



ELITE

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Prof. Adla Ragab in a special Interview with ELITE

WE FIGHT IRREGULAR IMMIGRATION NOT ONLY BY PROHIBITION, BUT ALSO BY AWARENESS AND BY QUALIFYING INDIVIDUALS TO LEGAL IMMIGRATION

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ELITE

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Special Coverage of FEPS 22nd Employment Fair

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Prof. Adla Ragab, FEPS Professor of Economics and Former Assistant Minister of Tourism, to ELITE :

"The culture of hoarding weakened the levels of saving, so the state resorted to borrowing to carry out its development plan"

Cairo: Ramy Magdy, Jomana Khaled and Marihan Ayman

Elite: At first, we would like to welcome Dr. Adela Rajab and express our happiness and honor at having her generously host us.

Dr. Adela: First, I am honored to be Elite's guest, and to belong to this entity which I am proud of its development from its very beginning until now. Each issue is full of diverse ideas, topics and guests. I'm also happy with the editors of the magazine and the space for freedom of opinion and diversity. Notably, this freedom of opinion and diversity is exercised politely and respectfully as is the characterizing norm of the Faculty of Economics and Political Science; for some of us are different, but each of us respects the opinion of the other without encroaching upon it.

How did your relationship with the Faculty of Economics and Political Science start and why did you choose to join it?

Frankly, I was wanted enter the Faculty of Medicine, as I was in the scientific division and had completed high school with a total score of 96%. All the scientific colleges were available to me, but my elder sister who had then spent 6 years in the Faculty of Medicine advised me not to enter it and favored the Faculty of Economics and Political Science. The reason was that her friend, Mona Kamel, who was a teaching assistant at the Statistics Department at the Faculty of Economics and Political Science, had explained that this college provides its students with a extensive cultural knowledge and gives them the freedom to carry out social, cultural and sportive activities and excel in them. The Faculty of Medicine, however, is a very practical college.

I would not have been able to enjoy these advantages and excel at the same time. I was impressed by the Faculty of Economics and Political Science and the idea of participating in activities. I was indecisive between choosing the Faculty of Economics and Political Science and the Faculty of Mass Communications, but my father, God rest his soul, told me that I could be a presenter even as a Faculty of Economics and Political Science graduate. In addition, I was not enthralled by the idea of being a diplomat and traveling outside Egypt because I am very attached to Egypt and I cannot live outside it. The Department of Political Science did not really captivate me, but there was a Statistics and Economics department, and what mattered was to increase my intellectual and cultural knowledge. I wrote the Faculty of Economics and Political Science in my (Tansiq) desires without any direction or target in mind, but I loved the college a lot from my first day. I loved it through its teachers, and I can even remember in my first year when Dr. Amr Mohieddin, Dr. Khairi Issa Rahmatullah (God rest their souls) and Dr. Nadia Makary (God bless her with health and wellness) had instructed us. I did not feel as though a mere professor was lecturing me but an encyclopedia of thought and knowledge. Again, I was hesitant between the Economics and Political Science departments, but the balance had titled in favour of Economics. I achieved a consistent grade of 'Very Good' with honors throughout the four years and I was ranked third in my class. I was appointed [by the Faculty], but I got married as soon as I graduated and had two children; so I stumbled and slowed down academic wise. I got my master's degree six years later than expected: four years of childcare and then I wanted to take another two but it wasn't



"The rich touristic potentials of Egypt are restricted by the fact that access to Egypt is by air only..."

permitted. However, by chance, I was assigned a teaching schedule for just one day so I was free to raise my children. I was extremely happy with those years, spending time with my children and taking them to different landmarks in Egypt to the extent that my colleagues thought I would not continue in academia, especially since I was already late for it. Fortunately, thank God, I completed my master's degree at the determined insistence of my mother and my mother-in-law. I used to study whenever the children went to sleep and before my husband came back from work. From here, I learned to organize time and how to reconcile my studies with my children and husband. I completed my master's degree and started my PhD, whose topic had revolved around a brand new subfield: the economics of air transport. I was strongly rejected at the faculty's seminar but I was insistent and, with the support of Dr. Amr Mohieddin, I studied this subject because it is important and essential where it relates to public benefits and its state pricing. It is also concerned with infrastructure; this was revolutionary then and way ahead of its time as there were only 15 airports and now there are 24. I envisioned that Egypt, with its unique location, could expand. The subject of transport in general is not one that tempts you to branch out from, but I persevered and completed my PhD, making it the first Arabic-language PhD thesis on the economics of air transport — with the insistence of my supervisors, to whom I was responsible to after the travel of Dr. Amr Mohieddin, namely Dr. Baher Atlam and Dr. Mona ElBaradei. After completing my PhD, I started my career by taking on a set of teaching curricula at the faculty. I instructed courses including 'Principles of Economics', 'Microeconomics', 'International Economics', 'Management Economics' and 'Transport Economics' until 2006 when I was chosen as a consultant to the Minister of Tourism. This choice was based on a research paper of mine titled 'Why tourism does not benefit from aviation?' that I had presented at a research center with the presence of the Minister of Tourism. The following day, a ministerial decree was issued to reappoint the then-standing Minister of Tourism to the Ministry of Housing and to appoint to new Minister of Tourism. Since the new Tourism Minister was in

need of an assistant, I was chosen as a consultant at the time.

During your student life, how was your relationship with the professors as well as the activities in college?

Concerning the professors, my relationship with them was love and enamored with their respective thought. I could never forget Dr. Hana Khairieddine, as well as Mostafa Al-Saeed and others whose smoothness of explanation I had enjoyed. As for student activities, I participated in all the trips and student families [clubs]. I was a friend of all the students in college. I even applied in my second year to the student union, but I didn't manage to win the elections. I always liked social activities with students, and I always attended the university theater shows. I used to love acting very much but I didn't participate in the theater. Regarding time management, I always woke up at dawn to study and it is during this time that I could finish everything to be able to go on trips afterwards.

Dr. Adela Rajab has also commented on femininity and feminization, stressing the gift of the letter 't' tied to women by the Arabic language. Thus, why should titles be stripped of this letter? Why not feminize them, especially since there is no actual basis to the "cultural custom" preventing them?

You have had a special interest in tourism and aviation ever since your doctoral thesis and the presidential decree appointing you as Deputy Minister of Tourism and then as Chairman of the Board of Directors for 'Egypt Tourism' - tell us a bit about your enduring passion for the issue of tourism and about your periods of work as a consultant and then deputy minister?

In fact, it was a coincidence, I was representing the faculty in a conference related to the Faculty of Economics and Political Sciences in Ain Sokhna and I met with one of the young people



of the Information Center of the Council of Ministers and we exchanged a few words. He told me that he was the advisor of the former prime minister and that now he works at the Information Center of the Council of Ministers but will soon be appointed as a consultant for the Ministry of Tourism for information. Afterwards, he became the Governor of Luxor and currently he is Egypt's representative at FAO: Professor Mohamed Badr. Then I came across Dr. Ola Al Khawaja, who informed me that Dr. Badr had told her that the Minister of Tourism had been changed and that he needed an economic adviser, and so I was offered the job. Mr. Mohamed Badr contacted me to inform me of the job. Initially, I did not like working in the government, but I met with Mr. Zuhair Grana and he was very understanding and calm. At the same time, I was nominated by Dr. Mahmoud Mohieddin to be on the Transport Committee for the Policy Secretariat of the National Party. In fact, this is one of the jobs I am proud to have worked on because we had done a great job in transport infrastructure as we had carried out feasibility studies for all the renovations and road changes and examined how important they are to society and connecting places. By the end of that year, I was working as a consultant, a member of the Transport Committee, and also an instructor at the faculty. The key was to organize time. I spent these years from 2006 to 2017 learning a lot from my work as a consultant, where I witnessed six ministers with completely different personalities, but each of them had something distinguishable.

In your opinion, what challenges and opportunities does Egypt's tourism sector face today?

For the tourism sector, I would like to note that there has been a significant recovery, starting with the idea of integrating antiquities with tourism which marked a very important step, especially since Egypt is a country characterized by diverse archaeological monuments. In most developed countries, there is no Ministry of Tourism, but rather its jurisdictions belong to the Ministry of Foreign Affairs (because it is linked to the outside world) or to the Ministry of Economy (due to its

ability to generate income for the state), or it either follows the Ministry of Culture, Antiquities or sometimes the Ministry of Aviation. In Egypt, it was significant to merge these ministries (Antiquities and Tourism) because Egypt has many monuments which we need to employ for tourism and international promotion. Egypt owns all the components for providing a tourism product; a tourism product is something the state offers to the tourist and accordingly the tourist would have a pleasant touristic experience. Egypt has safari, deserts, mountains, mountaineering activities, adventures; it also has beach tourism, archaeological, cultural, environmental, astronomical, and folkloric tourism. Egyptian cuisine also enjoys its fair share of tourism. We even have sand-skiing. It is clear that Egypt has all the ingredients, in spite of the presence of all these components, Egypt cannot reach the number of tourists it deserves. Egypt, despite its unique location, can only be accessed through aviation. Targeting tourists should be based not only on tourist products, but also on providing services such as the capacity of flights to facilitate transportation and the speed of movement within Egypt to save the tourist's time.

Speaking of saving time, there is a number of tourist trips called 'one day trip'. Their number is not large but their spending is very high, and so the tourist's spending on these trips is almost four times the spending of the average tourist per day. Plus, it increases employment opportunities, thus counters terrorism.

As president of the Center for Economic and Financial Studies, you have succeeded in deepening partnership ties with the International Organization for Migration through establishing the Unit for Migration Studies — tell us about the beginning of this partnership. What have you achieved so far and what do you aspire to achieve in the future?

Of course, it was an honor to be president of the Financial Research and Economics Institute after the giants who previously held this position. It is why it was necessary to add new and different activity. At that time, the State Department aimed to establish a center for immigration studies and research as the issue of immigration did not appeal to public universities,



thus effectively ignoring a real problem: illegal immigration. How many lives are lost due to lack of awareness the issue? At the same time, Corona came and coincided with the return of competencies to Egypt without work references or vacancies. The Ministry of Foreign Affairs had hoped to create a center, but the high boards of Cairo University and the faculty saw it more fit to create a small unit that would function effectively and later develop into a center. Over the past two years, we have sought to implement this unit at the Faculty of Economics and Political Science, with the support of all the state's sovereign entities. IOM has also welcomed this cooperation with a public university as it is a new experience. They had established similar units in several places but have had no resonance. Overall, wanted a unit that is in line with the state's strategy and orientations and follows the Egyptian constitution.

We have also launched the research competition, which encourages research and ideas on promoting positive ideas for migration. People always ignore the positive side of migration, although it has several benefits, including workers' remittances, which rose from \$27.8 billion in 2019/20 to \$31.4 billion in 2020/21. We can benefit from guiding young people who want to travel by directing them to do training courses in cooperation with the relevant authorities - the Ministry of State for Immigration Affairs. We can help them invest in their talent regardless of their educational qualification. German Aid has also cooperated with the Ministry of Immigration in the presidential initiative "Lifeboats". However, they did not have sufficient qualifications to provide services, so the immigration unit of the college offered to provide places, halls and even trainers, especially since most immigrants are not from Cairo Governorate. The highest rates of migration were observed in the governorates of Fayoum, Daqahliya, Beheira, Kafr al-Sheikh and Beni Suef. Our goal is to train trainers to move awareness programmes to these provinces.

We are in the hospitality of a top-notch Economics professor - what is your assessment of the current situation of the Egyptian economy in terms of the challenges and the opportunities it faces?

I am about to be the head of the team for the modernization of Egypt's 2030 Vision, and I am proud that most of the team are my colleagues and children at the Faculty of Economics and Political Science. Of course, no one denies the effectiveness of the economic reform program that started in 2016, and its positive results have reflected in the world's recognition of its protection of Egypt, especially during the Corona pandemic. Programs have been created for families living in poverty, such as the Solidarity, Dignity and A Decent Life program, which has been praised by international institutions such as the World Bank. Yes, I acknowledge that there is economic reform and significant improvement, but there are many challenges as well. I would like to add that, beginning in 2016, work has been done to upgrade Egypt's infrastructure (roads, majors, ports, airports and railways) in its entirety as well as to provide electricity and communications. Egypt has also succeeded in entering the era of digital transformation easily, which proved helpful—especially in the closing period at the start of the pandemic—in achieving efficiency and wide acceptance of the digital transformation of the educational process. As for the challenges, one of the most important economic challenges in my view is the high budget deficit. If the state is working to solve this, we need to expand the private sector to attract local and foreign investors. We must also impose stimulus policies to help the private sector.

In your opinion, to what extent is external debt a challenge, and how can we address this problem?

In my opinion, Egypt would not have been able to make most of the changes it has made without resorting to external financing debt. The culture of hoarding weakened the levels of saving, so the state resorted to borrowing to carry out its development plan. Other means that generate foreign income funds, including remittances from workers abroad, tourism, foreign direct investment or the Suez Canal, have been fluctuating.. In addition, the advantage of international institutions is that interest is very low and long-term, so why not benefit as a country from this advantage, especially since all its indicators boost the economy's confidence? Borrowing from abroad has advantages but also disadvantages as there exists a risk of being cut off as was the case with Japan and the Grand Egyptian Museum. The resultant need to resort to international institutions to finance these major projects, however, will later generate a variety of economic activities supported by the industry, agriculture, tourism and others. Therefore, it is vital to view the full picture before seeking loans.

Finally, to whom is Dr. Adela Ragab grateful?

All the faculty professors from whom I learned academically and worked with them administratively without exception, from Dr. Hiba Nassar as the faculty's Vice Dean for Community Affairs and Environmental Development to Dr. Doda Badran and Dr. Zainab Salim who were both Vice Deans for Education and Students' Affairs. I learned from them many things, including how to deal smoothly with others, accuracy, care and mastery. I am grateful to all my teachers for all that they have given me. I am also thankful for all my colleagues, whose support I could not have survived any setbacks without. I can never forget the time when I was an assistant and was asked to teach in Beni Suef. The place was very far away and my husband refused, but all my colleagues applied to teach in Beni Suef for a week in my place. I am grateful to all of them. I am very grateful to the students, and finally to my husband, children and family who have endured my studies and my work. They have always helped me and supported me to achieve my ambitions.

Translation by : Rana Doss

The Favor

Prof. Hanan Mohamed Ali, Vice-Dean of Education and Student Affairs

While playing on the balcony of her house, a girl saw a small bird falling suddenly, which triggered her fear. She quickly called her mother, who came to investigate only to find a bird injured in one of her legs. She turned to her little daughter, who looked surprised, saying, "It is a beautiful green bird with a long tail, a decorative bird that some acquire to enjoy its beautiful sound. Unfortunately, it looks like he hit something solid while flying, injured himself and fell on our balcony." The girl questions, "Can we keep it?" The mother replied, "I am going to ask the doorman to check with the inhabitants of our building and neighbouring buildings, it may be that he escaped from his cage or that he fell inadvertently; but until we find its owners, we have to take care of it. Finally, the mother looked at her daughter and said, "Come with me, so that we can bring it some water and some grain." So the little girl, full of joy, put the grain in her little hand and began to feed the bird.

The next day, the mother brought a small cage to put the bird in and said to her daughter, "Let's take it to the doctor." The doctor treated it and wrote it medicine which needs to be mixed with water. The little girl continued to give it the medicine, to put grain in the cage and renew

its water every day. The bird became her main concern, spending most of her time with it and taking it with her while visiting her family and friends. The week passed and the bird's wound was healed, he began to walk in the cage almost normally, and the girl was extremely happy.

One day, the girl went with her family to the garden and brought her bird with her, and there she noticed that all the birds were singing, while hers was not; she did not even know its voice. So she asked her mother, "Why doesn't my bird sing like other birds?" The mother replied, "It may be still feeling pain from its injury, or it misses its wife and children, or its friends who took care of it, or maybe it wants fly like the rest of the birds ..." The worried girl wondered, "Will my bird leave me and fly like the rest of the birds? Would it be as happy as them and sing such a beautiful song?" And there, the mom stroked her hair, saying. "Honey, this cage looks small, what do you think about bringing it a bigger cage so that it can fly in it freely? Let's try."

When the girl put the two cages in front of each other, and as she was about to take the bird out of the small cage to put it in the big one, the bird bit her hand and flew high with a loud sound.



The child screamed and her mother came over quickly saying, "What happened to you, honey?" The child fell into her mother's arms and said with tears flowing from her little eyes, "my bird flew away, Mum." The mother calmed her down, saying, "Do not cry, darling, this is the nature of birds, they want to be free, picking up grains from the ground and flying in the sky, moving between trees and crossing rivers, building their nests on tree branches or in the caves of mountains. It was then that the girl cried, "But I gave it food, and water; I took care of it, and I brought it a big beautiful cage!" The mother replied, wiping away the tears of her child, "Birds were not created to live in closed cages, nor to be fed easily; they were created to wake up with the first light of day and to leave at nightfall, picking up love from here and there." The child said with sorrow on her face, "Yes, I realized it when I saw the birds singing happily in the garden while my bird was miserable," She added, "I knew, mum, that it was supposed to fly someday. What bothers me is not its escape from the cage, but the fact that it hadn't made a sound until today. I should have heard its songs every morning like the rest of the birds, but I only heard its sound when it flew away." Her mother said, "Maybe this is the sound of the freedom it was looking for, darling, don't blame it."

Here the mother noticed her child's bloody hand, so she grabbed her small palm asking, "What is this injury? What has happened to you? Does it hurt? Did ..."

Then, the child interrupted her by saying, "The bird bit me in the hand with which I was feeding it." Her tears flowed from her eyes and the sound of her crying rose. Then the mother said, carrying her daughter in her arms, "Come, we will clean the wound and then we will put an ointment to remove its trace." Here the child stopped crying, saying, "It is good to clean the wound, but I want the trace to remain." The mother looked at her astonished, "Why?" The child replied, looking at her hand, "So that I always remember this ungrateful bird; so that I do not do any more favors to anyone." The mother turned to her after cleaning her wound, smiling, "No, you must always do good and help others. Some may be grateful to you, and some may not." The girl asked, "Why do they forget the favor? The mother replied, "Some may set themselves a specific goal, not caring for anything else; it may be wealth, prestige, love or freedom ... And while they are trying to reach it, they trample the flowers that bloom in their path. So, don't let yourself be discouraged or let it stop you from reaching out to those in need. Keep spreading flowers everywhere; people will surely smell their scent, but be careful while spreading them, so that no one hurts you with a pain that is difficult to heal."



ELITE covers FEPS 22nd Employment Fair

Mohamed El-Sawy, Adham Nasr El-Din, Nourhan Osama, Yassmina Tarek, Noor Khaled, Mariam El-Safty, Anthony Ayman, Assile Mustafa, Passainte Mohamed, Ahmed Taha

For two consecutive days, the Faculty of Economics and Political Science has set up the 22nd Employment Forum under the auspices of Professor Mohamed Othman Elkhosht, and Professor Mahmoud El-saied, the Dean of the faculty, with the presence of the honorable Member of the Parliament and business man Mohamed Abo Elenien, Mr. Khaled Sharaf, Assistant Minister of Supply and Internal Trade, Dr. Ayman Mukhtar, the Governor of Al-Daqahliya, together with a number of representatives of the entities and sponsors participating in the forum, managed by Dr. Mamdouh Ismail, Undersecretary of the College for Community Service and Environment Affairs. The forum began with kind motivational words from the guests and precious advice to our faculty's students, and they all expressed their happiness by attending the forum, which had a profound impact on all students and professors.

In light of the state's orientation towards graduates to find proper jobs and provide them with opportunities, the Faculty of Economics and Political Science has pioneered the provision of training and employment opportunities for its students and graduates over the past years. Prior to the circumstances of the Corona pandemic.

In this report, we interviewed representatives of the recruiting entities participating in the forum, as well as students and graduates, and finally the students organizing the forum. We start by representatives



of the recruiting entities, including The National Sports Investment Stadiums Company, "Ebny" Real Estate Development Company and, finally, the Consumer Protection Agency.

Starting with 'Ebny' Real Estate Development Company:

What are your objectives for participating in this annually organized forum by the Faculty of Economics and Political Science?

They replied:" Our main goal is to train as many students and graduates as possible and we are searching for unique and creative personalities among them; Therefore, the students and graduates of your faculty have been a subject of interest to us to work in the field of real estate development and everything related to our business, planning and the expansion of business and sales, so we are looking forward to the insight and mentality that the faculty instills in its student, yet we



(Middle) Mr. Ahmed Al-Bashbishi - Regional Relations Manager for Estadat Sports Investments

ELITE explored the impressions of participant entities, graduates and students



Mr. Ayman Mokhtar – Governor of Dakahlia

are not expecting for a wide experience from fresh graduates since we provide them with training programs that qualify them to work in various departments such as marketing, human resources and administrative and legal affairs.”

As for the good preparation of the CV and some tips for students, they replied:

“Working on learning and continuous development is a key, you shouldn't be today the same as yourself yesterday! Don't let anything discourage you, question your potential or stand in your way, so you need to expand your knowledge in various fields, especially those required by the labor market, as well as general reading, enriching your information and participating in various events and conferences.”

Second: Consumer Protection Agency:

When asked about the objectives of their participation.

they first expressed their great happiness to participate in the forum and they looked forward to providing the greatest possible number of employment and training opportunities for our faculty's students, and pointed out that the agency trains students to acquire essential skills such as personal skills and communication skills as well as providing them with the necessary legal knowledge, and by asking them about the employment opportunities available for the graduates of the Faculty of Economics and Political Sciences, they answered:

The agency's employment opportunities may be less for the graduates of your faculty because the nature of the work of the agency is to receive complaints from citizens and taking legal actions to respond to them, so graduates of the Faculty of Law are more likely to be suitable for the agency, but some sectors of the agency already require a student and graduate of the Faculty of Economics and Political Sciences such as: the public relations sector and the foreign relations sector, in addition to the agency's centers and kiosks for citizen awareness with submitting complaints and proposals.

When asked about the good preparation of a CV and some tips for students: they answered that applicants for working in the Consumer Protection Agency need to improve their communication skills



and excellent dealing with the audience of all personalities, especially angry clients and absorb their anger in various ways, as well as some other qualities such as tact and good appearance.

Finally, the National Sports Investment Stadiums Company, and the objectives of its participation did not differ from its counterparts; praising students and graduates of the Faculty of Economics and Political Science and their promising vision, they also referred to the contributions of the College ,since its inception, in the graduation of brilliant cadres and leaders working in various ministries and bodies as well as an honorable history of working in international theaters, They also added that The National Stadiums Company is ready to train as many students and graduates as possible and to appoint those it considers appropriately qualified and meet the requirements for the jobs. As for their advice to students, students should try to get as many summer training opportunities as possible to constantly engage with the labor market and learn about its nature, which is very different from college life and also improve the foreign language, which can now be said to be the first and least job requirement.

As for the students and graduates participating in this annually organized forum we them about asked about their experience and aspirations.

-How was your experience at the forum this year / what did you like about it?

Their answers did not vary, as they all expressed their pleasure by participating in the forum and their enthusiasm for applying to the participating governmental and private entities, not only that, but they also praised the forum's contribution to expanding their knowledge of the labor market and its requirements and the providers of training and employment, as well as thanking and having gratitude to all of the college's effort to establish and organize such a forum annually which is a great opportunity that is not offered as much to other college students, so we are more proud to be the students of the Faculty of Economics and Political Science.”

-Is it difficult or easy to enter the labor market? And is that the case especially for your field or for everyone?

“Some agreed that entering the labor market is not easy and also not impossible, Nevertheless, it requires good preparation, enriching skills and a variety of trainings and activities in different fields, and this is in light of the complexity and diversity of the fields of the labor market that are not satisfied with the scientific knowledge only received by the university student, and others added that it is not necessary to follow the stereotypical mindset: that the graduate works in the field he studied, Many graduates in different fields work in fields other than their own,



and amid the ongoing changes and development not just from a year to another but rather daily; it is normal that new fields emerge while other ones become fully occupied or even disappear!

-What is your assessment of the fields that the faculty provides to its students and do you have any suggestions?

All agreed that the college, in turn, eliminates the traditional perception of the labor market by hosting many government and private entities, not only in the Politics, Economics or Statistics fields relevant to our faculty student but in many other areas, such as Leadin company for marketing and advertising services, “Ebny” real estate development company as well as civil society institutions such as Misr El Kheir , UNV and others. Some attendees gave several suggestions for the next forum in 2022, including hosting more private entities, companies and focusing on employment opportunities for graduates. In addition to the faculty's guidance and training to the student on the required skills and activities for the labor market.

-- Finally, what have you learned from your experience today?

Everyone argued that the competition in the labour market is intense and that the road has many obstacles, so we should never stop learning and developing every day, improving our skills and advancing our knowledge and information in various fields, to get a suitable job opportunity with a satisfactory income.

And finally meeting with the team behind this! The faculty's students and organizers of the forum , who took the responsibility for this honorable event that the Faculty of Economics and Political Sciences presented amid the presence of our dear guests, sponsors and participants and promoted the sense of pride among its students!

-- How did this year's employment fair differ from previous ones?

No one disagreed that for the first time such a large number of governmental and private entities participated which of course means more training and employment opportunities for our faculty students, not to mention our honor with the honourable guests, most notably businessman and Member of the Parliament Mohammed Abu Al-Einen, who have been a significant addition to the fair, in addition to the large media coverage such as Sada Al Balad, Al Hadath, and the Third National Channel. And thus, that employment fair ,with this scope and organization, comes as a compensation for the unfortunately cancelled one last year for the circumstances of the Corona pandemic.

- What difficulties have you faced while organizing the fair?

Some of them argued that the greatest concern was the weather, because we had a similar precedent in organizing the 2019 fair. So due to the uncertain weather conditions, the faculty decided to host the fair for two days to avoid its disruption by any emergency also to allow the participation of the largest number of students,



The organizers mentioned another serious concern which was the final image of the fair, or lost control over the organization of the attendees' participation. However, The event went smoothly and achieved its targeted outcome.

-- This fair has an important impact on the lives of applicants, if you have the chance to add something else, what will you add?

Despite its wide scope and number of participating entities, we look forward to more engagement, to meet the needs of graduates of different departments, and we strongly demand the faculty's provision of courses and activities for guidance and qualification for the labor market, especially that the senior students and semi-seniors are distorted by the overcrowding of the labor market and the occupation of most fields. Nevertheless, the forum was satisfactory enough for all what we mentioned, and came out in a brilliant way that made us proud to be students of the Faculty of Economics and Political Sciences.

And thus, we have provided you with special coverage of the 22nd Employment Fair held by the Faculty of Economics and Political Sciences, and we have pointed out and spoken of some of our honourable guests, sponsors and organizers, as well as some events, opinions, aspirations and objectives of the participants, not to mention a range of advice and guidance for students and graduates offered by representatives of the fair's sponsors.

To more excellence of our faculty, and proudly, the Faculty of Economics and Political Sciences. We thank all those who helped us to produce this report:

- A/ Ahmed Al-Bashbishi - Director of Regional Relations of The National Sports Investment Stadiums Company and a member of the Coordination of Parties' Youth and Politicians,
- Shorouk Magdi - Director of Human Resources of the Consumer Protection Agency,
- Shrihan Sharif, Director of Human Resources of "Ebny" Real Estate Development Company,
- Michel Magdi - French Economics Department - Level 4,
- Sama Aladdin Makram - Graduate of the Department of Political Science English section 2020, and from the organizers,
- Dr. Hanan Al-Junaidi - Systems Engineer and Assistant Secretary of the Faculty for Community Service, finally:
- Mohab Ali - Statistics Department – Arabic section - Level 3.





AMAZING CEREMONY FOR THE RENOVATED ROAD OF RAMS

Ahmed Taha Ibrahim - Level 3 - Economics

On the twenty-fifth of November, 2021, the curtain was lifted on the opening ceremony of the Avenue of Sphinxes in the great city of Luxor. It was presented by the Egyptian state in an opening befitting for the sacred road, which is more than three thousand years old.

The ceremony began at sunset on Thursday, November 25, with a panoramic illumination of the Luxor Temple and the Avenue of Sphinxes, which is about three kilometers long. At the same time, the Temple of Hatshepsut, the West Bank and the Colossi of Memnon were illuminated and laser lights were launched in the sky of the ancient city., All the while, three floating golds designed in the Pharaonic style moved as a symbol of the trinity of pharaonic deities: Amun, Mut and Khonsu, and sailboats and airships presenting the identity of Luxor were launched.

President Abdel Fattah El-Sisi arrived at the ceremony at 7:30 p.m. He was greeted by the Minister of Tourism & Antiquities, Dr. Khaled El-Anany, who took the President on a short tour, during which he took us back to great pages in the ancient history of Egypt. During the tour, H.E. Dr Khaled spoke about the history of the avenue of sphinxes and the Luxor Temple.

He described the greatness of our ancestors in creating this grand civilization and highlighted the role of the grandchildren and their efforts in reviving and preserving that heritage.

After the tour, the president headed to the concert stage to begin its awaited activities with a show and a welcome song performed by Mohamed Hamaki, who was soon joined by Lara Iskandar and lots of dancers and performers. The welcome song was followed by the movie "Luxor: The Secret", in which a number of rising stars participated, such as Amr Wahba and Asmaa Abu Al-Yazid. It is a recorded movie about the people of Luxor, their kind origins and tourism in the city. It focused on the air balloon tours that take you on a magical ride in the sky of the capital and cradle of civilization, the city of magic and history, Luxor.





The musical segments of the ceremony continued with the song "The Sweetest Country of the World, My Country", with which the artist Hind Al-Rawi delighted us and created an atmosphere of enthusiasm. It was followed by a folkloric show that included a folk dance that stems from the civilization of ancient Egypt.

The entertainment segments paused for a while so that, Dr. Khaled Al-Anani could give a speech about the completion of the works and the unveiling of the avenue of the sphinxes project in its new look. He also spoke about other goals that have worked on, such as developing the visual identity, promoting Luxor and increasing the sense of belonging and awareness among Egyptians, especially youth and children.

The celebration was then resumed by an embodiment of the feast of Opet, an ancient Egyptian feast, which was held every harvest season since the beginning of the modern state era.



In the Feast of Opet, the statues of the gods of the Theban Triad, Amun, Mut, and their son, God Khonsu, were transported inside their sacred boats in a large festive procession. The purpose of that celebration at the time was the meeting of the god "Amun-Ra", god of the Karnak Temple, with the god Amun of Luxor, with the aim of renewing the birth. The ceremonies usually included the re-crowning of the king.

That is exactly what was re-embodied in the celebration of the opening of the Avenue of Sphinxes, which began with the chant of Amun followed by the chant of Hatshepsut in a majestic show.



Dozens of performers and artists participated in the dazzling and perfect embodiment of that holy feast under the tunes of the orchestra and the choir of the Philharmonic Union led by the creative maestro Nader Abbasi.

In a wonderful evocation of the classics of the fine arts of the city, the artist Wael El-Fashni sang "Luxor Baladna" in a wonderful embodiment of the masterpiece of the Reda Troupe, announcing the nearing of the end of the great celebration and the wonderful revival of our heritage, which we have always been proud of.

Indeed, towards the end of the song, both Hind Al-Rawi and Shahd Ezz joined Wael Al-Fashni on stage. After the ending of the song, a torrent of fireworks were released in the sky of Luxor announcing the end of the legendary ceremony and reminding us of what we have and what we can do. We are the descendants of the Pharaohs. We are the nation that any aggressor fears. Here, there will always be greatness and fine origins. Here, is the beginning of history and the cradle of civilization. Here is Egypt.





Orange
the
World

#HearMeToo
END VIOLENCE
AGAINST WOMEN
AND GIRLS



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

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Lately, we have all been seeing people integrating orange into their style, changing their profile pictures to orange and using the hashtag #OrangeTheWorld on their social media accounts.

All of this falls under the “Orange The World” Campaign which takes place during the 16 Days of Activism against Gender-Based Violence.

Now, there are many questions that may come to mind after reading that. What is the 16 Days of Activism? How did it start? What does it call for? What is Orange The World? How can we participate? And what is Egypt’s stance on this issue?

What is the 16 Days of Activism Campaign?

The 16 Days of Activism against Gender-Based Violence is a global campaign that started in 1991, it calls for an end to violence against women and girls. It takes place every year and begins on the 25th of November, the International Day for the Elimination of Violence Against Women and ends on the 10th of December, the Human Rights Day. Thus, highlighting that violence against women is a fundamental violation of human rights.

How did the campaign start?

There actually is a very interesting yet saddening reason for choosing the 25th of November as the International Day for the Elimination of Violence against Women and why it was subsequently chosen as the starting date for the 16 Days of Activism.



According to the International Women’s Development Agency (IWDA), on the 25th of November 1960, sisters Patria, Minerva and Maria Teresa Mirabal, three political activists who actively opposed the cruelty and systematic violence of the Trujillo dictatorship in the Dominican Republic, were clubbed to death and dumped at the bottom of a cliff by Trujillo’s secret police.

The Mirabal sisters became symbols of the feminist resistance, and in commemoration of their deaths 25 November was declared International Day for the Elimination of Violence against Women in Latin America in 1980. This international day was formally recognized by the United Nations in 1999.

In June 1991, the Centre for Women’s Global Leadership (CWGL), alongside participants of the first Women’s Global Institute on Women, Violence and Human Rights, called for a global campaign of 16 Days of Activism Against Gender-Based Violence.



What does the campaign call for?

People often think that the violence that women are calling for its stopping is physical violence. However, this is a limited perspective; for the campaign aims to call for the stop of all different forms of violence which include but are not limited to physical, sexual, psychological violence, as well as economic abuse and exploitation.

It has become of utmost importance that we raise awareness regarding the importance of eradicating violence against women, especially now with the increase in the levels of violence against women due to the economic repercussions of Covid-19.

It was clear even before the Covid-19 pandemic began that a new shadow pandemic - as the UN called it- was on the rise. Where globally according to the UN, 1 in 3 women experienced physical or sexual violence mostly by an intimate partner and the numbers have only been on the rise ever since then.

That is why during the 16 Days of Activism, people around the world unite to raise awareness about gender-based violence, challenge discriminatory attitudes and call for improved laws and services to end violence against women for good.

What is Orange The World?

One way for people to show their support for the cause is through participating in the “Orange the World” Campaign which was launched by the UN Secretary-General’s UNiTE by 2030 to End Violence against Women. Orange was chosen to symbolize a brighter future, free of violence. It also serves as a means of demonstrating your solidarity in eliminating all forms of violence and it is therefore used as the color of the International Day for the Elimination of Violence against Women.

How can we participate?

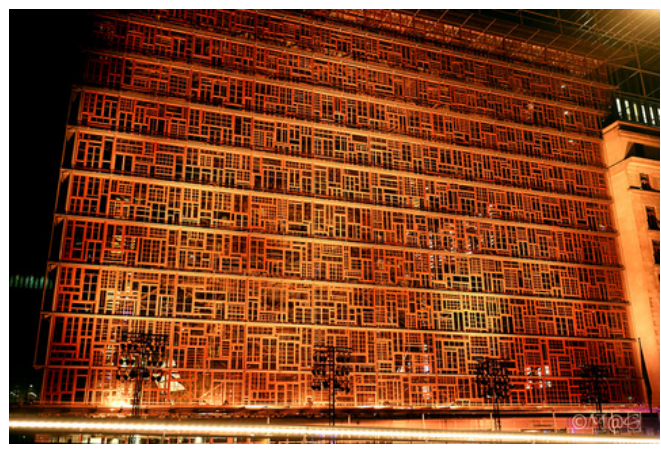
As previously mentioned, one can show support for the cause by wearing orange clothes or accessories or through sharing posts that highlight different forms of violence that women face daily, such as verbal and physical sexual harassment, female genital mutilation, domestic abuse, rape and many more.

People are also encouraged to share posters and artwork relating to the cause, change their profile pictures on social media to orange to raise awareness and utilize the different hashtags like #OrangeTheWorld to highlight the number of people who commit to the cause and support it.

Moreover, iconic monuments and buildings get ‘oranged’ to signify a brighter future for all women and girls. Some of the buildings that were ‘oranged’ include the Giza Pyramids and the Sphinx in Egypt, the Dragon and Han River bridges in Vietnam, the Europa Building in Belgium and the Empire State Building in the USA.



16 Days of Activism



Egyptian Efforts to combat Violence against women (VAW)

It has been clear in the past couple of years that Egypt is beginning to pay more attention to the problems faced by women, both on governmental and societal levels. This has been apparent on the governmental level in the increase in the number of women's shelters for violence victims in 2019, amending some articles of the 58/1937 Penal Law to confront sexual harassment and intensifying the penalty for female genital mutilation in 2021.



On the societal level, we have seen a rise in the platforms that call for women's rights in general and who protest against violent crimes against women in particular such as Speak Up and Assault Police. Both of whom played and continue to play an important role in supporting and encouraging victims of violence to speak up and fight for their rights by providing them with a safe environment to speak without fear of being stigmatized, connecting them to specialists whether lawyers or psychologists and by raising awareness regarding violent crimes and how to seek help if you ever become a victim of them.



Thus, with all the efforts that are being done to combat VAW, we must all stand united against this despicable phenomenon by knowing our rights, believing and supporting the victims and raising awareness amongst our social circles.





Doge-coin: A joke That Turned Into Bitcoin's Competitor

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Doge-coin! What is this strange name? Is there really a currency with this name, or is this a misspelling and is meant another currency such as Bit coin? In fact, dear reader, this is not a spelling mistake as I thought at first. But a crypto-electronic currency has recently appeared bearing this name and has become the fifth largest crypto currency in the world. The world has a market capitalization of about \$70 billion according to Coin base, and it is considered the most exciting and exotic currency on the planet. In more details about the features of this currency. how to obtain it and the features of its future, a very important question must be answered, which is how did it start? What is the secret behind this strange name?

This coin was launched on December 6, 2013 as a joke as a reference to the “dog” meme that was spreading on the Internet. and it was showing a “Shiba Inu” dog and since then the dog has become the logo of the Doge coin currency, and it is no longer just a joke, and this coin was launched. The

currency was developed by software engineers, Bill Marcus and Jackson Palmer, with the aim of making fun of the crypto currency market, and many at that time considered it a comic alternative to Bit coin. On the platforms, but the reason for its rise in the recent period is due to Elon Musk’s post and the Reddit platform group, and it received a wide interaction. Other digital currencies, but as you can see, dear reader, this is suspicious because it was founded with the aim of ridiculing the world of other digital currencies and does not have real applications in practical life and has no project or achievable goal.

When talking about the advantages of this currency, we see that it has many advantages that made it spread so quickly, for example, but not limited to the speed of its production. Because it does not need servers in its early stages, nor does it need an organizational center such as Bit coin, which made it more desirable among users. In addition to its use Mining algorithms are easy and faster than other currencies and

do not need a lot of time. And moreover, they are characterized by an unlimited production number, as by the end of the first year of its launch it reached about 98 million and after its growth and stability. the annual production became about 2.5 million operations, which is unlike Bit coin, which identified 21 million as an amount Specific to digital currency, Doge coin has more than 129 billion coins in circulation, and will continue to produce new blocks of coins for mining each year.

In general, it is an encrypted currency that is traded through the Internet like other encrypted digital currencies, but its price is considered a little if compared to Bit coin. One Bit coin is equivalent to 2 million Doge coins. As for how to mine it, there are two ways, the first is through the electronic cloud by booking part of a server A specific company or site, and this is the best and most appropriate way for beginners, and the second is using your device that runs on the Mac, Linux or Windows operating system. Your wallet is “optional.” Crypto currencies are often known for their high volatility, and Doge coin has seen huge volatility this year and is up more than 12000% since January.

Here comes a very important question, which is what is the future of this currency, which is considered the talk of the crypto currency markets? In this regard, the expectations of some experts are that it will rise in value if traders focus on buying it and it is followed huge advertisements, and support from a

famous person such as Elon Musk. It may also reach 1 dollar, and if this does not happen. It will maintain a steady growth rate between \$0.7:0.8, and in general, it will continue to compete with other crypto currencies and rise in the ranking and is expected to reach the highest level at \$ 1 by the end of 2021. And by 2022 its price could reach \$ 1.8 if you manage from attracting the attention of more traders and may reach 5 dollars. And from here it should be noted that it is indeed a good investment that can be a profitable investment in the short term, and its price fluctuations depend on currency news, technical analysis charts and experts’ expectations. but there is nothing certain in this area but this It does not mean that it is a fraud, because it already exists and is recognized.

Finally, you may conclude, dear reader, from the above that the future of this currency is closely related to what comes out on the lips of billionaire Elon Musk, and it is the future of encrypted digital currencies and an unstoppable financial tool that may dominate the world. And moreover, some, especially its founders, see that crypto currencies in general represent the worst there is no capitalist system currently, and it is under the control of a strong “cartel” of wealthy personalities. and the writer believes that this currency will be the currency of the future according to the expected inflation process as per the global market.





SUPPLY CHAINS CRISIS: THE DARK SIDE OF ECONOMIC GLOBALIZATION

Mustafa Ahmed - Level 4 - Political Science

On the 13th of October, President Joe Biden announced that he would direct the Los Angeles port to operate at full capacity to ease the crowding inside it. He held meetings with major shipping companies as FedEx, major commercial chains as Target, truck drivers and labor associations to oblige them to fasten the transportation and uploading of goods to combat one of the gravest economic crises. A crisis so serious that it made the largest economy in the world suffer from severe shortage in the offered products.

The UK has also been suffering from an extreme shortage in energy supplies as well as a rise in their prices. Which led PM Boris Jonson to pledge to take strong procedures to face that crisis.

Dubai, one of the world's largest logistical cities announced that it is not going to receive container ships for a week to be able to reduce ship crowding that has reached 70 ships.

International organizations' reports as the International Bank Group and the FAO have showed that the world is currently facing an unprecedented crisis.

A crisis so severe that it will not be solved without full cooperation between decision makers around the world.

If you have been following politicians' statements lately, you will find that this catastrophe can be traced back to the same reason; the supply chain crisis.

Supply chains are the best way to deliver goods and services in shorter time, with better quality and cheaper price from and to anywhere in the world. They appeared with the first produced and sold commodity. They also form an essential part of production and distribution.

For instance, we have a small commodity such as a loaf of bread. So, all the levels starting from wheat cultivation till reaching its final form are called a supply chain, including transportation, production, etc... That is why, if there is an error at any level, it can and probably will affect the rest.

The world post-Corona has become quite different than before. And with the appearance of the different vaccines, the wheel of international trade gradually began to turn once more.



This begins at the producing countries in Asia as China till it reaches the consuming countries in Europe, the US and the Middle East. However, returning matters to normal hasn't been as easy as expected. To illustrate this, let's take a look at the production process before and after the shutdown. Most of the released reports in the previous period, such as the BBC, indicated that goods in demand increased by 25% more than they were before the public lockdown.

Therefore, factories began to operate at full capacity in order to adapt to the huge demand rates. So, production rates also rose to an unprecedented degree until the occurrence of the energy crisis in China which increased the problem even more.

The other factor is transportation, where marine shipping is the backbone of the international trade as it transports about 80% of it. However, the size of produced commodities after the lifting of the lockdown wasn't suitable with the number of cargo ships which caused a state of congestion in the ports for days. For instance, congestion lasted for 3 days in the port of Rotterdam in the Netherlands and for 12 days in some US ports.

As a result, the shipping prices have risen unprecedently by tenfold compared to the same time last year. What's more is that not only will all of this be borne by the importer or seller, but it will also be added to the final value that will be borne by the consumer.

In addition to that, ports suffered from labor shortages as a result of Corona which caused a reduction in their number.

Furthermore, another crisis arose; the crisis of truck drivers. Where the US suffered from that catastrophe as well as the UK as a result of "Brexit". Where the British authorities imposed restrictions on foreign labor and most truck drivers were immigrants from eastern Europe and these restrictions pushed them to emigrate and leave their jobs. Therefore, the delivery of commodities to shops has been delayed which caused a severe shortage crisis which in turn resulted in price inflation.

On the other hand, the supply chain crisis has spread all over the world as a result of globalization which has made the world economically interconnected. This crisis caused giant companies to incur losses. For instance, APPLE was forced to reduce its new production by 11% and delay delivery for an additional month as a result of the aforementioned crisis.

We can conclude from the foregoing that we are currently facing an extremely difficult crisis. A crisis that economists expect will end by the end of 2022 in the best case. However, the majority of experts felt that the crisis would take a long time. Where it might lead to a state of stagnation, followed by a contraction in the movement of international trade. Which means an increase in inflation rates, accompanied by high prices and the emergence of protest movements and the threat of existing regimes to fall.

On the other hand, this crisis is a warning bell to developing countries to rely on themselves to achieve development



"Online Beggars"

Bilal Gamal - Level 4 - Political Science

For you to know, dear reader, that we are in the process of a highly developed phenomenon, the phenomenon of beggary has become more innovative today. We used to see the beggar in a traditional image in the streets wearing shabby and torn clothes and asking for help from passers-by as a way to quell their emotions, or even blocking the way of passers-by to tell a tragic story to convince them that he is in need for money.

But in the recent period, especially since the outbreak of the new Corona epidemic, beggars began to think of innovative ways to collect money from people with easier tricks and more profitable, and without anyone knowing their identity and without being subjected to legal accountability, now the beggar can bring money while sitting in his home Without making any effort, by owning a computer connected to the Internet. Through his entry on the Internet and his participation in many

groups on various social media, he can tell a tragic fake story on one of the electronic groups to elicit the emotions of individuals and convince them that he needs help and transfer sums of money to him on a number of his, and all this without individuals knowing his identity, There are also other methods that online beggars rely on to get money, there are also other means that the online beggar depends on to get money. While you are browsing the Internet, dear reader, you may receive a message from an unknown



person on one of the means of communication, telling you a tragic story and that he needs help and leaves you an personal account to transfer the amount to

him. The beggar here plays on a chord. Passion to lure individuals and persuade them to transfer sums of money to him through messages he sends through the means of communication, while he is sitting at his home without making any effort.

Here are some true stories of online beggary scams:

The first story: A person tells that he found a post on one of the "Facebook" groups a year ago that included a person's request to provide him with financial aid due to his serious illness, and indeed donations were collected for him and sent to a special number on one of the telecommunications companies, and the strange thing is that the same person A few months ago, he posted the same story on several other social media groups.

The second story: A person tells that a friendship developed between him and a person he does not know through "Facebook" and within two weeks this person sent him a message that he needed help because his house was burning, and he left an account to transfer the money to him, and after sending the amount it became clear that this person is wanted In many fraud cases.



The third story: One of the people says that he received a message on one of the means of communication for an unknown person asking for assistance with an amount of money to contribute to the release of one of the fines from prison and leaving a mobile cash number to transfer the amount to him, and the strange thing is that this person asked for help for the second time and when he was asked to prove the authenticity of his story this disappeared the person.

It is worth noting that this type of beggary affects the right of the real needy, and drains many people's money on the means of communication, so what are the ways to combat this type of beggary?

The fight against this type of beggary is to raise awareness not to give money to anonymous people who ask for money through social media unless they are sure that they need this money, campaigns and initiatives that devote their activities to controlling online begging operations should be intensified, such as the "Mabahith al-Khair" initiative, which examines cases of requests for help through social media groups and ascertains their need for assistance, it is also necessary to inform the Internet and public police investigations about begging attempts through social media.

Before you give your money to these people, make sure that they are in real need to this money, so that you do not waste the money of the real needy and so that you do not fall into the trap of fraud.



Regret

A Short Story

Zeina Marei - Level 3 - Economics

That same poorly lighted room, that same bloody sink, and that same humane figure, kneeling against a wall. She observes the scene from afar, curious to understand, but it all looks hazy, and the longer she stares, the more illusionary it looks. She starts tripping, falling back into reality, as it all dusts away.

Different day, yet the same supercuts. In a corner stands that unidentifiable figure, reeking of blood. "What is it?" She wonders, "How isn't it dead yet?"

Just as she speaks, its head slowly turns in her direction. She fearfully escapes, to once again rebound back into reality.

"How could it hear me?" She undeniably questions.

This time, she's being lured in by the voices. Multiple voices identified, only one body seen. She anxiously approaches the entrance, whilst the figure lies still. Her trembles amplify,

overshadowing the bloping sound of blood drops. Shadows intertwine in the puddle beneath her, and just as she bends over, shrieks of pain transpire. Her breath becomes heavier, along with her inability to move or scream for help - her inability to break free. The next day she walks into her own trap to the sound of regret. Mimics of her inner thoughts are all she hears, as she cautiously walks in.

"Who are you?" She asks the figure; yet the question remains unanswered to her naive thoughts. She aggressively asks again. It starts narrating her inner thoughts as she interrogates it, until she falls for its words.

"Why did I do this?" It sobs, "Why didn't I think this through?"

And as she identifies the creature, it starts moving towards her whilst crying aloud "I would do anything to turn back the clock five minutes."



"We Isolate"

A Short Writing Piece

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We isolate.

We choose to part from what can make us the happiest. We believe that distance would save us and borders that we create would keep us safe. We convince ourselves that our emotions should definitely be locked in order not to be hurt and we only focus on achieving some materialistic goals. So, we spend our lives pursuing the myth of a perfect life that includes no pain. We survive as robots functioning in the cycle of life. And finally end up doing nothing but regret.

Then comes a moment of leisure to disturb all the speed and grants us a chance to rest. Here, we start to think and rethink about all the moments that we lost, the memories we squandered, and the love we forbade ourselves from.

We realize that time passes without pauses. Youth slips through our fingers and life goes on. You don't even know what awaits you and where your fate will lead you to.

In the middle of this chaos, you decide to escape it so you close your eyes and start visiting some cheerful destinations.

You jump to a night that you are spending in your squad's company, laughing until your vibes rocket to the high sky and your tears land on

your smiley lips. You realize how much your old dear friends are really missed.

You finish this blessed night to wake up on another dream destination. An exceptional extraordinary gathering in your new home, celebrating the arrival of a new family member; your own baby, whose eyes are the same as yours but all other features belong to his dad. How much the delivery was painfully fatal and how much his smooth tiny limbs are healing and compensating!

At another scene after all of this, you find your body sitting by a blue wavy sea with your mouth inhaling peace and exhaling musical tones, cause you feel no worries anymore.

At this point, you open your eyes as well as your isolation. You choose to set yourself free and be brave, with your feelings open to every happiness and yet each disappointment. Cherishing every moment you go through because you now understand that these feelings are just a proof of a living and feeling heart that does exist inside your chest. You head up to a more meaningful life with many beautiful stories to be lived. Stories that we longingly kept dreaming of and will never forget until we literally live.

TRENDS



SOCIAL MEDIA TRENDS: HOW CAN THEY DEFINE YOUR "YOUTH"?

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“Man is a social animal.” This is the essence of the creation of social networks; another step in our quest for more networking, more relationships, more "friends" and recently more views and "likes". The idea of social media kept growing and invading huge parts of our lives and even businesses to the point where we had to learn how it works and decipher the ever-changing algorithm that makes us let's always be “connected”. Much of this is based on the principle of being “aware of everything”, an idea that sounds harmless but under which the concept of "trends" is hidden. These trends affect us in many ways every day unconsciously, it is enough that now we can mark periods of our life with their trends as if they were historical events.

But what is a social media trend? A trending topic is one that gains popularity on one or more social media platforms for a limited time. A trend can be in a single country, or a region or even the whole world; also it can vary between simple memes or political conflicts. In short, a trend is anything attractive to individuals, whatever its nature.

Without doubt, “algorithm” is the most conspicuous and anticipated keyword associated with trends. In fact, contrary to what many people think the social media algorithm is not impossible to solve or understand, it is just that this algorithm is in continuous evolution and differs from platform to platform. The changes applied to the algorithm has only one purpose : to attach more and more individuals to their devices; as it was said in the dystopian Black Mirror series “every update recommended or offered by the app does nothing but make the user unable to look up from their device even for the most important of reasons.” So no one can deny that social networks in general have become intoxicating; Instagram shows you how you are incapable of being happy like those influencers always travelling, Twitter convinces you that life is miserable and nothing is going right, Facebook makes you laugh at memes that are sometimes not funny at all, Tiktok tells you that dancing gives a lot more money than learning,... etc. These are just a few of the hundreds of existing applications and more that are still emerging. Our happiness and unhappiness are conditioned by what we read, only profiles - sometimes of unknown people - have the authority to legitimize the reasons for being sad or being happy.



The above effects are just a few examples of the influence of social networks in general, the trends have other more specific effects. It cannot be denied that sometimes there are important causes which are in vogue and therefore push officials and societies either to change or to take action towards this cause, the most famous examples being the tendency to allow victims to speak freely about sexual harassment and rape without taboos or fear of judgment, also there was a tendency to share the reality of the oppression that Palestinians face. Yet treating these topics as trends only is an understatement of their importance. But this is not our hard core, it is about the importance that individuals, especially young people, give to the following trends.

With technological evolution, the world is getting faster and faster so in a single month you can have more than 10 different trends replacing each other. If you open the trending topics section on Twitter, you would see that in one day there is continual competition to be the hottest topic. In most cases, these topics are neither logical nor informative, one could even say that they are rather silly and childish. However, following the trends makes a person more "cool", "young" and "lit". So if a person is busy for a few days in his studies, work... etc. and therefore doesn't follow trends, when they return to social networks they will not understand what it is; and then if they make the mistake of asking they will be called "old", "isolated" and "out of the world".

As a result, it has become essential to know the interpretations of memes, the lines of a certain movie or actor, the "modern" way of speaking or even laughing, the emoji to use and the sarcastic and "cool" replies to use. In some cases, others may make you wonder if all of this is even more important than your career, academic pursuit, time with loved ones, or even your mental stability. So we see older people who are constantly trying to keep up with trends and use them to look younger while other actual young people are referred to as "oldies" because they have chosen to be more interested in real life and a concrete purpose.





We are therefore seeing a phenomenon of double-sided FOMO. First of all, FOMO syndrome is the fear of missing out, it is a kind of social anxiety characterized by the fear of missing an important event. Hence, today people are not just afraid to miss an event, an occasion or an opportunity; but also they are afraid of missing a new trend or of not understanding one. So they find themselves in a situation where they can neither be content with the real world without worrying about virtual trends nor deal with trends and let go of their life. They thus feel as if they are a spinning mice trying to find out all the trends and interact with them while maintaining a near perfect life and achieving their goals and hopes. Eventually, they find themselves so exhausted that they stop doing everything, letting go of both the virtual and the real.

In conclusion, we have to admit that it's no longer an exaggeration when we say that people are addicted to their devices; nobody can say that there is only a negative side but one cannot also deny that the harmful aspects are much more widespread and apparent than the beneficial ones. So, maybe it's time for everyone to start thinking about their lifestyle and admit that their actions are not the best, maybe then we will recognize that no one gets a Nobel for creating a new emoji and that the evolution of humanity does not rely on those who know as much as possible about memes. It is crucial to have methods of release, of relaxation but it is not at all logical to have our life turned around empty trends.

