

# EXPRESS



**Marketing YOU**  
**How to**  
**Land that dream job**

**Facebook**  
What's really going on?

**The POOP on**  
**Kopi Luwak**

***Oh, My Darling!***

**It's Not Easy**  
**Being Green?**

**ASIA**

**The New Europe**  
Bigger, Better, Cheaper, Spicier

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# EXPRESS

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EXPRESS is a project of Writing 2294-Publishing which is one of the many courses offered in the *Writing, Rhetoric, and Professional Communication Program* (<http://www.uwo.ca/writing/>) in the Faculty of Arts and Humanities at The University of Western Ontario.

Students worked in teams to develop a Reader Profile, Mission Statement, Editorial Formula, Editorial Content and Assignments; they wrote articles, took photographs, designed title and cover, edited each other's work, and directed design and layout decisions within the context of a team.

Each student prepared a version of the above listed elements of a contemporary magazine, and team members evaluated each other's submissions, and either chose one as the best proposal, or merged their ideas to create a team proposal. Each team offered its concepts and ideas to the class where they were discussed and debated until one proposal was universally adopted.

## Special Thanks to the following:

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by Greg Weedon

 Facebook, the tremendously popular social networking website, has attracted a significant amount of negative attention in recent months.

What possibly could be wrong with a site that gives us up-to-date information, allows us to communicate with friends around the world, and serves as an entertainment medium for over 8 million college subscribers?

Most Facebook users have no idea how Facebook manipulates our everyday lives. Personal information is being sold, employees are being fired, students are being suspended, and privacy is criticized as being dangerously low. And what's being done about it? Not enough!

### Facebook's Web Beacon

What is a Web beacon you might ask? Facebook's Web Beacon is an advertising system that sends data from websites like *Blockbuster.ca* and *Ebay.com* to *Facebook.com*'s web server.

This system is mainly for the purposes of allowing targeted advertisements to be sent to your Facebook home page and to allow friends and family to view your activity on specific websites.

All of this sounds like a system that is benefiting users. However, computer security researchers are sounding the alarm that Facebook's Beacon system goes much farther than anyone has imagined in tracking people's web activities outside the popular social networking site.

Problems arise when users aren't informed that data on their activities at these third party sites are flowing back to Facebook, nor are they given the option to block information being transferred.

Stefan Berteau, Senior Engineer at Computer Associates' Threat

Research Group, is concerned with the controversial ad system as "it can happen completely without their knowledge."

This system has led to several embarrassing situations like ruining the surprise of holiday presents and parents peering through what movies their children are renting.

### Is Your Information Secure?

As information is constantly being updated, standardized and exchanged by Facebook users, security of information is a major issue users need be aware of.

In an attempt to increase security last month, Facebook made an extremely devastating error. A Canadian computer technician took only a few hours to pull up the most recent pictures posted by Facebook members and their friends, even if their privacy settings were set to restrict access to a select few.

The security loophole allowed Facebook users to gain access to vast libraries of private information, including images of Paris Hilton partying at the recent Emmy awards.

The security issue serves as another reminder of the hazards of sharing sensitive photos and personal information online, even when websites pledge to protect the information from leering eyes.

### Identity at Risk

According to the BBC Technology Department, identities of millions of Facebook users could potentially be stolen and used for malicious activities. One of the main reasons Facebook has grown in popularity is the abundance of applications users can add to their profile pages. We have all encountered these applications, but what about malicious applications that steal and harvest our personal data? Malicious applications first collect personal details of both the user and their friends and then send this

information to the email inbox of the application developer.

Facebook urges users to exercise caution when adding applications and only add applications that are "trustworthy." Any programs which violate Facebook's terms will be removed, the company said.

However, Paul Docherty, Technical Director of Portcullis Security, claims that "Morally, Facebook has acted naively. Facebook needs to change its default settings and tighten up security."

So what's being done about these malicious applications? Because these applications run on third-party servers that are not run by Facebook, it is difficult for Facebook to check what's really going on, how long applications store data for, and what they do with it.

MySpace, one of Facebook's biggest competitors, manually checks all application submissions and stores this information on their own servers, making it almost impossible to create a similar threat to MySpace users' information.

So why can't Facebook implement the same precautions?

In recent months, the line between private and public information has eroded. Facebook's decision to open their website from college students to public civilians has led to some dramatic outcomes.

An Ottawa grocery chain fired several of its employees after company officials discovered negative comments on Facebook.com. Also, several Ontario schools have suspended students for posting 'offensive' comments about school officials. And last month, Virgin Atlantic Airlines canned 13 of its cabin staff after they criticized the airline and some of its passengers on Facebook's social network.

For many of us, personal information is a valuable asset. Internet users are beginning to notice the repercussions of crossing lines when posting information to the web. Discussions about where these lines are drawn are what we, as students, need to hear. There is no doubt that Facebook has its social benefits, but let's take Facebook's mask off and unveil the true two-faced monster that resides beneath.



# Low-Fat Latte

## Is there such a thing?



Latte.....	\$3.25
Muffin.....	\$1.50
Magazine.....	\$4.50
Bottled Water...	\$3.50
Soda.....	\$2.00
Newspaper.....	\$3.00
<b>TOTAL.....</b>	<b>\$17.75</b>

By Sarah McCain

**Y**ou are probably wondering what the above list implies, and more importantly, why you should be interested in it. The answer is simple, and it could end up saving you a whole lot of money.

Take a moment and think about each of the items listed above. Do you purchase any of them and if so, how often and in what quantity? The average individual spends about \$5 daily on items like the ones found above. These purchases may seem like nothing, a few dollars here and there, yet these so-called “small purchases” are actually costing us more than we realize.

Multiply these small purchases by a weekly or even monthly basis and you’d be shocked at the total. Looking at the actual numbers, it suddenly seems that the daily latte you thought was only a few bucks is more like a few hundred bucks.

Welcome to what is known as the “Latte Factor,” a phrase used to denote excessive spending, mainly in the form of

“extra” goods, like those listed above. Believe it or not, this expression is not just common-speak. Financial analyst David Bach coined this phrase in his book *Start Late, Finish Rich*. He believes understanding the “Latte Factor” has potential to help consumers save money.

Surprised? Realistically in the busy day-to-day scheme of things coffee just doesn’t register as an expensive purchase.

Now most of us are not likely going to just throw our arms up and give up our daily latte fix because some factor indicates that it’s a money saver. Well

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***“Your Skinny Latte could be trimming more than your waistline.”***

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the good news here is – you don’t have to! The Latte Factor isn’t about swearing off coffee purchases for the rest of your lifetime; instead, “it’s about realizing that you can save more money.”

How exactly is the “Latte Factor” going to help you save money? Let’s start off with suggesting a commitment that involves setting aside \$5 a day towards a “saving plan,” if you do this 7 days a week that comes to \$35/week. Assuming this is done for one year, that amounts to \$1820. Plus, you could be making a little extra in interest and suddenly you have a lot more money than you thought you had. Instead of buying a latte three times a day, cut it back to one, or start drinking tap water instead of buying bottled. These are small steps, which over time add up to big savings.

Now that you are aware of the “Latte Factor” and how it can operate in your life, try to calculate how much you are spending and see if you can reduce certain purchases. That way, next time you order that “Low-Fat” latte, you can feel good knowing your bank statement isn’t going to see any cutbacks.



# Who said it's not easy to be Green?



Kermit hasn't tried this one on—have you?

By Sarah McCain

**M**ost of us are familiar with the ever-popular Kermit the Frog, or his theme song, “It’s not easy being green.” If he were still around today, he might be singing a different tune.

Over the past decade, there has been the development of the “Green Movement.” Activists, researchers and scientists are attempting to bring attention to 21st century environmental issues. The phrase “Go Green” is one that has been casually tossed around in recent years appearing to be more of a trend than a social movement. However, the movement has spawned an array of lifestyle habits that embody the “Go Green” motto.

Lots of activities fall under the green umbrella. Anything from re-usable grocery bags, to riding a bike, or cleaning green (the use of environmentally preferable cleaning products). Many of the regular daily activities one partakes in can be spun into a green friendly action. In fact, the most recent trend in the green world relates to organic clothing. It appears that being green just

took on a whole new meaning.

Organic clothing has a lot of promise. Cotton for example, is a staple fabric that makes up most of our wardrobe, which means this textile is taking one hefty toll on the environment. With every T-shirt made of conventional cotton,  $\frac{1}{4}$  pound of pesticide is used to cultivate it. The long-term consequence of these chemicals affects both the soil and watersheds nearby. Luckily organic cotton is produced without the use of harsh chemicals and is completely allergy free, all through the use of natural fertilizers and compost. In addition to this, there is also re-cycled cotton, which is recovered cotton fabric that normally goes to waste during the manufacturing process. Both organic and re-cycled cotton produce almost identical clothing articles to those of regular cotton, plus they actually help the environment!

EcoDesignz is a company embracing green fashion. It aims at providing consumers with eco-friendly choices that will make a positive impact on the environment. All of their goods are made

using one versatile yet natural resource: bamboo. The opportunities that come with using bamboo for clothing have potential because it is eco-friendly, and incredibly comfortable. Its growth rate of a meter or more per day makes it the world’s fastest growing plant. Since it is actually a grass there is no need for replanting, as it continuously sprouts fresh product. Plus, bamboo actually helps the environment by taking in 5 times the amount of greenhouse gases. Bamboo has a similar texture to silk, but it is actually more durable, cheaper, hypoallergenic and provides UV protection. Its organic fiber properties have less chance of causing skin irritation and it works as a natural shield from sunrays.

Organic fashion is not only simple but also extremely beneficial to our Mother Earth. In some regards, it actually offers more variety than regular clothing! Maybe Kermit didn’t think it was so easy being green, then again he never tried organic clothing.

*“eco-friendly choices . . . will make a positive impact on the environment.”*



# Asia

## The New Europe

Bigger, Better, Cheaper, Spicier

Story and Photographs by Jenna Jacobson

Floating Market (Dameon Sadeuk, Thailand)

**Y**ou don't visit Asia, you experience Asia. You live, breathe, and taste Asia every day. "Visiting" is for the 70-year-old tourist who jumps off a tour bus, and snaps a few photos.

"Experiencing" Asia is about loading your backpack with nothing but a few essentials, getting your hands dirty, speaking the language, missing a shower or two, eating the street food, and loving every single minute of it.

Magnificent mountains, wandering rivers, dense jungles, inspiring temples, delicious foods, and not to forget crazy parties...Southeast Asia is the get-away haven for spiritual-gurus, penny-squeezing students, and adventure-seekers alike.

Asia is a continent made up of countless religious groups, cultures, languages, and traditions. Crossing the border from Thailand to Laos or Vietnam into Cambodia on a shaky bus crammed with far too many people, you will realize how unique each country is and how each country has something fresh to offer.

### Thailand

"The Land of Smiles" draws in more visitors than any other country in Southeast Asia, and it is quite obvious why. From the late-night dance clubs in Bangkok to the tranquility in the temples, Thailand offers an eclectic mix of East meets West.

Thailand is a large country which can be divided into the beach-bumming south, cultural midlands and remote north. On the beautiful islands in the south, you can kick-back, listen to the waves crash onto the white sand, and truly get lost in time.

For the more adventurous, the islands in the south offer some of the

best scuba diving in the world where you can frolic with sharks, eels, and a colourful array of fish.

Paradise by day; party by night. The south of Thailand is where the young and frivolous go to let loose. Late night is for sitting around a bonfire, listening to music, watching fire jugglers entertain, drinking your Chang Beer, and dancing the night away.

Do not miss: The infamous Full Moon Party in Koh Phangan! Every full moon, the small island is packed with 7,000+ visitors looking to party. The beach of Had Rin explodes in a frenzy of music while fireworks fill the sky, and buckets, yes buckets, of booze fill the horizon for as far as your eye will take you.

In the midland, take a Thai cooking course, a Thai boxing course, go on a spiritual retreat with monks, learn the art of meditation or whatever else tickles your chopsticks.

The far north of Thailand offers a mix of hill-tribe villages and ecotourism. Explore the jungle while on the back of an elephant, trek up and down the misty mountains, and stay over with a hill-tribe where you can learn something about a simpler way of life.

Off-the-tourist map: The little Floating Market in Damnoen Saduak is where you can witness the timeless lifestyle of native Thai people. Rent a boat and get up close to hundreds of local Thais in tiny canoe-type boats selling their fruits and vegetables in the canal.

Tickle your taste buds: Pad Thai



Monks (Luang Prabang, Laos)



made fresh on little carts on the street for less than \$1.00.

## Cambodia

Even if you are not interested in ancient architecture, Cambodia will make you a lover. The Temples of Angkor will literally take your breath away as they represent one of humankind's most astonishing and enduring architectural achievements.

Travelling in Cambodia to each of the temples is best via tuk tuk: a small 3-wheeled motor vehicle with open sides.

Aside from the glory of Cambodia's past, Cambodia also has a devastating history which includes over two decades of war, isolation, and genocide under the Khmer Rouge and they are only now starting to recover.

Do not miss: The Killing Fields of Choeung Ek with 129 mass graves which bears witness to Cambodia's dark past. Walk around the empty fields and end by gasping at the 8,000 skulls behind the large stupa's glass panel. This place will remind you how far Cambodians have come in such a short time.

Off-the-tourist map: Cambodia seems to be a two city wonder: Phnom Penh and Siem Reap. Why not visit Battambang, a small city in-between, which does not see many tourists?

Jump on the bamboo train, which is anything but a typical train: with a metal frame and bamboo slats that sit on two wheels, you whiz by at 20km/hour in the open air between the grasses and through little towns.

Tickle your taste buds: For those a little more adventurous, try fried ants,

cockroaches, and just about any other kind of bug (if you so dare!)

## Vietnam

An eclectic mix of new and old: Vietnam is a bustling country with much to do and too much to see. The thin-shaped country of Vietnam makes for easy to travel from north to south or south to north.

The two major cities, Hanoi in the north and Ho Chi Minh City in the south, are absolute anarchy, but in between lie the true gems of the country.

In the far north, Halong Bay is a UNESCO World Heritage Site where the bay features thousands of massive limestone rocks and caves that jut out of pensive water. Board a ship for a night or two as you slowly traverse through the still waters by day and star-gaze by night. There is no more peaceful place on earth.

From peace to anarchy, Hanoi reflects the rapid changes sweeping throughout the country by the juxtaposition of beautiful French-colonial architecture and the little cafes with hip teenagers.

Do not miss: Hoi An is a little city packed with over 2,000 tailors where you can get custom-made clothing made overnight for cheap.

Off-the-Tourist Map: In Nha Trang you will find the best city beach Vietnam has to offer. Tan on the beautiful beaches, partake in an infamous "booze cruise," and take a dip in one of the luxurious mineral mud baths.

To the far south is the heart of Vietnam: Ho Chi Minh City. The streets are where all of the city life takes place



Hoi An, Vietnam

with an array of never-ending street markets, corner shops, sidewalk cafes, and vendors selling fruit.

If you have ever eaten at London's Ben Thanh Restaurant, then you will want to see for yourself where the name comes from. Ben Thanh Market in Vietnam is one of the liveliest areas with a massive market selling everything and anything.

Tickle your Tastebuds: Pho soup is a traditional Vietnamese rice-noodle dish that is served with every variation of meat including chicken heart, liver, and tongue.

## Laos

Totally isolated from foreign influence, Laos is the one place in Southeast Asia where you will not find a Starbucks. Laos is fast becoming a travelers-favourite in Asia.

The people in Laos love to practice

CONTINUED ON PAGE 8



Halong Bay, Vietnam



CONTINUED FROM PAGE 7

their English with foreigners, have philosophical conversations, and tell you everything about how proud they are of their country.

Many countries in Southeast Asia are beautiful, but Laos' natural beauty stands out as something more special, spectacular, and real.

At some point in your travel through Laos, you will want to take a slow boat, which is indeed very slow, but is the most enjoyable and unique way to travel. Navigating down the Mekong River with mountains on either side of you is a site that makes you forget about everything else in the world.

The mountains of Laos can most exquisitely be seen in Nong Khiaw where a bridge runs across the water below and connects the two sides of mountains. At this junction you realize how simple and perfect this place truly is.

Laos is so relaxed that even in the capital city you feel a million miles away from any big city. Vientiane is recognized as the most calm capital city on earth, with some of the most striking Buddhas and temples.

Off-the-tourist map: In the north lies the jungle-trekking haven of Muang Sing. Hiking through untouched land with a local guide is an experience that leaves you in touch with nature and in touch with yourself.

Do not miss: Tubing. Vang Vieng is a backpacker town covered in guest houses, bars, and restaurants. Floating down this section of the Mekong River there are several bars to stop at which offer buckets of Beerlao, a patio, and guaranteed debauchery. The bars offer various spots for jumping and swinging into the river from 10 meters high!

Tickle your taste buds: Baguettes. Once a French colony, Luang Prabang offers the best baguette sandwiches you will ever try. After all the rice and noodles, a hearty bread sandwich is an unexpected pleasure.

### Amazing Asia

Whether you have a month or a year, experience life as you have never experienced it before. Open your eyes to a new way of living, truly embrace the culture, and maybe you too will become a Buddha: "The Enlightened One."

## Exploring Your Backyard

### If chasing the sun is not in your budget, there's a lot to see and do right here

By Stacey Philipp

Exams are done, essays are handed in, and you're ready for a vacation. There's one problem. All those nights out have taken a toll on your bank account and you're sitting with a few hundred dollars, definitely not enough to fund a getaway to sunny Mexico. So, now what? How about vacationing in London? With this guide, explore the city that's right in your backyard.

#### 9:00AM

Rise and Shine! Whether it's a beautiful day or a grey one, start it off right with an inexpensive and delicious breakfast at **Symposium**. Located at Central and Richmond, enjoy eggs, waffles, or fresh fruit for as little as \$10.

#### 10:30AM

After a satisfying breakfast, you now have energy to conquer the sights of the city. Walk south to **Lolita**, **Archies**, and **American Apparel**. At 130 King Street is the **Covent Garden Market** that has fresh food and crafts. Check out their upcoming events at [www.coventmarket.com](http://www.coventmarket.com).

#### 12:00PM

Hungry again? Treat your palate to some handmade sushi at **Wonder Sushi** at 735 Wonderland Road North. For about \$17, you can have an all-you-can-eat feast of rolls, meat, miso soup, and ice cream. If sushi's not your thing, try **T.J. Baxter's** at 660 Richmond Street or **Joe Kool's**, down the street. Both restaurants feature burgers, fries, salads, and sandwiches. With friendly service, the latest music,

and bright lights its an enjoyable atmosphere.

#### 2:00PM

Now it's time to head over to **The Grand Theatre** at 471 Richmond Street, in the middle of downtown for a matinee. This 800-seat theater is bound to make for a relaxing afternoon. Take advantage of student priced tickets. Purchase in advance at [www.grandtheatre.com](http://www.grandtheatre.com).

#### 5:00PM

It may be getting a little chilly, so warm up your insides with hot coffee or chocolate at **Starbucks**. Across the street is **Victoria Park**, an 18-acre sanctuary with tall trees, interesting monuments, and a public skating rink.

#### 7:30PM

It's dinnertime and you're craving good food and quiet atmosphere. Walk over to Albert Street where a little Italian restaurant, **Fellini Koolini's**, is tucked away. While you wait for your table, have a Shirley Temple or a beer at **The Runt Club** next door. Then enjoy another inexpensive meal of pizza, pasta, fish, or steak in this appetizing restaurant with great service.

#### 10:00PM

Ready to go out and mingle with other students who stayed in the city? Dress up a little and make your way back to Richmond Row (Richmond Street), where there are numerous bars. Several favourites of the students are **London Taphouse**, **The Barking Frog**, **Ceebs**, and **Jack's**. With loud music and a dance floor, you can't go wrong. If you're more in the mood for a pub-like setting try **Molly Bloom's** or **The Alex P. Keaton**, which can be found on Talbot Street, both are low key places to grab some drinks and socialize with friends. on Talbot Street, both are low key places to grab some drinks and socialize with friends.

*Capt. Morgan's Ship to Sobriety*

# Easy Hangover Remedies

By Logan Norris

**A**vast, me hearties! This scallywag had too much of ye hogshead and bumboo and now ye praying for Davy's grip!

This sentence may be 18th century pirate jargon or maybe you're still too drunk to read properly. Every person who indulges in the occasional alcoholic beverage has most likely had a regretful morning, kneeling beside an unfamiliar toilet, begging God to be merciful, and quite convincingly, swearing off liquor from that moment forward. But before accepting a life of abstinence, contemplate what alcohol actually does to your body.

When you drink, four times as much liquid is lost from your body than what you ingest into it. Dehydration causes your body to produce headaches as it slowly replenishes itself.

Constant urination that occurs while drinking depletes essential electrolytes. Every type of alcohol has a different toxin level, and darker liquors can produce harsher morning hangovers. Toxins have a direct affect on hangover severity. Mixing alcohols can lead to a disappointing morning. Drinking

multiple liquors that have diverse toxins (e.g. vodka and beer) can lead to brutal morning hangovers.

Vomiting can weaken hangover symptoms and quicken the process to a natural recovery. But before relying on natural or self educated vomiting, why not try some of the remedies professional drinkers have practised over the years.

There are plenty of tricks that have been hoisted as "the best hangover cure." Most are just temporary lifts that quickly lead back to the washroom. Some temporary cures are – caffeine, consuming more alcohol, and cold showers.

## **What do you eat ?**

Vitamin and mineral enriched foods. In Poland, drinking pickle juice is a common remedy. Having fried foods and carbohydrates before drinking slows down the absorption of alcohol into your body.

## **What do you drink?**

Juices that contain vitamins and sports drinks. Drinking water directly before bed and immediately after waking up will ensure your body is hydrated.

"There are plenty of tricks that have been hoisted as 'the best hangover cure.' Most are just temporary lifts that quickly lead back to the washroom."

Sadly, there is only one true method for fully removing an unwanted hangover: **Time**

It is the only thing that can erase hangover symptoms permanently. Removing all the toxins is a gradual process. Only you will know when your body is back to its healthy self.

You may not like the end result, but time and sleep are your best options when eagerly awaiting your hangover to disappear.

Fair winds, and keep the chantey echoing landlubbers. Cheers.

# SLEEP RIGHT DREAM OFTEN

By Chantelle Lloyd

**H**as anyone ever told you that they don't dream? Research suggests that while some people may not remember their nightly hallucinations, every single person does dream every single night.

Sleep experts have determined that dreaming occurs when REM (rapid eye movement) sleep begins. During this time, the body becomes temporarily paralyzed and the eyes begin to move rapidly beneath the lids. Some scientists believe this paralysis is an evolutionary adaptation that prevents us from acting out while dreaming particularly vivid dreams.

Whatever its purpose, it's an important biological function, especially if you're sleeping next to a kickboxer. But really, what good are dreams anyway?

Some scientists claim that we dream to solidify certain experiences in our long-term memory. Others argue that dreaming helps us to eliminate redundant knowledge from our consciousness. But whether dreaming facilitates us to remember or forget, conventional science still does not know. However, it's becoming more and more apparent that our moments of slumber serve a much greater purpose than solidifying memory.

## Science is still dreaming about sleep

In the past, science has been unable to explain most things involving sleep and dreaming. In 1998, a study revealed that shining a bright light on the backs

of participant knees could reset the REM biological sleep clock- a phenomenon that remains a mystery even today.

Nevertheless, people are more willing than ever to alter their own personal sleep schedules. Caffeine, sleeping pills, warm milk and nature sounds are only a few examples of our attempts to tamper with the need for sleep.

Researchers for the British Ministry of Defense have discovered a way to reset circadian rhythms, making it possible to stay awake for 36 consecutive hours. What's their trick? A special pair of spectacles that projects a ring of light (analogous to a sunrise) into the eyes, fooling soldiers into thinking they have just woken up. But before we begin marketing these spectacles as the newest mid-day pick me up, it is important to note that the effects of such a product are highly unknown and potentially harmful. After all, the 1989 Exxon Valdez oil spill off of Alaska, the Challenger space shuttle disaster, and the Chernobyl nuclear accident were all catastrophes that have been attributed to human error in which sleep-deprivation played a role.

## The longer you stay awake, the dumber you get

Human sleep-deprivation has been linked to a number of decreases in overall brain-functioning.

In a recent study, participants were monitored for an eight-hour sleep period. While approximately half the participants were allowed to sleep soundlessly throughout the night, the other half were consistently awakened by experimenters at the beginning of each dream or REM cycle.

The results were astounding. After only three days, participants who were awoken at the beginning of each dream but still allowed their eight hours of sleep, all had significant trouble with concentration, irritability, hallucinations, and signs of psychosis! Furthermore, when these people were finally allowed to indulge in uninterrupted sleep, their brains greatly increased the amount of time spent in the REM cycle.

## Crunch Time

For many students, sleep-deprivation is a necessary part of academic survival. Studies have shown that even during times of profound exhaustion, the body is capable of re-adjusting itself to feel normal!

So, what can students do to increase snooze time and boost mental performance?

The first obstacle is getting to sleep in the first place. On average, adults need between seven to nine hours of rest each night to function properly the next day. Oh, by the way, falling asleep too quickly is also a problem. According to the National Sleep Research Project, taking less than five minutes to fall asleep means you are sleep deprived.

Ideally, it should take between 10 to 15 minutes for a healthy, well-rested person to start sawing those logs. The Mayo Clinic online offers a list of helpful tips for successful slumbering. Besides getting enough exercise and avoiding caffeine, this site also recommends that you create and follow a "bedtime routine." Ritually engaging in the same behaviours before bed (i.e. taking a bath) is a highly effective way to prepare your body for the next step- sleep.



## Waking up tired? You're not sleeping right!

No problems falling asleep? You still may not be sleeping effectively.

According to the National Sleep Research Project, the key to restful, regenerative sleep is dreaming. However, dreaming just any old dream won't cut it. In order for sleep to reach its full potential, one must engage in Lucid Dreaming.

What is lucid dreaming? Have you ever had a dream in which you became aware that you were dreaming and were then able to control the events going on around you? That is lucid dreaming and it is characterized by a particularly vivid dream state where you call the shots. But, the novelty of having your very own pseudo-reality is not the only perk of lucid dreaming. It can also help you increase creativity, solve life problems, and overcome your biggest fears!

Austrian psychiatrist, Sigmund Freud, believed dreaming was the key to the unconscious mind. Although this theory has been repeatedly criticized for its lack of testability, current research shows that dreaming may be an important catalyst for personal growth and inspiration. And, lucid dreams also give us the ability to express certain sexual urges and fantasies! Ooo la la.

## How to Start Dreaming Lucidly?

### 1. Start a Dream Journal

- Any online dream site can provide you with a step-by-step guide to starting your very own journal.

### 2. Sleep with it!

- Keep the journal next to your bed every night. You can jot down notes comfortably and with one eye open.

### 3. Mood over Details

- Remembering the atmosphere of a dream may help to prompt specific dream memories. Warning: "feelings" associated with a particular dream can fade away quickly, causing the essence of the dream to be forgotten. So, really try to "feel" what the dream was about. Also, pay attention to your emotions during and after the dream. Are they amplified compared to waking life? It is important to document these aspects.

## 4. Forget Dream Dictionaries

- I know it's good to have a book with all the answers, but they may not be answers for you. If you are attempting to find meaning in your dreams, you need not look further than your own head. Think back. During the dream, what objects, people, places, etc. were significant to you? Why? And, what do these things mean to you in real life? The answers may surprise you.

## 5. Hit the Snooze and watch the Dreams Start Flowing

- Yes! Another reason to sleep in. Studies have shown that you dream more easily

after you have been abruptly woken up. The brain slips directly into REM sleep to save time. So, by setting your alarm half an hour early, you may increase your chances of having another dream to play with.

- After beginning your dream journal, you will begin to notice an increase in the amount of dreams you remember and begin to take control over what you do while your dream.

## Thurman's Crazy Tricks

*In his book "Worlds of Transformation" Robert Thurman claims that a major issue with lucid dreams is that they seldom last long enough to enjoy. He identifies three in-dream methods to help prolong the lucid state: spinning, rubbing, and focus awareness.*

**1. Spinning** *Used when the person realizes that the dream is beginning to fade. Once the vivid nature of the dream begins to dull, the dreamer must "spin himself like a top," literally, to revive the dream back to its previous state.*

**2. Rubbing** *Another option is for the dreamer to begin vigorously rubbing his hands together. In order to work effectively, these first two techniques must be "felt" by the dreamer. That is, the dreamer must feel the wind during the spin or the heat from the friction of rubbing one's hands together.*

**3. Focused Awareness** *While dreaming, focus on a fixed object close to you. Thurman also suggests repeating the phrase "The next scene will be a dream" while engaging in any one of the above methods. Although the precise casual mechanisms for prolonging lucid dreaming are not well understood, these three methods have been shown to prolong the lucid dream state without awakening the dreamer. So the next time you say goodnight, try out these techniques and go practice your deep sea diving skills without any gear.*





# The Poop on Kopi Luwak

## The Most Expensive Coffee in the World

By Vanessa Chan

**I**panema bourbon, Casi Cielo, Joya del Dia Blend ... just when you thought you knew every blend of coffee, along comes a totally new one that you'd never expect.

It is the most expensive coffee in the world, averaging to about US \$50 - \$75 a cup or US \$500 a pound.

You may think this delicacy is a little expensive but considering that only 1000 pounds of these beans are produced a year, it's quite reasonable. If you're really going to take coffee seriously, think of "Kopi Luwak" coffee.

Kopi Luwak coffee is very rare and very special indeed. The reason as to why so little of these Kopi Luwak coffee beans produced in a year is because it is literally pooped out, as in defecated, from an animal called the Asian Palm Civet found in Indonesia and the Philippines. These animals consume a diet of berries. These berries pass through their digestive systems unharmed and go right back out into nature, soon to become the tastiest coffee ever.

According to coffee lovers, the Kopi Luwak has a rich, strong, full-bodied and, overall, pleasant taste. It is, literally, good to the last "dropping."

The reason behind this is because the civet cat has very high standards when it comes to the coffee berry. They pick the sweetest, ripest berries to eat. Thanks to the civet cat's pickiness, its goodness passes onto the person on the rear end of this production process.

According to University of Guelph's food scientist Massimo Marcone the

enzymes in their stomach create the coffee's flavor because it breaks down the proteins that make coffee bitter. Essentially, the best part of the coffee is left behind in clumps of poop, awaiting people to dig them out.

Since the civet cats mark their territory by defecating, their outdoor washrooms are often located at the same place. Local gatherers often go to the same location to dig through their feces for digested beans.

But don't worry, this coffee has been well researched to ensure it is safe for human consumption. The beans are roasted to kill any bacteria present before they are grounded. Lab results have actually proven that the roasted Kopi Luwak beans have lower bacteria levels than regular coffee.

If you are serious about coffee, consider trying the Kopi Luwak. But since you won't find this coffee in your local Tim Hortons, you'll have to order the beans online or take a trip to Indonesia. But watch out, there are fake coffee beans disguising as Kopi Luwak on the market!

your hands thoroughly afterward to prevent any contamination.

### *The Legend of Cat Poop Coffee*

*The owner of Funnel Mill Rare Coffee and Tea in Santa Monica, J.C. Ho, tells us the legend behind the Kopi Luwak. The Sumatra islands in Indonesia had a reputation of producing some of the best coffees around. When Indonesia was controlled by the Spanish, the Spanish decided on getting some of this coffee. The natives there decided to play a hoax on the Spanish by picking the droppings and making this coffee. To their surprise, the Spanish loved the coffee!*

### **Don't Get Scammed!**

There are many scam artists out there passing off fake coffee as Kopi Luwak! By fake, I mean coffee digested by humans. To avoid buying fake Kopi Luwak, experts suggest ordering the beans in their unroasted state. Like the saying goes, the proof is in the pudding, or in this case, the poop. The simple joys of roasting and grinding your very own Kopi Luwak coffee will definitely awaken your senses. But I suggest that you wash



# The Money The Government Wants You to Have

by Vanessa Baudner

**H**ave you ever wondered how you could get more money from the government?

As students we sometimes forget that we are a very privileged group of people who should be reaping all the benefits of one of Canada's biggest industries—education. Sure, we could complain that we're not receiving enough funding and that tuition fees should be lower, but on the other hand, things could be a lot worse.

If you look into some of the financial aid programs available for students, you will see that the government isn't trying to keep money from us – they want students to have it!

University students in Ontario have more perks than you may think.

At The University of Western Ontario there are some fabulous benefits courtesy of the Ontario government and the University Student's Council: for example, the USC health plan.

## Student Health Plan Coverage

80%	Prescription Drugs
80%	Paramedical Services
80%	Medical Equipment and Appliances
80%	Accidental Dental
80%	Ambulance Benefit
100%	Tutorial Benefit
100%	Out of Province Emergency Medical
100%	Accidental Death and Dismemberment
\$500	Psychologist

Of course, most of us have coverage under our parents' plan, but our health plan at UWO works for us outside of the province as well as in Ontario.

A new plan introduced for student's in Ontario this past year demonstrates some new reimbursement strategies. Effective September 10th, 2008 the Textbook and Technology Grant (TTG) under the McGuinty government gives

students a refund of \$150 dollars for books and computer costs.

"Today's students will build tomorrow's knowledge economy, so we want to do everything we can to make sure students get the support they need to succeed," said Minister of Training, Colleges and Universities John Milloy.

The best thing about the plan is that it applies to all students – you do

not have to be eligible for OSAP to be eligible for TTG. The plan is not yet fully implemented as the grant will eventually be increased to \$300 dollars per student attending a recognized post-secondary educational institution.

This information that can be accessed online through the Ontario Student Assistance Plan website at [www.osap.com](http://www.osap.com).

## Marketing YOU How to Land that dream job

by Emily Hiltz

**S**nagging your ultimate career means letting you shine through. Emily Hiltz has the job-savvy tips every student should know.

### Face up on Facebook

Turn the tables on job recruiters with your own Facebook advertisement. Over 110-million site users could look at your ad, including employers from leading corporations. Want to work for Disney? How about IBM? Say so in your personalized ad and attract recruiters' attention. Beyond targeting employers, your ad opens the door to a valuable resource: the ability to network with others within your industry of interest. Do more than you bargained for.

Look for opportunities to help people out. Helping a "friend of a friend" with a project builds a relationship that could come in handy down the road. Expanding your network means more opportunity to be referred to potential employers. Showing interest in others indicates you're curious and helpful – both admirable qualities employers look for. Plus, getting involved in lots of projects ups the ante to discover a career path you might not have thought of yet.

### Become current

Read up on news events, watch TV, explore the Web, and most importantly, have conversations. Be aware of global and local trends that influence job sectors. Being able to keep up a conversation on a wide range of topics works wonders in interviews. Employers often ask broad questions that are designed to test your personality, interests, and well-roundedness, so be ahead of the game!

### Intern (and do more than serve coffee)

According to a survey by the National Association of College Employers in the U.S., every 2 out of 3 interns were hired by the same company after their internship experience. Though most internships are unpaid, students' big payoff comes with the priceless skills and contacts developed on the job. An added bonus: most companies have well-established internship programs. Once you're an intern, display initiative by asking questions and taking on more projects – your degree of enthusiasm will show employers how interested you are for a long-term position. If you're unsure of a career path, testing the waters with an internship is a great short-term way to uncover the pros and cons of a potential job.



# Oh, My Darling!

*How one of Western's own became one of Canada's most sought after singers*

By Mary Saunoris

**A**s Basia Bulat and her band of classically trained musicians take the stage, electricity fills the air and the audience braces itself as the whimsical folk music envelops the crowd. The bodies sway together and the room is conscious of the quiet that blankets the area while all attention is on Basia.

She is a delicate young woman with shimmering golden locks and an acoustic guitar resting on her lap. It is impressive how a seemingly innocent figure has such grand presence and the ability to capture and maintain the attention of even the most finicky of crowds.

With a soothing voice that sings through calming melodies, Basia and her band have established a formula of pop and folk music fusion that works.

Her debut album *Oh, My Darling* is certain to inspire those who discover Basia's music today and influence future generations.

Born and raised in Toronto, Ontario, Basia began playing piano at a young age which led to an interest in other musical areas. She plays a variety of instruments including guitar, banjo, ukulele, flute and bass. An unusual instrument of choice, however, is the autoharp, a string instrument that has been used in Blue Grass and folk music for over a century.

It was her love of The Beatles, Beach Boys and Motown growing up that influenced the musical styling Basia expresses today. Basia's musicality was encouraged when she left Toronto to attend the University of Western Ontario. There she became friends with classically trained musicians who shared her passion for creating music.

In 2006, Basia moved to Montreal for the summer and there she met engineer and Hotel 2 Tango studio co-owner Howard Bilterman, better known



Photo by Eric D'Amore

as the former drummer and producer of the band Arcade Fire. It was at Hotel 2 Tango where she recorded the songs that would become *Oh, My Darling*.

The beautiful melodies and whimsical sound Basia and her band created in the studio landed her a record deal with Britain's Rough Trade and Canada's Hardwood Records.

In 2007, Basia and her band mates left home for a three-week tour through Europe to great success. In September that same year *Oh, My Darling* was released across Canada.

Having completed her first European tour in the summer last year and just recently coming off of a North American tour, the young songstress has been busy establishing herself as an emerging artist to watch.

Shortlisted for the coveted Polaris Prize, *Oh, My Darling* was one of ten albums nominated for best full-length Canadian album, alongside popular bands Stars, The Weakerthans, and, the ultimate winner, Caribou. Having gained

recognition from the Canadian music industry, Basia Bulat is on her way to making herself Canada's darling.

***Express: You've had an amazing year, touring in North America, releasing two music videos and being nominated for the Polaris Music Prize. What has been your favourite musical moment this past year?***

Basia Bulat: When I'm actually on stage and playing for people it's always the best feeling because playing music is just so energizing. Singing and playing with people is what's special for me. Those are my favourite moments, connecting with the audience.

***After touring Europe in 2007 and now finishing up a North American tour, how did it affect the music you are currently writing for your upcoming sophomore album?***

I'm sure it has [had an affect], I know it has. The fact of playing the same songs

every night is almost a ritualistic sort of thing and the songs change over time in how you play them and what they mean to you. It's hard to say what kind of impact it's had right now, but in four years from now you will be able to tell. It's an exciting process.

**What was touring like?**

Touring has its ups and downs, like any job would. It's wonderful because you get to perform, but it is hard being away from people you love for long periods of time. It's the lifestyle I chose. In the year and half of doing it, it's like at the end of it all I have these moments when I remember why I'm doing it. It revives memories of why it is that I play. When I play, the hard parts wash away. I try to surround myself with friends and people close to me. It's great to tour with friends because everyone can feel like they're themselves. But you're human and you're going to miss people and feel sad and happy. It's a life long learning process.

**When is your sophomore album due to be released?**

There is no due date. Sometime next year in '09 but I'm in no rush to finish it for a deadline. I'm not great with deadlines and it takes the pressure off not to have one set.

**Is your next album going to be similar in style to *Oh, My Darling* or are you going to try some songs that are outside the box?**

I've always been a jack-of-all-trades and I'm not in any box to begin with. It will definitely reflect what we have been doing so far. I've been playing around with different rhythms and percussions. I have my mind on who I want to have on the songs and what instruments would sound good on which songs.

**Your songs all seem very intimate and personal, very relatable for listeners. Did you derive a lot of your lyrics from your personal life?**

With lyrics, I never set out to specifically write about one thing or another. For that album it was about which vowels and syllables fit in certain places. It was only after that when I realized I was writing about this or that, things that were happening in my life. It's about

growing up and it's written with those feelings I was having at the time. I still feel like a kid in so many ways but the record is about the process of going through that time of growing up.

**You have many ties to London. What are your specific connections to the city?**

I went to school at Western, and I was pretty involved with the radio station there. I have a lot of friends in the city so I go back to visit them. I'll always have a special place in my heart for London.

**Your song *Little Waltz* was used in an Australian Volkswagen commercial. Is it exciting to you that people in other countries are discovering your music through means of marketing or would you have preferred they found you elsewhere and are you currently pursuing other commercial options?**

I never actually pursue marketing through commercials so that was kind of a fluke. In Australia it definitely brought the record to a lot of people's attention which was really great. I definitely don't seek out ads to put my songs in; it was a special situation so I don't see it happening again. It's certainly lucky that it did reach people in that positive way but it's not really important to me. It's nice if it happens but it has to be a special case. It was a learning experience for me because I've never done anything like that before. I do think it was good for me to try that route. I have said no to some ads that just didn't look right and didn't work with the song they chose.

**You've released two music videos – one for *In the Night* and the second, the recently released *Pilgrimage Vine*. What was it like filming with director Anthony Seck who has worked with the likes of Feist, Broken Social Scene and Stars?**

Anthony's great, he has great ideas and I love working with him, he's really fun and he just does beautiful work, I've loved everything he's done. I know I'll work with him again.

**What musicians would you love to collaborate with?**

You know there are a lot that I'm playing with now, like my friends and people I've met. Writing collaboration is something I've never done and I'm not sure if I'd be good at. But I love the opportunities I get to sing in other people's albums.

**What does it mean to you to be a Canadian songstress in the music business?**

That's not something I've thought about too much. Definitely outside of Canada people are interested in Canadian music these days, but it's not something I think about while I'm writing my songs. I'm proud to be Canadian but it doesn't colour my work.

**Why should people care about Canadian artists?**

People should care about anything that makes them feel, regardless of whether the artist is Canadian, Brazilian, French or American. As long as they make you feel it doesn't really matter where they are from, just as long as the audience feels the music and connects with the artist.





# Valentine's Day Massacre



## That Will Kill Any Great Relationship

by Ryan Kideckel

**E**very February 14th couples celebrate Valentine's Day with love, romance and of course, presents.

But if a bow unwrapped reveals tube socks, Cupid's arrow may hit a lot harder than usual. In fact, a bad gift can insult your significant other and even destroy a great relationship. Here are 6 gifts to avoid at all costs.

### If She Likes Cooking

***Do NOT Give Her  
a new set of pots and pans.***

Nothing screams sexist like telling your girl to cook for you on the most romantic day of the year. Rather than a meal, you are more likely to get a pot to the head and a pan spanking to the ass. Unless you are into that sort of thing, avoid this gift; instead, try an exotic dinner to inspire her.

### If He Likes Sports

***Do NOT Give Him  
gifts with a sports theme.***

No guy wants a box of chocolates with LeBron James' face on the top, nor a

teddy bear wearing a Sidney Crosby jersey, nor a heart shaped Valentine's card of Alex Rodriguez telling him: "Our relationship is a home run!" If your man gets one of these in wrapping paper this February 14th, it's a definite relationship foul; instead, try front row seats for his favorite team, because a gift can end up in the garbage, but an experience lasts a lifetime.

### If She Likes Working Out

***Do NOT Give Her  
a "Lose 10 Pounds in 10 Days"  
exercise video.***

If you are dumb enough to get your girl a gift like this, you might as well get her new jeans about four sizes too big or a year membership to Weight Watchers. In fact, you can even start answering "hell yes" to her when she asks "does this dress make me look fat?"; instead, try a day at the spa to reward her muscles for all that hard work.

### If He Likes Music

***Do NOT Give Him  
a romantic mix CD.***

With a gift like this, it's only the thought

that counts. He may listen to it in front of you once, he may even force a few tears to Celine Dion, but no self-respecting man would spend any time alone with "My Heart Will Go On"; instead, try a "Guitar Playing For Dummies" book to kick-start his boyhood dream of being a rock star.

### If She Likes Flowers

***Do NOT Give Her  
a dozen roses.***

Wow Romeo, how'd you think up that gift idea? This gift will tell your girl you have no sense of creativity, that you waited till the last minute to get a gift, and worst of all, that you really don't know her at all. With a gift like this, you are no better to her than the pizza guy; instead, try her favorite flowers to show you care.

### If He Likes Sex

***Do NOT Give Him Chlamydia;  
instead, try a box of condoms and a  
romantic afternoon for two at the local  
walk in clinic.***