

BECAUSE WORDS MATTER

THE CAMPUS OBSERVER

Editor in Chief : Shujaat Ali Khan

Editor: Noor Nabi Khan

Student Reporters: Jamal Afzal,
Anum Fatima, Zain Sherazi, Arif Bashir, Samyia,
Momina, Komal, Aima, Hafiza Bushra, Ahmed, Saamit & Sajid Ali.

Email: thecampusobserver@hu.edu.pk

Changes in 21st Century

The 21st century has already started and changes can be seen in the first fifteen years of it. The changes like the massive progress in communication and information systems and the 3D movies. In fact there is a lot to come. In future, the robots will have an important role in our daily lives, the space discoveries will reach new levels, and the Eco systems will replace the normal systems. First, the robots will contribute in a bigger way in our life. I think in about seventy or eighty years, the number of robots will increase significantly. There is a great possibility that when you enter into a hotel or restaurant in 2080, you will be welcomed and

served by a robot. The space is the second field that will witness major discoveries. In the last sixty years, the human landed on moon, take a space ship to mars and did many other things. But they were inside our solar system.

We were limited by the level of technology. But in this century, technology will reach levels that makes us go further and discover new horizons. We may even find a new earth. Eco systems are another field. With the damage human made to earth with the old technologies, the researchers now work hard to replace these old systems by the Eco alternative like hydrogen motors for cars.

Newspaper's Role*Aima Deyan*

Look at the pages of the world history that clearly shows the role of newspaper in educating the masses. Look at the history of independence movement of Pakistan; it was the newspaper that reinforced in it. For that we extremely grateful to the great editors like Sir Syed Ahmad Khan, Maulana Mohammad Ali Jauhar, Maulana Shaukat Ali etc. In this sense, the history of Pakistan owes its origin to the role of the newspapers in educating the Muslim masses of the Indian Sub-continent. Newspapers educate the masses in different ways. Above all, they gave political lessons to their readers. They can mould the public opinion either for or

against some government policy, and we have seen practically in the history of Pakistan when our newspapers mould the public opinion in favor of dictatorship and there was also a time when they mould the public opinion against dictatorship. Right now in the era of electronic media, newspaper still plays an active and effective role in the field of education as well, newspaper educate the masses through different articles and supplements written by the educationalist and men of letters. Above all, they give periodical reports of the curricular and extra-curricular activities of the educational institutions.

Extra Food Scraps*Umer Bin Zakaria*

When we left our plates unfinished after a large meal, too full to finish the remaining food of our plate, we rarely pause and think about what we are doing? It is now routine to us: if we have extra food scraps that are unfit for eating, shouldn't they be thrown in the garbage? Our routine practices, unfortunately, make it difficult for us to conceptualize the magnitude of global food waste. The problem is even bigger than we think. According to a recent report by UNEP and the World Resources Institute (WRI), about one-third of all food produced worldwide, worth around US\$1 trillion, gets lost or wasted in food production and consumption systems. When this figure is converted to calories, this means that about 1 in 4 calories intended for consumption is

never actually eaten. In a world full of hunger, volatile food prices, and social unrest, these statistics are more than just shocking: they are environmentally, morally and economically unbearable. On the other hand there is plenty of bad news in the 2015 GHI (global Health Index). Forty-four countries have a "serious" level of hunger, while eight have an "alarming" level. In the Central African Republic, the country with the highest GHI, almost 48 percent of the population is undernourished and 40 percent of children younger than 5 have stunted growth. Think of eight people you know. One of them may go to bed hungry tonight. Not surprisingly, about 98% of hungry people live in developing countries and the crisis will likely get worse.

How Facebook Advertising Affects Buying Behavior of Young Consumers?*By:- Majid-Ul-Ghaffar
(Lecturer CMS)*

The article written by Fazal ur Rehman et al under the title, "How Facebook Advertising Affects Buying Behavior of Young Consumers: The Moderating Role of Gender".

Abstract: The basic focus of the study was to explore and investigate buying behavior and gender formation by using Facebook. Data was collected through a questionnaire and analyses were documented through step wise regression analysis. **Introduction:** Author of the ar-

ticle discussed in detail about the new communication technology its uses and effects on its users. According to Kahraman (2010), "Facebook is online platform that people use to share their ideas, experience and communication with each other worldwide". The writers of the research article say, "millions of people are using Facebook daily. By the end of 2010, Facebook had 500 million active users. **Methodology:** A survey research technique was used for data collection. A sample of 309 students was selected as sample of the study and their average was below 30. **Discussion:** On the basis of data the authors analyzed that Facebook advertisement has posi-

tive while Facebook environment has negative effects on buying behavior of young consumers. Rehman et al also analyzed that, "moderating effects of gender and identified that female has moderating effects on Facebook advertisement and no moderating on Facebook environment, while male has moderating effects on both variables i.e. Facebook advertisement and Facebook environment. **Conclusion:** On the basis of data and its analysis the writers of the article concluded that Facebook is an interesting platform that can be easily access around the globe. It can be used for advertisement to stay connected with consumers.

Healthy Friendship*Bushra Nazeer*

Human life is full of colorful relations, it is like fuel for us, if you have a good relationship with the people you are connected, you will feel more confident and lively. Relationships are the most precious gift of God, some relations are divine like parents, siblings etc. Another precious relation which is priceless is the relations of friendship, a good and loyal friend is the real gift of God. First of all, we should know how to develop a good and healthy friendship that is pure from selfishness.

A good relationship firstly requires two persons to be loyal with one another, as loyalty is the basis of any relationship whether it is between parents and children, with your siblings or with your boss etc. in all the cases you have to show the loyalty to win the hearts of all the persons important in your life, same is the case in friendship, it is something that cannot go far without being loyal with yourself and with your friends, and when you are loyal, friendship would be great, strong and peaceful. Secondly, I

think flexibility is something also very important in any relationship so as is friendship, you have to be flexible, to understand the point of view of your friends, their situations, suffering, what makes them happy and sad, to understand the nature of your friend and accept as it is, one must have flexibility, and that friendship will not prolong in which flexibility does not exist as it is the element that works like bricks for friendship, the more you are flexible, the more stronger friendship will be.

Another thing that is the essence of friendship, is the "patience", it is something that develop the sense of listening and to other's points of view without being hard to them. Flexibility and patience when combines together in a relationship will result in a long lasting and divine relationship. There are two factors which should not be included in friendship, that is jealousy and lies, friendship would not be friendship with these evil elements. Jealousy is the factor which completely destroys any relationship,

not any relation can stand on its feet if jealousy is involved in it or you can say such a relationship is not even a relationship. Friendship should be pure from this dangerous evil spirit; it is a beautiful and precious relation that must not be alloyed with anything vile.

Another and the most important thing that is definitely requires to improve your healthy friendship is to not indulge lies in the relationship. yeah, it is something that completely spoils the texture and colour of this beautiful gift of God, you can take a beat at the moment by telling a lie but it would be disastrous for you, as your friend who really truths you will come to know one day about the lies you have spoken to him and then he/she can never trust you again because once glass is broken can never back to its original shape so as the trust. So if you want to live your life with this divine gift of God, follow these small steps, because it better to take a right step when you have time then to repent on it later!

Immensity of Architecture*Ishtiaq & Shahzaib*

Universe begins with architect and end in architecture. Every architecture needs an architect, site, users and context. In a deep vision Almighty Allah is the supreme architect created the universe like heaven, earth, stars, sun and the moon and even its creature to minor details in each of them. For instance the earth is a site with major users human beings and animals are in the context of heaven surrounded by different layers of gases and clouds at the end of the

earth. While having a glance over the minor details of earth like mountains used as nails to avoid movements and have strength, added trees, grasses and shrubs to attain high level of beauty. And landscape for the users to fulfill all their needs. So the architect (Allah) has designed universe possessing durability, utilities (to be functional) and a very high level of aesthetic (beauty). Likewise the creature of the creator also tends to be architect.

Every person has his own imaginations about his architecture. Not only mankind but all the creature of the creator have and wish to have the architecture of their dreams in which they dwell or have to dwell. Every specie of the universe is an architect of his dwelling even the smallest architect and designs a hole or web, a spider designs web, a bird nest to beehives all of these spaces are designed with one rule to possess strength, functionality and beauty.

Inspirational Quotes*Sajid Ali*

1:- "Learn more from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning."

2:- "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

3:- "Sell a man a fish, he eats for a

day, teach a man how to fish, he eats for the rest of his life."

4:- "You can avoid reality, but you cannot avoid the consequences of avoiding reality."

5:- "Suffering is the essence of success!!!"

6:- "For great man, religion is a way of making friends, but small people

make religion a fighting tool."

7:- "Great mind discuss ideas, average mind discuss events and small mind discuss people."

8:- "Everything that is really great and inspiring is created by the individual who can labor in freedom".

9:- "Never do anything against conscience, even if the state demands it".