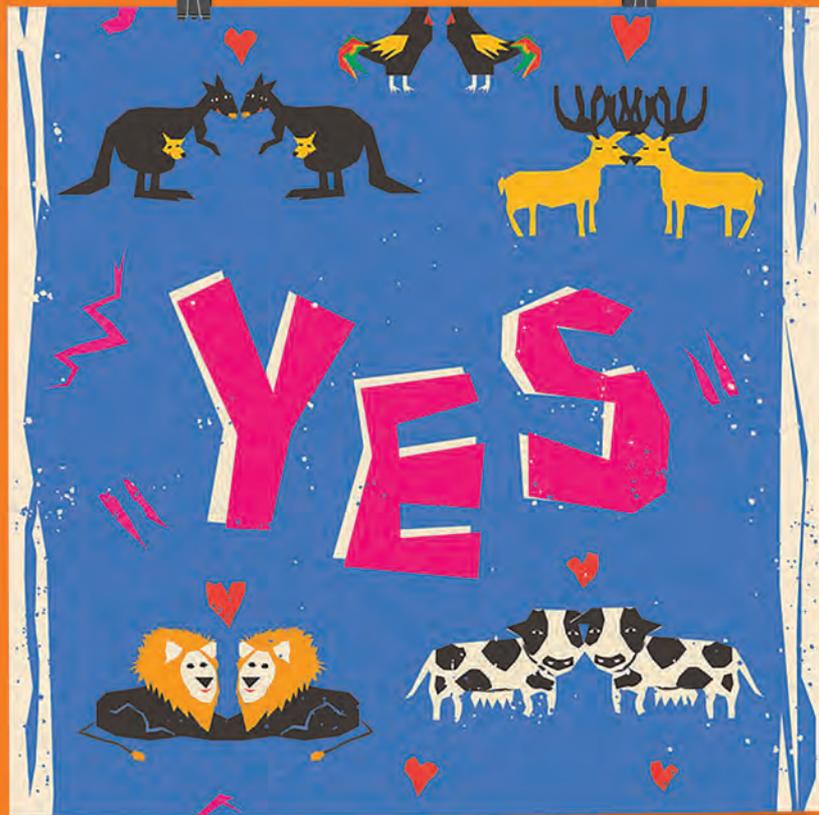


Personally, I have been raised in a culture of constant open-mindedness and acceptance. I was always taught that having discriminatory attitudes towards others was the most severe wrongdoing. To gain some perspective on cultural and religious values as a pretext for homophobia, I decided to speak to a good friend of mine, Amina; another student at Webster Geneva. She comes from a culture of intolerance towards LGBTQ+, and from a religious faith that prohibits same-sex love. However, she chose to leave those aspects of her upbringing behind when she came to Switzerland. She said, "I didn't believe in homosexuality because my religion doesn't allow it, and because of the culture where I grew up. People who were homosexual were incarcerated or excluded from society, so I used to have something against homosexuals. I definitely had stereotypes and misconceptions about them, but

now not so much. I'm doing better at accepting differences and just trying to be more open-minded."

Amina says that through befriending new people, traveling, and representations of homosexuality presented in the media, she realized that "people who are gay are actually normal, they just happen to like same-sex people, but there's really nothing abnormal about it." She admits that it's difficult to shake deep-seated cultural values and believes that she cannot completely shed her cultural and religious background, but she respects homosexuals and "wants the best for them." Amina's journey towards acceptance is one that should inspire anyone who suggests that the culture you are raised in is an excuse for ignorance.

On our campus, the effects of homophobia are real and devastating to individuals whose identities are



Credits: Mickey Shu-Ting Chan
Instagram: @mickeygogo

under threat. In confidence, students have disclosed to me fears of their sexual orientation impeding their academic success at Webster. Charlie is concerned that being gay will cause him to lose his scholarship. “I need to get my degree, and nothing is going to stop me, so I feel like I can’t completely be myself because I can’t take that risk,” he said. He also feels an absence of faculty support. “If there was an issue, I don’t know what I’d do,” he declared, “I wouldn’t know which faculty to go to. I’ll be completely honest, I’d probably just walk it off, and that’s not the correct answer.”

The darkest consequences of homophobia, and other forms of discrimination against LGBTQ+, are loneliness and mental illness that result from isolation. Charlie stated that, while it is easy to brush off one ignorant comment made on campus, “the next person does it and the next person does it, and then

suddenly you’re at this campus with 400 people and you can talk to maybe two.” He also expressed his concern that LGBTQ+ students at Webster Geneva may be at risk of severe harm, even suicide, because they are far from their family and support networks.

No one deserves to feel socially, academically, or personally at risk because of their sexual orientation or gender identity. It is the urgent responsibility of both students and staff alike to ensure that this hostile environment on campus is not tolerated. Not thinking of this as an issue is part of the problem. Webster Geneva needs to come together to acknowledge and address homophobia on campus, so we can all work on building an empathetic community. Everyone deserves to feel loved and accepted, and the first step to solving this issue on our campus is to challenge the deafening silence.🌈

THE DARK SIDE OF THE ONLINE WORLD

HOW WELL DOES YOUR SMARTPHONE KNOW YOU?

By Anna Shmatovich



The importance of the Internet and social media is continuously increasing in our lives. We spend more and more of our time doing various things online: buying airplane tickets, paying bills, searching for restaurant reviews, chatting with friends, surfing on social media... the list is endless.

As the web environment is becoming increasingly crowded, it is growing more attractive to advertisers; not just because of loads of cheap advertisements they can display, but also due to valuable consumer insights they can find online. Just think about the amount of information you give through your web

searches and social media accounts. Sometimes we open up to our devices more than we do to our friends.

The more advertisers know about you, the easier it is for them to keep you interested in their product propositions. That's why websites and social media often choose to share their data with advertisers in exchange for benefits, of course. Websites often use cookies to track your activity – yes, those popping policy warnings you usually freak out over agreeing to. Because of them, it is possible to know where you click, or even which link you put your mouse on.

Access to this kind of information allows advertisers to shape their suggestions to your wants and needs – showing you only promotions of products and services of interest. Doesn't sound so bad, huh?

Nevertheless, the topic of privacy on the web raises many concerns and controversies. Craving access to more detailed personal information has turned efforts of advertisers into a race of finding ways to know more. Many advertisers use their opportunities responsibly, but when you let vast amounts of people follow you through your web activities, you can't be sure that all of them will display ethical behavior.

Those ready to sacrifice some personal details, in exchange for attractive ad offers, are starting to doubt that benefits outweigh harms of exposing intimate aspects of their lives to people they don't know. It's disconcerting to share your health, finances, plans for the day or other delicate information with a crowd of faceless strangers. Are advertisers ready to cross the line between helping customers and denying their right to privacy? What could this lead to? Will humanity, in the near future, be ready to put up with a Big Brother tracking their every step?

The third party, quietly watching you explore the web behind a curtain, begins to make its presence seen. Many find themselves in strange situations, being prime examples of information exchange between social media and advertisers.

For instance, some of my friends would find themselves receiving a large number of ads for a brand they checked out on Instagram a few moments ago, while playing an online game. The ads include the same products they were looking at, and their prices. Another weird experience I heard about was receiving ads of restaurants serving Swiss cheese fondue, after mentioning it in a conversation with a friend.

These seem harmless, but some stories are way too creepy to think about. For example, receiving an ad of something without searching for it on the Internet, but talking about it out loud with a computer in the room.

No one knows what these tracking devices are capable of, but what's known is that some companies are pushing the limits of what is possible, aiming to help advertisers see your preferences more clearly. Some mobile advertising services can link devices like phones, computers, and tablets to the same owner, even if they are not connected. It is done solely by relying on a person's unique web-surfing habits – something like digital fingerprints. Creating your profile allows them to identify you, no matter what device you are using.

The Internet inevitably changes the landscape of our lives, but with endless opportunities come endless threats. Luckily, advertisers who are about to cross the line are likely to meet the rage of advocates and legislators who are protecting people's rights to privacy. You should look up the cases of Facebook and Cambridge Analytica, which caused a huge scandal last year. A lot is being done right now in terms of policies that protect your privacy. In the meantime, it's for you to choose what to entrust your devices with and, most importantly, to be aware of what's going on.

To find out more on advertisers and their marketing strategies, I would recommend Armstrong Kotler's book called *Principles of Marketing*, which develops these ideas in more depth. 📖

ON THE PSYCHEDELIC TRAIN

PASS THE LSD, BOSS

By Lamija Huseinović

THE TREND OF MICRODOSING IS BECOMING MORE PRESENT AND IS SPREADING FURTHER, TO OTHER WORKPLACES, DUE TO ITS ENHANCING EFFECTS. ARE PSYCHEDELICS WHAT IS MISSING FROM OUR LIVES? ARE THEY THE KEYS TO OUR BRILLIANCE?

Are psychedelic drugs the remedy for your dry everyday routine at work? Companies at Silicon Valley seem to think so. The trend of microdosing has been popular for quite a while, since some of the greatest innovators used psychedelics to come up with their million-dollar idea. Today, there is a buzz surrounding the potential benefits of using microdoses of psychedelics in the workplace to boost creativity, productivity, and focus.

Microdosing involves taking between a tenth and fifteenth of the full dose of a psychedelic drug. That way you don't get a high, and avoid any negative experiences involving paranoia or hallucinations. What you do get is a more vibrant experience of colors, improved focus, more energy, creativity, and greater productivity. At least that is what LSD users report on, among other benefits. Recently, research has been launched with the purpose of exploring these potentially beneficial effects of microdosing on LSD.

Until now, we have not had sufficient scientific research on the drug due to legal restrictions, since LSD is a Schedule I drug; which is a part of the US government's system for controlling the use of substances according to their medical value and abuse potential. This means that LSD is illegal because it does not have any acceptable medical use and it has a high potential for abuse. The consequences for possession or sale entail heavy fines and jail time, which is why most insights we have are based on anecdotal evidence. Recent studies include participants who are already using LSD or were planning on doing so, and they aim at developing our understanding of this psychedelic further; exploring its potential positive and negative effects. Now, the trend of microdosing is becoming more present and is spreading further, to other workplaces, due to its enhancing effects.

So, what exactly happens to your brain once you take a dose of psychedelic drugs, such as LSD or psilocybin mushrooms? These substances stimulate parts of the brain that are communicating infrequently, so they spark less active neural connections. What you might experience is a phenomenon called "ego dissolution," which refers to losing the sense of a subjective self, and feeling as being a part of something

bigger — the cosmic balance, for example. This is why people often report feeling more in touch with nature, themselves, and others after this experience. Some LSD users even report that a micro dose of the drug alleviates their symptoms of depression and clears "brain fog" — the lack of mental clarity.

With all of this to consider, a mind-altering drug might be viewed as the "quick fix" for our unappealing routines and dull tasks. But it can't all be roses and butterflies. What about some of the possible repercussions? First, normalizing a psychedelic drug as a resource for enhanced creativity and productivity might put the "average" brain at a great disadvantage. Will companies eventually put a system of elimination in place that lists voluntary intoxication as a requirement for hiring employees? How will psychedelics affect our brain structure and impact organic creativity? What happens when we grow a tolerance to the drug? Shouldn't we be modifying our external world to excite the internal, instead of doing the reverse? These are all salient questions to consider before we take such a serious leap, and integrate drugs into workplaces as tools that will inspire our next million-dollar idea. Using these in the short-term might not have severe disadvantages, but the long-term scenario is still unknown. Drug consumption is not something that should be considered lightly, especially when it comes to mind-altering drugs. Although the idea of LSD microdosing in workplaces might sound highly appealing to some, we must look at this possibility without pink glasses. 🍷

SECRETS OF HYPNOSIS

DIVE INTO YOUR SUBCONSCIOUS

By Dzera Btemirova



Have you ever been so absorbed in reading a book that you didn't even hear people around when they addressed you? If yes, then you might have an idea of what hypnosis feels like. I always wondered about what goes through one's mind in that state. To help my curiosity, I asked Dr. Henry Faineteau – a psychotherapist specialized in medical hypnosis and a psychology professor at Webster Geneva, to hypnotize me.

I sat down in a comfortable chair with the desire for immediate action, but the professor wasn't in a hurry to start the session. First, we talked for about ten minutes; he asked me several medical questions. Then it was time to recall some powerful, happy memory and talk it through. I felt like I was being taught by Professor Lupin, from the *Harry Potter* series, how to succeed in performing a Patronus Charm at Hogwarts. To become hypnotized, I had to feel completely at

ease. This is a crucial step when you are preparing yourself to dive deep into Hypnoland.

I found entering into hypnosis similar to meditation, where I was asked to relax and close my eyes. I concentrated on the sounds around me; birds singing beautiful tunes, cars driving in the street, planes taking off from the Geneva airport, and students chatting in the University hallway. However, all my attention was focused on the ticking of a wall-mounted clock. Tick-tock, tick-tock... Gradually and slowly, the birds stopped singing, cars driving, people talking, and planes flying.

Suddenly, I found myself in a labyrinth with Dr. Faineteau's voice guiding me the entire time. I was still well aware of who and where I was, what day it was and who was opposite me. After some time, I realized that my breathing calmed down and became very



deep. Every breath felt like the last. It seemed to me as if all the air had suddenly come out of my body, and became very heavy. I couldn't feel my arms or legs. The only thing I observed was my deep breathing, as I dived further into my subconscious. I spent about eight minutes under hypnosis, so I cannot say that I experienced any special emotions. On the contrary, I felt in a state of nirvana. Nothing bothered me. My brain just rested.

As time passed, the professor's voice started to sound louder and cheerful. It turned out that getting out of hypnosis also required awareness and concentration on what was around me. When it was time to leave my very own Neverland, it was like suddenly needing to turn back after walking down a long corridor, and coming out into the light. The first thing which made me realize I was back in the real world, was the return of sounds – birds chirping, planes whooshing, and

car engines roaring. Then, I slowly opened my eyes, and Dr. Faineteau warned me that I might not have immediate control over my body. Imagining myself as a superhero, I tried to raise my hand up in hopes of having powers, but nothing happened. The brain needed to be given more time to take over the body.

The feeling I experienced after the session was bizarre. It seemed to me as if I had just drunk a bottle of good red wine. I was shaking from side to side, my head was spinning a little, and I absolutely did not want to talk. Dr. Faineteau explained to me later that there can be no success or failure when it comes to hypnosis. Things go as they go. Being hypnotized is a strange feeling indeed, but one that I would like to have again. Remember, a person cannot be forced to do anything he or she disagrees with under hypnosis. You are in control. 🌀



SHOWCASE

“Creativity is contagious. Pass it on.”

Albert Einstein



ELIZAVETA
PRIGOZHINA

Credit: Anastasia Stoipovskikh
Instagram: @allowed_fashion



ALLOWED



TIM YOUNG

Mountain Meadow
Instagram: @timyoungartist



Magnolia Blossom

DAVID



BARBAMLETTE

YOU ARE STEALING MY FUTURE.

THINK BEFORE YOU CONSUME.

SCALE THE AGE OF THE EARTH TO 46 YEARS.

WE'VE BEEN HERE FOUR HOURS.

OUR INDUSTRIAL REVOLUTION BEGAN ONE MINUTE AGO.

IN THAT TIME, WE HAVE DESTROYED MORE THAN 50% OF THE WORLD'S FORESTS.

THIS ISN'T SUSTAINABLE.

WE ARE ALL F*CKED IF WE DON'T DO SOMETHING.

YOUR CHILDREN ARE F*CKED IF WE DON'T DO SOMETHING.

THE WHITE PLASTIC CUPS WE USE AT WEBSTER TAKE 450 YEARS TO DECOMPOSE.

THAT CUP WILL STILL BE AROUND WHEN YOUR

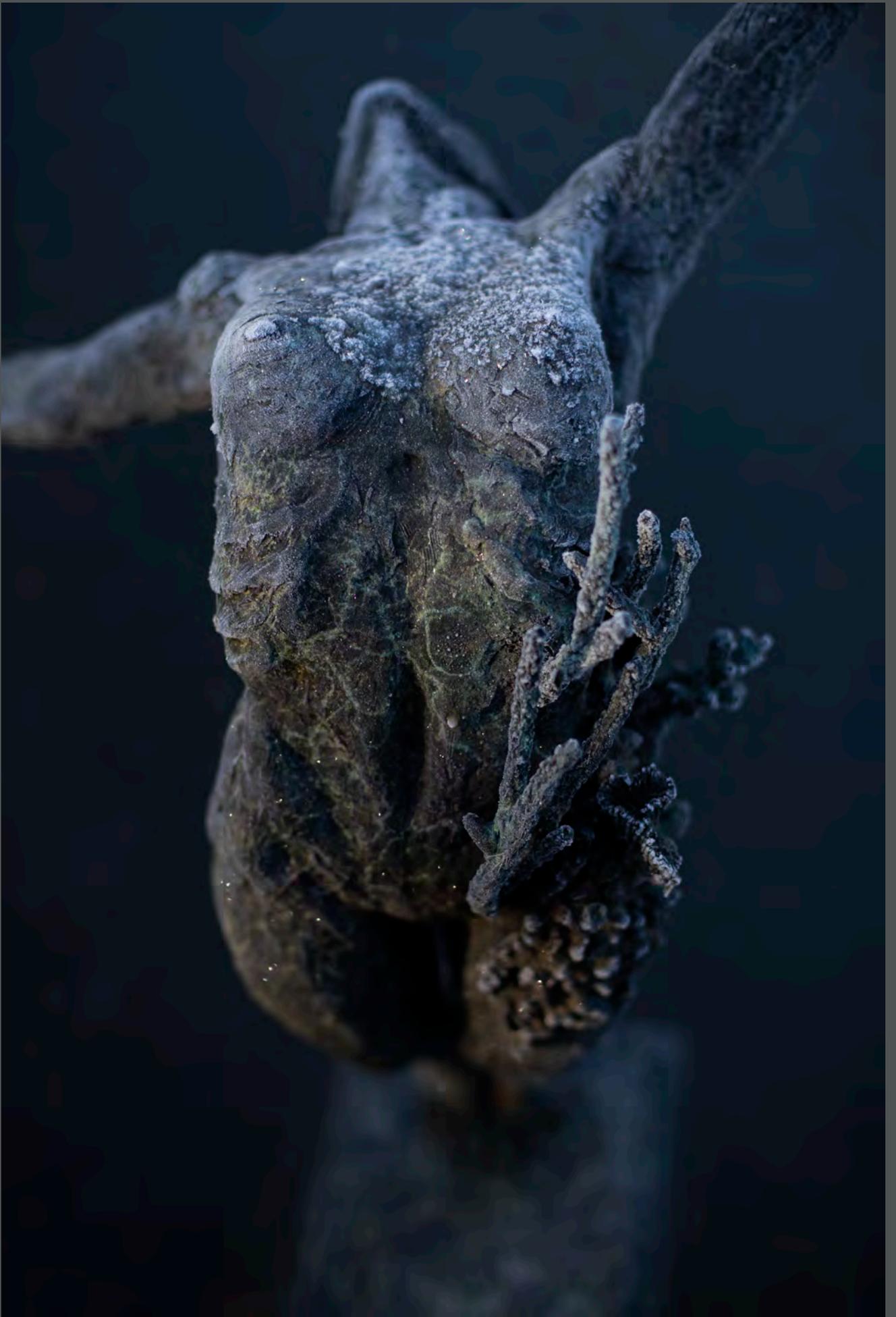
**GREAT, GREAT, GREAT, GREAT, GREAT, GREAT, GREAT, GREAT, GREAT, GREAT,
GREAT, GREAT, GREAT, GREAT, GRANDKIDS ARE BORN.**

THAT'S 15 GENERATIONS.

WAKE THE F*CK UP PEOPLE.

ELISA HONEGGER







YASMIN
M. KHAN

AYA AYOUCHE



SACHA ALLEN >

FERNANDA
ZAGATO V







CAITLYN



FISH

Zain Abbas



PHYLLISRESLER



The Kanga – CULTURE BY DESIGN

The kanga, is a colorful machine-printed cloth, frequently identified with the Swahili culture along the east African coast starting in the early 1880s. This rather mysterious cloth continues to be used and valued by millions of people in many countries today. The kanga is approximately 45 x 65 inches in size, is usually sold in pairs, and can be identified by its distinctive border and central design or motif. Typically a line of text is printed along the border.

Kangas are found all over the world. Japan, Lamu, the Rift Valley, Nairobi, Dar es Salam, the Comoros islands, Mozambique, eastern DRC, Oman and Dubai are but a few of the locations where kangas have been worn and used for generations. In each place the role of the Kanga is shaped by culture and local use.

This photo is from one of many exhibitions supported in part by Webster University Geneva.



RENAD



MUMENH





AYA
ABDULLAH



Discover [LibertyLondon.com](https://www.libertylondon.com)

Now delivering to Switzerland, [Libertylondon.com](https://www.libertylondon.com) gives you access to an extensive range of unparalleled beauty, fashion and homewares – 24/7. From must-have pieces, to rare exclusives and online-only finds, Liberty's dedicated website boasts new discoveries each and every season.

#LibertyLondon

Graduate Programs

- Evening classes
- 8-week terms
- Payments by term
- Optional academic internships
- No GMAT/GRE exams for admission



GRADUATE PROGRAMS (Evening)

MASTER DEGREE PROGRAMS

Master of Business Administration
MA in Communications Management
MA in Counseling
MA in International Relations
MA in International and Non-Governmental Organizations
MA in Management and Leadership
Master en Gestion des Systèmes de Soins et de Santé*

GRADUATE CERTIFICATES

International Relations Department
International and Regional Security
International Development
International and Non-Governmental Organizations

Walker School of Business & Technology
Certificat Leadership et Gestion*
Certificat de Recherche Avancée*
Cybersecurity - Threat Detection
Digital Marketing Management