



**BURSA ULUDAĞ ÜNİVERSİTESİ**

**SCHOOL OF FOREIGN LANGUAGES**



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# BLACKBOARD

**A school magazine  
by the students for the students**

**FROM WRITING TASKS TO A COMPLETE MAGAZINE**



## Why should Everyone Listen to Music?

Music is an important concept in our lives. Sometimes we need to relax and concentrate while we are working or studying. Music helps us clear our minds. We usually enjoy listening to music while traveling, because while we dream of our vacation, music helps us, and we do not get bored. Music does not just help us relax; sometimes it helps a lot in the health field as well. There are many reasons why we listen to music.

First of all, music is used in medicine. Music is used to check that the brain is working well in brain surgeries. Sometimes patients cannot control their body parts. Doctors use music as a pre-control mechanism to avoid such a problem, so that they can quickly intervene in the patient's condition. In addition, in psychological therapies, music helps the patient to feel better. Sometimes patients cannot relax while listening to the doctor. When doctors realize this, they can turn on music, which makes the patient more comfortable.

Secondly, our days are so monotonous and boring. To stop this, people can listen to music while working. Research has revealed that listening to classical music while working increases productivity. Today, besides classical music, many types of music are preferred by people of different ages. For example, music genres such as rock and roll, pop, hip hop are the most preferred music genres today. In our country, these types of music are preferred a lot, too.

Who does not listen to music while traveling? In my view, everyone loves listening to music while traveling. Music makes our journey more enjoyable. While we listen to music, we dream about something. For example, when we are on the road, we think about what we will do on our vacation or think of someone we love. These dreams become more meaningful with music.

To sum up, music plays an important part in our lives. It helps to concentrate and relax. Music can clear our minds. Sometimes it helps us with our health. Besides health, it helps us in business or school life. If you do not listen to music, I strongly recommend you listen to music. You will definitely not regret it.

**Alperen Akdeniz M3-25**

## What's Happening in Music and Television these Days?

*The Coachella Valley Music and Arts Festival* was started by Paul Tollett and Rick Van in 1999. It is held every year in Indio, California, USA. This year it took place between the 15th and 24th of April. Rock, indie, hip hop, and EDM musicians take the stage in this event.

In addition to the performances of Harry Styles, Billie Eilish, and Swedish House Mafia, artists such as Khalid, Justin Bieber, Snoop Dogg, and Megan Thee Stallion performed and gave the audience a pleasant time.



When we talk about up-to-date information on art and music, I must mention *Taylor Swift's re-record albums*. World-famous American singer Taylor Swift left her old company with some problems. The artist who wants to own the copyrights of her songs is re-recording her albums. She has already re-recorded two of her albums, and she has released her album RED recently. Which album will be re-recorded next is a big question among her fans?

Let's look at what's going on on television. I would like to give you information about two current and well-known TV series.



The first is *Stranger Things*. *Stranger Things* is an American science-fiction horror web series. The first episode was broadcasted on July 15, 2016, and the series continues today. The Duffer Brothers, who directed the series for the last season of the 4-season series, gave a date for 2022. The fourth season of the highly anticipated series is expected to be released on May 27.



Another famous series is *Succession*. It is an American satirical drama TV series. Although the first episode of the series started in 2018, it is up to date. The third season of the series was broadcasted in 2021 and the next season is expected to be in 2023. Due to the pandemic, the shooting of the series started late. But of course, this event did not cause the excitement of the audience to decrease.

**Beyzanur Yeşilyurt & Yağmur Bülbül M3-21**





## **The Power of Books**

In the past people had to read to learn something new or they read for fun. However, many people do not read much in their normal lives at present. This is because they think that reading is a waste of time in our new world with technology. We can give many more reasons for not reading. However, today I will examine the benefits of reading books. Reading books has so many benefits for our minds. Actually, not just our mind, it affects our physical health as well.

First of all, reading books helps us to empathize. The more we read about different lives, standards, beliefs, etc., the easier it becomes for us to look at things from a different point of view. Doing this matures and enriches our soul. Also, thanks to this, our memory is strengthened. We use our skills about thinking, analyzing, and evaluating more actively.

Furthermore, reading is the best way to deal with stress. Imagine that after a busy and stressful day, we get lost in a book that makes us happy and excited. While reading, we find ourselves moving away from the negatives of our lives.

The benefit for physical health is related to sleeping. If we have trouble falling asleep, reading a good book will help us fall asleep easier and sleep more peacefully.

Lastly, I want to mention a study that shows that reading books helps to improve our brains. The name of the study is 'Short Term and Long Term Effects of Novel Reading on Connectivity in the Brain'. Twenty-one volunteers participated in this study for nineteen days. In the first five days and last five days the volunteers did nothing. In the nine days between those five days, they had to finish reading a novel. The results of the experiment showed that certain parts of the brains of the volunteers had developed greatly.

To sum up, although many people see reading as a waste of time, it is very beneficial for humans. So, after reading this article, I'm sure you will all have developed a sense of awareness into the benefits of reading. In short, books are the light of the brain, so don't leave it in the dark, enlighten yourself.

**Fatma Zehra Çil M3-2**

## Horoscopes and Astrology

Horoscopes and astrology have been in our lives since ancient times. The curiosity awakened in human beings when they looked up at the sky led to numerous changes in almost all aspects of life from daily routines to science.



### *How were Horoscopes Created?*

It all began with stargazing. Babylonians thought that if they figured out the secrets of stars, they could understand nature better. It was the Babylonian astronomers who divided the ecliptic into 12 equal signs. The Greeks later provided the term for the *zodiac* when they described it as the *zodiakos kyklos*, also known as “animal circle” today.

### *How did the Sense of Horoscopes Change in Time?*

Since the beginning of history, almost every culture has searched for the meaning of the star moves and the relationship among them. Some of them thought that was a way to communicate with gods while others used it just to predict weather. Most ancient civilizations like China, Egypt or Greece created their own horoscopes as well. It was the ancient Chinese who formed the 12-animal zodiac chart. Even now they strongly believe in the power of the chart and form their life according to the horoscopes symbolized by various animals on the zodiac chart. The chart is not monthly based but divided into years. Every year is symbolized by a different animal. Chinese people see some of these animals luckier than the others. That’s why parents in China plan to have children in the most optimum zodiac year.

### *What is The Impact of Astrology on Science?*

For a remarkable period of time, astrology was attributed a leading role among the science people and proved to be a really useful base for many early scientific practices. Early astrology wasn’t about personal horoscopes though. Back then, astrologists were scientists who tried to solve the mystery of the universe with the help of horoscopes and astrology. Around the year 1600, even doctors used astrology to treat people. Some historical documents show that doctors drew astrological charts and utilized them to treat patients accordingly. Even one of the most rational science people, Isaac Newton, once wondered about astrology that ended up with a lot of interesting searches and findings. However, with the revolution of methods and approaches in

science, a strict division between empirical science and astrology was made, and the latter started to be ignored for a long time.

### *Does Astrology Have an Influence on Our Daily Life?*

Despite the fact that astrology wasn't scientifically valued as much as it used to be, but ignored for a long time, it has always kept being more than just an interest for many individuals. This interest has not only kept astrology alive, but also updated it throughout the centuries. In time, people accepted astrological signs as a big influence on their personality, daily practices, and even their faith. Today, astrology serves as a common ground for communication where we express our feelings, thoughts, or issues. Moreover, some funny videos or memes people share about horoscopes on social media bring millions of people together. It doesn't matter what your nationality is or what you look like when it comes to talk and share about astrology.

All in all, it is inevitable to see that humans have always been attracted to the stars and universe surrounding them. It doesn't really matter whether you try to understand the world better through astrology or just to enjoy yourself with it. The only thing we know for sure is that astrology is here to stay and spice up our lives.

**Gülsu Erdan M3-24**

## **Banned Sneakers**

Air Jordan's roots are from an unpredictable person named Frank Rudy who is a former aeronautical engineer. Rudy, who had to leave his job because of the economic crisis, headed to skiing and wanted to make shoes for skiers. After collaborating with many brands and failing, he made an agreement with Nike. With the support he got from Nike, the shortcomings were removed, and some changes were made on the design. After making the shoes more durable as well as more comfortable, they were introduced to Michael Jordan, who was a rookie in the middle of the 80s. At the beginning, they couldn't get people's attention, but professional players liked them.

Michael Jordan started to play with the sneakers which carry his name in the NBA. The sneakers were so high in quality and outstanding in terms of appearance for those years that the match commissioners in the NBA threatened Michael Jordan with a \$1000 penalty per game on the grounds that the shoes violated the NBA uniform standards. Eventually, they penalized him. The fine was happily paid by Nike! Jordan did not stop wearing the shoes despite the fines. And



the fines were raised to \$5000 per game. Nike took advantage of the fines and turned them- into a great marketing strategy with the campaigns it prepared. With a fine of \$5000 per game and the great ad campaigns of Nike, it broke the sales record of \$100,000,000 in its first year and entered the record books as the largest ad promotion in history!

After some time, the shoes began to be developed and different models were launched each year. Air Jordan I, which was the most liked and banned from the league, has not lost its popularity even today. People who are attached to basketball and street style started to collect this sneaker model. It has been so popular that today auctions are still held for Air Jordan I. Nike has still been doing business with luxury clothing brands and a limited number of Air Jordans are still being sold.

Frank Rudy had a lot of failures in his life, but he never gave up. Nike turned the crisis into an opportunity and achieved great success. Despite the difficulties they faced, they were sure about their purpose. After many years, their product has still been getting attention and is still being spoken about. In conclusion, difficulties may overlap, but if you are sure about your goal, success is inevitable.



*Air Jordan & Dior Co-Production*



*Banned Air-Jordan*

**İrfan Kaya M3-23**

## Marbling

The painter's aim is to create a new universe on a paper with its own lines, not to redraw objects. To me, marbling is one of the most impressive ways to do that. In marbling, we sense the breezes of the dancing colors. Marbling is called the healing art and it is an ornamentation art that is created with paints on the water in a tub with special techniques. Nobody knows its origin; however, it is thought that it came out from the Middle East. There are several methods to make marbling such as 'Battal ebru', 'Hatip ebru' and 'Çiçek ebru'. 'Battal ebru' contains two or three paints. Paints are dripped onto the water and then the final painting is transferred to a paper. 'Hatip ebru' is made by forming flowers such as passion flowers, or star shapes on a pastel-colored shawl or scalloped marbling background. In 'Çiçek ebru', the painter makes flowers such as tulips or roses. All of them are impressive. The healing art, 'marbling' is the best way to watch the fascinating dance of colors.



**Esra Sarıkaya M3-19**

## Land of the Rising Sun

Traditions are a set of cultural habits, knowledge, ceremonies, and behaviors that are respected and usually held sacred and passed down from generation to generation. One set of traditions that can have a stunning impact on the world is Japanese traditions.

The kanji characters that make up the Japanese name mean "sun" and "origin". For this reason, Japan is also known as the "Land of the Rising Sun". The Japanese are extremely calm, hardworking, disciplined, and orderly people. These people care about their traditions and



national values. Japanese traditions are complex and deep, different from most other cultures in the world. The habits of the Japanese in accordance with their traditions are world-famous. So, what are these habits that the Japanese have practiced in everyday life? Let's all take a look together.

### *What is Ojigi?*

'Ojigi', the Japanese way of greeting, is an essential part of Japanese culture. It is a sign of respect given by 'the person bowing' to 'the person bowed before'. It is also common when showing gratitude or apologizing. There are several ways of bending. The first is a slow nod, at about five degrees. This is the kind of bowing performed when we meet with close friends, peers, people who are younger than us, or people whose social status is lower than that of us. Bent greetings at 15 degrees are called 'Eshaku.' This way is a bit more formal and used as a greeting to people who we know but are not familiar with. The third one is full bowing at an angle of 30 degrees, which is a very formal way of bowing. It is called 'Keirei' and is used to show respect to an employer or to an older person.



### *Do not wear shoes when you're inside!*

The Japanese, who have a similar habit to that of the Turks, never enter the house with shoes. We can say that they are quite strict about this. It does not change according to socio-economic indicators. So, in what places are we supposed to take off our shoes in Japan?

There is an obligation to remove shoes in temples, spas, some restaurants, store booths, dentists, schools, and many other areas. In fact, the first reason for removing shoes is to ensure cleanliness. One of the goals of continuing this tradition in Japan is to maintain an understanding of equality and respect.



### *It is Normal for Japanese People to Take a Sleep Break at Work*

Falling asleep while working at the office is considered a fairly normal behavior in Japan. At the heart of this attitude is the opinion that a person is tired of extreme devotion and commitment to work and deserves to sleep. Because not getting enough sleep leads to problems



such as inattention and exhaustion, they increase their productivity with a short sleep break at work. This is believed to enhance their creativity and increase their inclination to think outside the box. A short sleep at work provides them with a fresh mind, which is likely to make fewer errors. In some companies, even bonuses are given to employees who prefer to take a ‘sleep’ break.

### *‘Noodle Slurping’ Is Normal in Japan*

Although the Japanese dislike noisy eating, they surprisingly find it preferable to suck up their noodles with a loud slurping sound. This habit of slurping developed as a way to better savor the aroma of noodles. When you slurp them with enthusiasm, you can fully experience the aroma exploding in your mouth.

### *Consuming Food While Walking is Not Welcome*

Most people in Japan consider it bad manners to eat on the move because it does not give you the chance to appreciate your food properly. There is also the risk that you might drop or spill food. Therefore, it is a good idea to refrain from eating while walking when you go to Japan.



### *Traditional Costume: Kimono*

The traditional attire of Japan, Kimono, stands out more than ever in the fashion world today. Kimono, kiru and mono in Japanese, mean “a worn item”, that is, “a dress”. A kimono is a robe shaped like the letter ‘T’. Normal kimonos reach to the ankles and have long sleeves. It is believed that the color of its fabric and the plant it is made from convey the soul of the kimono and reflect its properties. For example, a blue kimono is believed to carry the spirit of the indigo plant from which it is made, and therefore protects a person from animals such as insects, bees, snakes. Nowadays, kimonos are often preferred at festivals, religious ceremonies, tea ceremonies, and other celebrations.





### *An Elegant Tradition: A Tea Ceremony*

The Japanese tea ceremony is a cultural activity involving the ceremonial preparation and presentation of 'matcha', which is powdered green tea. The Japanese tea ceremony represents harmony, respect, tranquility which we must embrace in order to achieve the main purpose of the tea ceremony. A tea ceremony takes place in a specially designed tea house. Guests purify themselves by washing their hands and rinsing their mouths before starting the ceremony. As soon as



the guests are seated in the 'seiza' kneeling position, the tea master begins the tea ceremony by cleaning the utensils meticulously and in a precise order. The tea is prepared in a kettle over a charcoal fire with similar attention to detail, and the final brew is poured into a bowl that is handed to the first, most important guest. The recipient of the tea is expected to raise the bowl in a mark of respect to the tea master, take a sip and then compliment the master on the taste and the bowl in which it is served. The bowl is then passed to the next guest, who repeats the procedure until each guest has sampled the tea.

**Melike Akgün M4-4**

### **Are Electric Cars Really Environmentally Friendly?**

We have been consuming our world's resources for thousands of years in an awful way. As a result of this, the world is getting hotter, and air, land and sea pollution is increasing. In the last age of humanity, we noticed that our planet's existence is under threat, and we do not have any place where we can survive without the earth. Therefore, we started to take some measures to save our planet. One of these is turning to electric cars. In 2019, the world's biggest electric cars manufacturer Tesla said that Tesla produces no emissions. However, even if electric vehicles do not have an exhaust system, they pollute the environment.

First, if you want to make an electric car, you must use batteries. A powerful battery consists of some heavy metals such as lithium, magnesium, cobalt, and aluminum. Some of these are easy to find, while others are challenging to find and extract. Besides, when you start to find and remove these materials, you have to use a lot of vehicles, and they use so much petrol or diesel. For example, nowadays, the most common battery type is Li-ion, and the world's largest lithium reserve, at nine million tons, is located in western-central South America in Bolivia. Tesla

produces its batteries in Nevada, and the distance between these two places is about nine thousand kilometers by car. It means that they consume a lot of fossil fuels while transporting this heavy metal.

Last but not least, according to the law of conservation of energy, we can turn one type of energy into another. But even this way, you should have an energy source. From this sentence, we can deduce that we must consume another energy source if we want to charge a battery. For instance, when you charge your phone or computer, you consume energy, and forty-five percent of the world's power comes from fossil resources such as coal, petrol, and natural gas. Their transaction and transportation processes are also not all environmentally friendly and cheap. According to General Electric reports, a company that designs and produces power plants for countries, the transformation of energy is about forty-five percent when we use natural gas. It means that we lose forty-five percent of this electricity when we produce it in power plants. In addition to this, we lose ten percent of this electric energy when we transport it. Consequently, even though electric cars can use up to ninety percent of their batteries, we have already lost fifty-five percent of this energy during production and transportation.

In conclusion, the majority of people think that electric cars are utterly respectful to nature, but they are not. Even though these cars are more environmentally friendly than other internal combustion engine vehicles, they are still not entirely environmentally friendly. They have many shortcomings as their battery material, and the production process is pretty harmful to the environment. Finally, the generation of electricity is an inconsiderate movement towards nature.



**Mehmet Fatih İmrek M4-1**

## **Avoiding Misunderstandings**

We all have had times where we feel disconnected from a conversation as we were either misunderstood or we misunderstood someone. It is quite an awkward feeling, but it is mostly avoidable as well. And, if you avoid them, you will see that your relationships will start to go smoother.





First and foremost, the most important thing is to be clear with your wording and be straight forward. Learning to say "no" is crucial. Saying cryptic things and expecting people to understand what you are saying is also a bit of a push. And even with sarcasm and jokes, you should not make them too hard to understand.

The second thing is to actively listen to what other people are saying and respect their requests. Watching facial expressions and gestures will help you understand the other party. Additionally, just like learning to say no, you need to learn not to force people into doing things they don't want to do. They might not directly refuse you out of courtesy, but you might hurt their feelings if you force them too much.

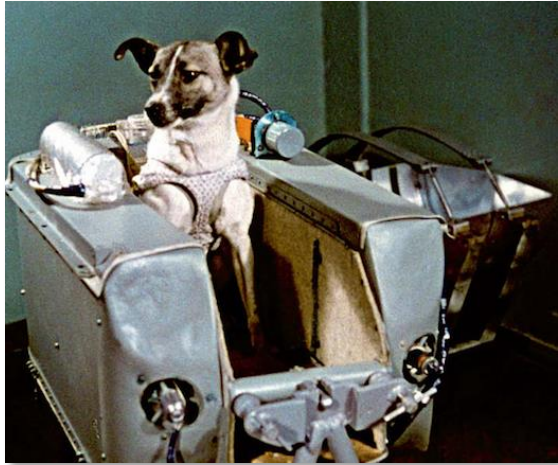
Finally, you need to overcome the language barrier. It might seem confusing when said like that, but we all experience it. For instance, when you talk to an elderly person you will feel that there is a small barrier that is keeping you from understanding each other. Same goes for people who are younger than you, you will feel the same barrier. And even with your peers, where people grew up and how they grew up can create this same effect. And to avoid this, everyone needs to put in the effort to learn the languages they speak and utilize the language properly.

To sum up, misunderstandings are a part of our lives but we can minimize them and so we should. We can achieve this by being straightforward, being a good listener, and using a proper language. In this way, it will be easy to have healthy relationships, so I encourage everyone who reads this article to try these out for themselves and try to implement these things in their lives.



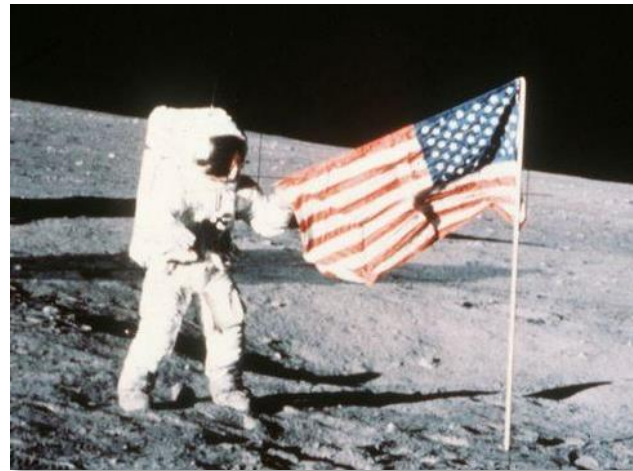
**Bayram Ali Dündar M4-4**

## Why Should We Go to Space?



What is the point of going to space? Isn't our world big enough for us? Isn't space something beyond human curiosity? Why is all this discussion about space going on? Space is the darkness that surrounds us and still remains a mystery even in today's scientific world. This mystery attracts people's attention. Mysteries, no matter how dangerous, trigger human curiosity. Therefore, a lot of research has been done on space from the past to the present.

The first studies on space in the modern sense were conducted during the Cold War period. After World War II, countries stopped arming and turned to science and art. During the Cold War, the USA and Russia did a lot of research about space. As a result, many accomplishments were made. For instance, the dog Laika became the first living creature to be sent into space on November 13, 1957. In another instance, Apollo 11 astronauts Neil Armstrong, Buzz Aldrin and Michael Collins became the first humans to land on the Moon and walk on the lunar surface on July 20, 1969. But the cause of these achievements was the space race or the competition between the USA and Russia. Space exploration did not progress much for a long time after the Cold War period because countries had no reason to go to space. But that idea changed when NASA found water on the sunlit surface of the Moon in 2018. Right after this discovery, a question came to the mind of scientists and ecologists, "Can we live on a planet other than the Earth?" Water means life. If there is water somewhere, then there must be life. Since then, researchers have accelerated their space exploration.



There have been more factors responsible for exploring space. Our planet is facing a major threat called global warming. Global warming is caused by emissions of greenhouse gasses due to human activities. The main driver of global warming is the greenhouse effect. The greenhouse effect is the extra warming of the Earth by the Sun's rays due to greenhouse gasses. The Intergovernmental Panel on Climate Change (IPCC), which includes more than 1,300 scientists from the USA and other countries, predict a temperature rise of 2.5 to 10 degrees



Fahrenheit over the next century. According to IPCC, global warming will cause irreversible damage such as sea level rise, extreme weather, and climate changes. Actually, humans have caused major climate changes already, and we feel the effects of human-caused global warming now.

We should acknowledge the fact that the global population has been increasing rapidly. So, the limited resources of the world are running

out fast. Fossil fuels such as oil and natural gas require lengthy geographical processes to be formed. It is estimated that within 100 years all fossil fuel resources will disappear from the Earth. According to the recent studies by the IPCC, the oil reserves will run out by 2052, natural gas by 2060 and coal by 2090. Although countries try to solve this problem through the Paris Agreement, they cannot reduce the consumption of fossil fuels due to the capitalist system. Also, global hunger is expected to rise in the future. According to the recent reports by the United Nations (UN), studies in more than 20 countries show that deaths from hunger will increase. The UN, which aims to make sure that 125 million people have access to enough food with its World Food Program (WFP), says that the fight against global hunger will increase with wars and climate-related problems.

Many companies and institutions were set up to make it possible for people to live and work on another world for the benefit of humanity. The Artemis Program, one of such projects launched by NASA, aims to establish a human colony on the Moon. Scientists working in the Artemis Program think that it is possible for humans to build places to live on the Moon. Besides that, NASA's Perseverance landed on Mars on February 21, 2021, and started to look for signs of life on the red planet. Private corporations like SpaceX and Blue Origin are interested in space exploration, too. Elon Musk, the CEO of SpaceX, explains his purpose of establishing SpaceX as "You want to wake up in the morning and think the future is going to be great - and that's what being a spacefaring civilization is all about. It's about believing in the future and thinking that the future will be better than the past. And I can't think of anything more exciting than going out there and being among the stars". Elon Musk believes humans should live in space in the



future. That is why his company SpaceX is doing a lot of rocket launch trials. In addition to that, SpaceX is preparing to send civilians to space very soon.



In brief, there are two different answers to the question “Why should we go to space?” The first answer is human curiosity. This is about exceeding one’s limits even though it might put one’s life at risk. But it also demonstrates that humans are far from being primitive and always eager for development and change. As for the second answer, we can easily see that the resources on our planet are running out. Various organizations are working to solve this problem. So, what are we supposed to do? I think we just must wait and see what the future holds for us.



**Ahmet Çağatay Altınkaynak M4-6**



## **A Cleaner World**

Pollution has always been a big problem around the world. It has different types. The most harmful pollution types for the human body are air pollution and water pollution.

Living beings must breathe. So, oxygen is important for them. Otherwise, there will be no life. Therefore, air pollution is one of the biggest problems in the world. People are the biggest factor of air pollution because the most important causes are harmful gasses from factory chimneys, exhaust gasses and other toxic gasses in the atmosphere. So, can we fix this problem?

First of all, we should accept that it is killing us. After that, we should take the necessary precautions. For example, we can drive electric cars or use filters on factory chimneys. In this way, we can reduce air pollution.

Secondly, water is a source of life for living things. However, water pollution is another big problem . And again, people are the biggest factor causing it. Millions of liters of water are wasted every day by people. Many factories dump their waste into the sea. This situation not only pollutes our water, but also kills many aquatic creatures. We should take precautions to avoid these situations. Factories should be inspected frequently, and people should know the value of water.

To sum up, pollution is one of the biggest problems for people. Reducing it is in the hands of us. Now, we should realize this and take action for a cleaner world for the next generations.

**Mustafa Emir Deligöz M3-27**

## **Effective Advertisements**

How can consumers' attention be attracted? In today's world, there are millions of companies out there, so marketers need to do whatever it takes to create an enduring impression. They should come up with new ideas for consumers. As you know, advertisements promote the products, so they are really essential for consumers. They influence people's preferences. Advertisements assist consumers to be able to purchase something that is convenient for them.

So, advertisements should be appealing, high quality and original to be able to grab people's attention.

First, advertisements that target to grab people's attention should have memorable and original slogans because people can remember these brands easily if slogans attract their attention. What are some of the best slogans in advertising history? Let's dive into the most influential and recognized slogans of all time! For instance, L'Oréal's slogan is "Because You're Worth It" or Coca Cola's slogan is "Open Happiness". Nike's slogan is "Just Do It". Another slogan is "Think Different" by Apple. In addition, some research demonstrates that a good slogan can increase annual revenue of the company by up to 32%.



Well, are logos significant in the advertising world? Exactly! The logos are valuable because they can separate brands from the competition. Consumers want to see creative and attractive logos. Some companies with attractive logos include Unilever, Apple, McDonald's, Dove, Algida, and Pringles.

What else makes an appealing advertisement? The jingles of the advertisements play an important role to make people continue watching the advertisements. People cannot forget the brands if advertisements have catchy jingles. The jingles get a place in people's minds. People who decide to purchase some products tend to prefer these brands which have catchy slogans because as you can guess consumers can remember the jingles of the advertisements effortlessly. Thanks to a jingle a brand can stand out.

Day after day the competition between brands is increasing. The more advertisers engage in creativity, authenticity and innovation, the more consumers they can attract to their brands.

**Rümeysa Yavaş M4-3**

 "Just do it"	 "Impossible is Nothing"	 "I'm lovin' it"	 "Reassuringly Expensive"
 "The Ultimate Driving Machine"	 "Vorsprung durch Technik"	 "Because I'm worth it"	 "The Best A Man Can Get"
 "Every Little Helps"	 "Never Knowingly Undersold"	 "The World's Local Bank"	 "Always Coca-Cola"
 "A Diamond Is Forever"	 "For Successful Living"	 "The Totally Tropical Taste"	 "Does exactly what it says on the tin"



## What was the Role of Tanks in the Second World War?

After World War I, military officers discovered the power of armored vehicles. They wanted to protect their people more, so military engineers started to work on that. Tanks were very powerful machines for that time because they had heavy weaponry and could move anywhere, they wanted. In addition to all this, soldiers used these machines to take cover and push towards enemy ranks.

But one man neither thought of protecting people nor of defending them. That man was Adolf Hitler, chancellor of Germany. Hitler tried to invade half of Europe with this superior technology. Tanks were mandatory for his vital Blitzkrieg strategy. Hitler needed speed and power for Blitzkrieg. Therefore, he used tanks. And of course, other countries responded to tanks with tanks.

*Here are examples of important tanks in World War II:*

### **T-34**



The T-34 is a Soviet medium tank introduced in 1940. This model was specifically designed to stop the Germans. The T-34 is an example of classic Russian engineering: simple and effective. In fact, it's so simple that some soldiers were crippled

because of it: their arms were trapped between the hull and turret of the tank! The T-34 had between 20 to 52 mm armor on its different sides, so its weight was approximately thirty tons including the armor. As a result, the T-34 needed to be powered by a strong Model V-2-34 Engine. This engine was a 38.8 L V12 diesel and was producing 500 hp (370 kW), 2,157.5 N·m torque, and reaching a top speed of 53 km/h (33 mph).

And the T-34 of course had guns. Firstly, it was using a 76.2 mm tank gun, named F-34. Secondly, it was using the 40 mm automatic rifle for close enemies near the front side.

*The T-34 had five people in the tank while operating.*

- *Tank Commander:* His duties were to control the battlefield, order the gunner, and communicate by radio.

- *Driver:* He watched the front with a periscope so he could drive the tank.
- *Machine Gunner:* His duties were to use the machine gun in front of the tank. He could use the rifle up to 800 meters.
- *Gunner:* His duties were to shoot on the orders of the commander or by his own decision. The Gunner had a periscope with quadruple magnification.
- *Loader:* His job was to reload the gun and machine gun at the right time.



## Tiger 2



The Tiger 2 is a German heavy tank of the Second World War. This tank was designed because the Germans needed more destructive power. Unfortunately, this tank was really heavy. Its combat weight was 68,7 tons with its armor and ammo. The thickness of the armor was between 80-160 mm. The Tiger 2 was armed with a

KwK 43 tank gun, which was derived from the 88 mm Pak43 and is generally regarded as the best anti-tank gun of the Second World War. Each Tiger 2 produced needed 300.000 man-hours to manufacture and cost over 800.000 Reichsmark or \$300.000 (equivalent to \$4.600.000 in 2021) per vehicle.



The Tiger 2 had a powerful engine but like other heavy tanks, it was not fast and agile enough, and consumed a lot of fuel. Of course, over time, this engine was improved but never enough to win the war.

## M4 Sherman



The M4 Sherman, named by the British after the American Civil War General William Tecumseh Sherman (technical name M4/3), is officially a medium tank. The M4 Sherman was the most widely used medium tank by the United States and Western

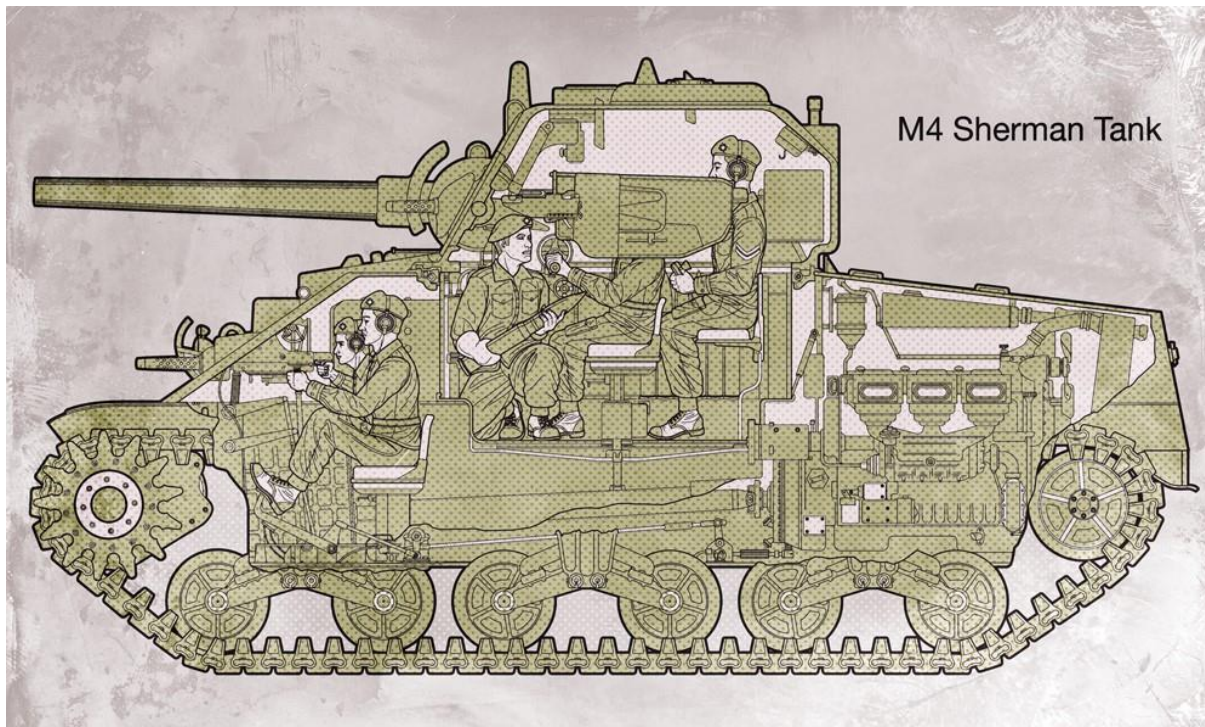
Allies in World War II. America and Great Britain produced this tank in order to respond to the Axis Power. The M4 Sherman was a medium tank, so it had between 38-70 mm armor.

It had relatively effective weapons. The Sherman tank and its chassis were host to a variety of guns. Most had the M3 75 mm gun or the M1A1 176 mm gun but many were also equipped with a British 17 pounder, the M3 90 mm, a 3-inch AT gun, and the M2/M4 105 mm howitzer. The engine manufacturer of the M4 was the American automotive giant Ford. The engine name was Ford GAA V8 and it was a gasoline, all-aluminum 32-valve DOHC 60-degree liquid-cooled V8 internal combustion engine.

*The M4 Sherman had five people in the tank when operating.*

- *The commander:* His job was to command the tank. Another job was to give directions to the driver in wartime and to call the targets for artillery. When the tank was closed, the commander only had his rotating copula periscope.
- *Gunner:* He had a fixed 6Xpower zoom but could also see without zoom. The gunner controlled the main gun and 30 caliber machine gun, though he was still following the commander's order on what to shoot.

- *Loader:* The loader's job was to service the 75 mm M3 gun and the coax 30 caliber machine gun. He was also supposed to be trained on how to clear a problem with the main gun or machine gun. The loader's station was on the left of the gun opposite the gunner.
- *Driver:* Driver and co-driver were separate from the turret crew; they sat in the forward part of the hull. The driver needed to be able to drive the tank, often without knowing what he was driving into, trusting the eyes of the other crew members and commander to keep him out of trouble.
- *Co-driver:* The position had no controls or instrument panel. This position had a 30 caliber machine gun, aimed by a tracer through the periscopes. This gun had a very limited fire arc and wasn't very effective, but the extra crew member was nice to have around to help keep the tank up and running.



**Salih Servet Binay M4-1**

**Illustrations: Nesibe Koç**



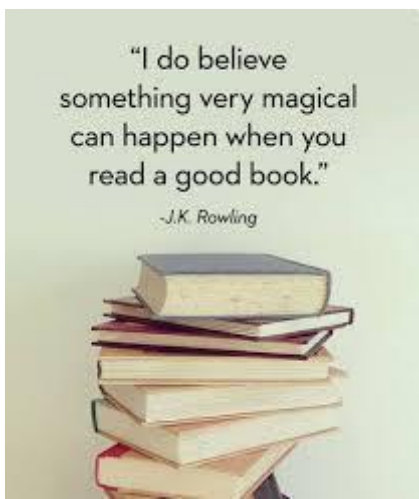
## Benefits of Books

Books are known as people's best friends. There are a lot of benefits of books for humanity since they offer us so many things without asking for anything in return.

First of all, one useful thing about books is that there are various types of books. In other words, if you have an interest in self-help books, you can find a lot of them. Books on history, science, arts, languages, and culture are now everywhere. Another point is that books help us to recognize our areas of interest. As an example, they give us an idea about the profession we want. Also, they help us discover our skills which we have not found out so far. Apart from these benefits, we can say that books improve our vocabulary knowledge both in our first and second language. This means that we can be better speakers and writers thanks to the vocabulary we learn from books in both languages. Additionally, books help us to have stronger cognitive skills. To explain, people who often read books tend to have good academic skills and they are more likely to understand and analyse information.

Apart from the advantages above, reading books help people with their social, physical, and psychological skills. One point is that they reduce stress and lower blood pressure. Therefore, in such a good condition readers can have better sleep than people who do not read books. In addition to this, books lower depression symptoms. This means constant readers escape to their own world and feel isolated from negative people and things around. Books additionally support social skills in the way that they empower us to empathise with others and understand them more. Furthermore, this habit makes us competent in problem solving since we encounter a number of issues and topics while reading.

To sum up, books are the most valuable resources and help people in many ways.



**Sedanur Mutluer M3-22**

## Leben ohne Internet

Ich beginne damit, mich vorzustellen: Mein Name ist Kenana, 19 Jahre alt, Syrerin, und ich studiere Deutsch als Fremdsprache. Wie im Titel schon geschrieben wird, ist das Thema das Leben ohne Internet. In meiner letzten Prüfung musste ich ein Blog über eine Woche ohne Internet schreiben. Inspiriert davon, habe ich diesen Artikel geschrieben.

Werfen wir zuerst einen Blick auf die Definition und die Geschichte des Internets. Das Wort 'Internet' leitet sich vom englischen *Interconnected Networks* ab. Das bedeutet miteinbezogene verbundene Netzwerke. Das Internet ist ein elektronisches Kommunikationsnetz, das Computersysteme verbindet. Mit der Entwicklung des Computerkonzepts in den 50er Jahren musste eine Übertragung zwischen Geräten erfolgen. Untersuchungen dazu wurden in Laboratorien in den USA, Frankreich und England durchgeführt. Im Jahr 1962 führte ein Wissenschaftler, dessen Name J.C.R Licklider ist, das Konzept des galaktischen Netzwerks ein und legte den Grundstein für das Internet. Das erste Ergebnis dieser Studien war, dass im Jahr 1965 mehr als ein Computer mit Kabeln kommunizieren konnte. Das Wort *Internet* wurde erstmals im TP-Protokoll von Vint Cerf und Bob Katin verwendet. Die erste E-Mail wurde im Jahr 1971 verschickt, und der erste der Links WWW (World Wide Web), den wir allen kennen, wurde 1991 entwickelt. Danach wurde im Jahr 1994 die erste E-Commerce-Site Amazon gegründet. 1998 begann die Nutzung des Internets zu Hause. Heute können wir uns überall mit dem Internet verbinden.

Das Internet ist mittlerweile aus unserem Leben nicht mehr wegzudenken. Fast jeder ist mit ihm verbunden. Haben Sie schon einmal darüber nachgedacht, was passieren würde, wenn das Internet von der ganzen Welt abgeschnitten wäre? Keine vorübergehende Unterbrechung, sondern aus unbekanntem Grund und auf unbestimmte Zeit. Vielleicht wird es nie vorkommen. Wenn so etwas passiert, werden Sie zuerst denken, dass es von Ihrem Heiminternet kommt. Dann werden Sie Ihre Freunde anrufen und sie fragen. Sie werden sagen, dass sie in der gleichen Situation sind. Danach werden Sie die Nachrichten ansehen (Wenn Sie einen Fernseher haben). Und Sie werden diese Nachricht sehen: "Internetausfälle passieren auf der ganzen Welt." Ist es nicht beängstigend, sich das vorzustellen? Aber lassen Sie uns so tun, als wäre es so. Die ersten Minuten, Tage werden schwierig sein, aber dann können wir uns daran gewöhnen. Immerhin gab es ein Leben vor dem Internet. Auch heute gibt es Menschen, die es nicht kennen. Wer weiß, vielleicht ist ihr Leben schöner und ruhiger als unseres. Aber es ist unmöglich, etwas zu sagen,



ohne es zu erleben und zu versuchen. Ich möchte es mindestens einen Tag lang ausprobieren und sehen, was passiert. Wie ich eingangs sagte, unser Leben wird durch das Internet geprägt. Wenn so etwas passiert, wird das Berufsleben von Tausenden von Menschen enden und sehr viele Dinge werden mit dem Internet aus unserem Leben verschwinden. Und natürlich wird es eine schwierige Zeit sein. Was wird sich ändern? Schauen wir uns ein paar Beispiele an: Eine große Zahl von Menschen wird keine Arbeit haben, was ein großes Problem ist. . Wir werden in langen Schlangen auf Hunderte von Dingen (z.B. Rechnung bezahlen, Geld überweisen) warten müssen, die wir von unserem Standort aus mit einem Klick erledigen können. Und das ist eine riesige Zeitverschwendung. Wir werden in keinen Videochats mit unseren Verwandten und Freunden sprechen können, die sich auf der anderen Seite der Welt befinden. Tausende von Dingen wie diese werden negativ beeinflusst. Auf der positiven Seite können wir mit unserer Familie, unseren Freunden, unseren Hobbys usw. mehr Zeit verbringen. Tatsächlich muss dafür nicht das ganze Internet verschwinden. Allein das Verschwinden der sozialen Netzwerke reicht aus. Ich glaube nicht, dass sie so negativ beeinflussen werden, wie das Verschwinden des kompletten Internets. Auch ohne soziale Netzwerke kann man gut leben. Ich gebe ein Beispiel von mir: Ich nutze aus den sozialen Netzwerken nur Instagram und ich friere es immer für eine bestimmte Zeit ein. In dieser Zeit habe ich die Möglichkeit, verschiedenen Aktivitäten nachzugehen, was mir sehr gut tut. Ich denke, Sie sollten das auch versuchen.

Ich habe mir die Kommentare der Leute zu diesem Thema angesehen. Es gibt viele Leute, die sagen, dass es ohne Internet kein Leben gibt, aber es gibt auch viele Leute, die sich wünschen, es gäbe kein Internet. In der Tat ist das wichtigste, das Internet richtig zu nutzen. Zum Schluss möchte ich das sagen: Wenn es das Internet nicht in unserem Leben gäbe, hätte ich diesen Text nicht schreiben können.

(Als ich diesen Text schrieb, wurde meine Internet Verbindung unterbrochen. Ich weiß nicht, ob es ein Zufall war, aber ich denke, es war das Beste, was passieren konnte, während ich diesen Text schrieb. Zum Glück hatte ich die Informationen vorher recherchiert.)

**Kenana Alfriekhe, M2-A**



## Das Leben von einem Mensch

Wir "Menschen" haben immer Träume, Ziele und andere Menschen, die wir lieben und schätzen. Je mehr wir lieben, desto mehr wollen wir, desto mehr wachsen unsere Ziele. Weil wir unsere Träume und Ziele erreichen möchten, suchen wir immer neue/ verschiedene Wege, um diese Träume zu erreichen.



Als wir Kinder waren, hatten wir ja nicht genug Geld, und um Geld zu verdienen, arbeiten wir immer mehr, während wir langsam erwachsen werden, und jetzt haben wir keine Zeit mehr, aber natürlich haben wir mehr Geld.

Und dann? Was kommt später?

Dann sind wir alt, wir haben Geld und Zeit, aber unsere Gesundheit ist nicht mehr so gut. Wahrscheinlich sind wir in hohem Alter krank oder sehr müde. Vielleicht leben die Menschen, die wir liebten, nicht mehr, und, als wir versucht haben unsere Ziele zu erreichen, haben wir vergessen, dass diese Menschen der Grund sind, warum wir uns immer stärker bemüht haben.

Vielleicht ist das Leben nicht so kurz, wie die meisten sagen, aber ich glaube, dass es sich lohnt, mehr Zeit mit den Menschen, die wir lieben, zu verbringen.

Und manchmal sind es die kleinen Dinge, wie unsere Fähigkeit zu gehen, zu sehen, zu hören, oder sogar zu weinen oder lachen, die eigentlich Glück bedeuten.

**Enas Farrah M2-A**

## Une planète meilleure, une vie plus heureuse



Nous vivons dans ce monde. Nous profitons du monde qui est exceptionnel mais il n'ya pas que nous qui vivons ici. Il y a les plantes et les animaux qui vivent aussi. À cause des gens, la planète se salit avec le temps. Nous ruinons le monde. Si tout le monde fait quelque chose de petit pour améliorer le monde, je crois que le monde sera plus vivant et agréable.

Par exemple : Les déchets plastiques et les déchets des vêtements polluent la mer donc les créatures marines meurent. Pour éviter la pollution des mers, nous pouvons jeter les déchets plastiques dans des bacs de recyclage. Nous pouvons commencer le troc des vêtements. Nous pouvons utiliser des vêtements d'occasion. A cause des gratte-ciels, les espaces verts diminuent de jour en jour.



C'est ainsi que l'habitat des animaux est réduit. Nous pouvons planter des semis. Nous pouvons être bénévole pour présenter notre environnement. Finalement, je veux dire que je pense qu'il faut être végétarien. Nous aimons les animaux mais réalisons-nous qu'ils sont exploités ? Des milliers d'animaux souffrent chaque année de l'utilisation des médicaments, des vêtements en laine et en cuir et de nombreux autres produits. Pour les végétariens, l'élevage est une souffrance inacceptable et ils n'oublient pas que vivent des animaux aussi dans le monde.



**İlayda İnce**

**Département de français - classe préparatoire**