MEGREN TALKS SOCIAL

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We welcome new ideas and articles from students, teachers,
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to publish what you send us, but we will read it carefully!

Submitting articles
Any article you wish to be included in a future
edition must be submitted to your English teacher.
Please make sure you include your full name and
section number within the document.
CREATE - MOTIVATE - BECOME

The year that passed saw historical changes in the Kingdom. These welcomed beginnings came at the perfect time to surrender to the timing of the New Year. We have re-branded the magazine, and with this change comes content that celebrates communication. We pay homage to expression, and what better way to do that than to theme this new issue with all things social. As we dip into the crevasses of social media, we also meet new influencer’s that merge their passion with a follow button.

As SPOTLIGHT evolves, we are seeing etchings of new hope. Forward thinkers are taking to their keyboards to paddle through the slopes of media. KSU is built on inspiration and motivation, with our alumni leading nations and Fortune 300 companies. It all begins with loaded backpacks and handbags filled with books, mini devices and power banks ready to support the change of minds and inspiration through persuasion. This is the power of language. SPOTLIGHT is KSU.

Asma Al Yousef
Editor in chief

December Issue 05

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SPOTLIGHT

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ON THE COVER

Spotlight Magazine recently had the privilege of sitting down and chatting with Megren Abdulrahman Al Megren, Deputy CEO of NMR Real Estate.
IN CINEMAS

RALPH BREAKS THE INTERNET
Take a journey with two video game misfits that need to travel to the World Wide Web in order to find a missing part to fix a game they need to finish. The concept of this movie is great, we like that the internet becomes a wonderland of mystery and careless fun. The netizens (internet citizens) assist in a world of fantasy and colourful whimsy takes control. The movie has some very funny moments with similarities to the internet reality we live today.
Genre: Animation
Starring: Samuel Jackson, James McAvoy, Bruce Willis

HOW TO TRAIN YOUR DRAGON HIDDEN WORLD
Now chief and ruler of Berk alongside Astrid, Hiccup has created a gloriously chaotic dragon utopia. When the sudden appearance of female Light Fury coincides with the darkest threat their village has ever faced, Hiccup and Toothless must leave the only home they’ve known and journey to a hidden world. As their true destinies are revealed, dragon and rider will fight together—to the very ends of the Earth.
Genre: Animation
Starring: Jay Baruchel, Cate Blanchett, Gerard Butler

MARY POPPINS RETURNS
Beloved nanny Mary, returns to save the family she once cared for in an unexpected way. Take a journey through clever wit, with Mary Poppins and the Banks family as they find a big piece of adventure whilst trying to find something as important to the family.
Genre: Adventure
Starring: Emily Blunt, Lin-Manuel Miranda, Ben Whishaw

AQUAMAN
Atlantis is in ruins. Ruled by a King Orm who has the entire world in his sites. His half human, half Atlantan brother is the only one who might be able to save Atlantis and the world. To fight for his true right as ruler and protect Atlantis, with the help of trustee Vulko the Royal Counselor, Aquaman must find the Trident of Atlan to realise his destiny.
Genre: Action
Starring: Michael Beach, Willem Dafoe, Amber Heard, Nicole Kidman
BOOKS

THIS MONTH SPOTLIGHT LOVES!

Classic books that have nations talking decades after their release is something we love to share with our readers. One such book is Paulo Coelho’s The Alchemist.

The Alchemist is a must-read. It takes you on a terrain of self-discovery that is not typical of other books. Here, the readers are challenged to do an introspection of their own lives. The story unfolds seeing a shepherd boy deal with the winds of change that life brings on his mystical journey. The book will have you drown in a bliss of curiosity as the boy deals with fear and the concept of alchemy being more figurative than the physical creation of the metal—gold.

MORE GOOD READS

The Little Prince is an all-time favourite of generations written by Antoine de Saint-Exupéry, an aviator, with a flair few of his time could possess. The story unfolds as a pilot (the narrator) crashes in the Sahara Desert, only to be greeted by a boy who calls himself The Little Prince who weaves his life story into a tapestry of adventure and life lessons that the pilot doesn’t expect. This book is mesmerising.

Replay is about a man who dies and comes back as his 18-year-old self. His memories are still intact from the previous 25 years. He makes better life decisions as he now goes through segments of his life again. He meets another person who he suspects is replaying their lives after she hires George Lucas and Steven Spielberg to work on an unknown project; this is before the two become acclaimed filmmakers. The two new friends become enthralled with each other, each trying to find more replayers by leaving cryptic messages in newspapers. The story is captivating to say the least.

This book, though simple in its approach, has garnered interest and a fan base for years. The Year of Yes shows us how the paradigm shift of being open to things can change your life. Shonda is one of the most celebrated producers of our time. She details how saying “yes” to things allowed her to enhance and grow as a human being. It is the perfect book to enhance your self of being.
AN OPINION: ARABIA HAS SPOKEN, & SHE HAS A LOT TO SAY

By Sara Al Thehaiban

Readers, the fact that you’re reading this is a testament of unlimited access to communication. I’m addressing you personally because it is highly likely that you are a contributor in any, some, or even all the social media platforms. Social media, without a doubt, has revolutionized the virtual court of public opinion and given it unsolicited power.

“There are three things that matter in property: location, location, and location!” Similarly, there are three things that matter in communication: location, location, and location. There’s more to it than simply location; however, I find location to be a sufficient generalization. At least, that was the case before the rise of social media. Things are very different in this day and age with our relentless use of social media. Take Arabian countries, for example. It is adequate to assume that it has brought us together, or at least has given us the medium through which to share our thoughts about each other. It felt as if we, more than others, needed it most. Our posturing, at one time withheld, is now shared across phones, in hopes of abolishing their misunderstood nature. It is delightful to see, after all those years of having minimal connection with each other, that we finally have a medium which allows us to talk to one another like never before. However, there is a potential downside to this. Misusing social media can cause destruction that is equal to the magnitude of its ability to unite. We must be diligent, and take the appropriate measures to protect ourselves!

In conclusion, I would like to remind you of the great resources we have to bring people together. Let that be the course of action: unity. As a Saudi Arabian, I feel very proud to see us participating on the world stage. An astonishing 41% of the online population in Saudi Arabia uses Twitter, a higher percentage than anywhere else in the world. In this spirit, let’s use this statistic to our collective advantage!
Online Friendship

By Sana Manzari

Just imagine!! A person from another part of this world, whom you have never met, is your best friend! Can that be possible? Well, with some help from the Internet, yes.

These kinds of friends are called "Online Friends". It is trendy now to have online friends, especially among teenagers. Making friends with strangers is not a new concept; because even back in the 1970’s and 80’s and before the widespread use of the Internet, people used letters to communicate with other people in different cities or countries. They were called "pen-friends."

Email usage became widespread after the 90’s internet boom, making contact with virtual strangers easier than ever before. Those types of friends were known as “E-Pals.” Nowadays, with the help of social media platforms such as Facebook, Twitter, and Instagram, it has never been easier to make and maintain contact with strangers and known friends alike.

An online friendship begins when two people bond and discover they have things in common, just like an “offline” friendship. Online friendships can also develop in places such as gaming sites and blogs.

Research has shown that people who are shy, or who suffer from social anxiety, are more likely to make online friends than others. They feel more comfortable in communicating with people by messaging rather than speaking face to face.

There are some advantages to online friendships. For example, you can find people with interests similar to yours, and you can do so quite easily. You can chat with these people anywhere at anytime. You can talk to them about anything you want. You can feel like you all “belong.”

However, there can also be some disadvantages to having online friends. Some people become so addicted to keeping in contact with their online friends that they begin to abandon their real-life friends and other things that are important in life. This can mean losing the balance between the real world and the virtual world.

You have to be careful when you make online friends because you don’t know much about them; you haven’t seen them in real life. There is possible danger that some of them could be hackers or even predators. This is why keeping certain private information to yourself is essential and should never be shared with anyone. I feel compelled to say that having online friends can be a good thing in a person’s life but, in the same breath, caution should be exercised!
PICTURE PERFECT

He is the English Magazine photographer, and he brings a lot of dedication and passion with his camera. He is a current KSU student, studying psychology in his second year. His teachers have described him as a fine, committed student. Nawaf is 20 years old.

Nawaf took his first photo back in high school. He has not stopped. He really likes taking pictures because this is an activity that delights him and also brings happiness to others. However, you should not ask Nawaf how many photos he has taken; he lost count a long time ago!
Part Time Passion

Young student Fahad Melha is a student at King Saud University's common first year during the day, but he spends his free time as a barista at Five Elephants Café.

"I became interested in the coffee culture for a number of reasons. Mainly because we're all so busy with our daily lives yet we seem to always find time for coffee. In Saudi Arabia, cafés have sprung up in almost every corner – each with their own unique offering of what great coffee is."

Five Elephants café is proving to be very popular in the heart of Riyadh by delivering specialty coffee and delightful desserts. The admirable work ethic of Fahad and his team is surely the reason behind the success.
SPOTLIGHT Magazine recently had the privilege of sitting down and chatting with Megren Abdulrahman Al Megren, Deputy CEO for NMR Real Estate. For a considerable length of time, he has been using social media to share things with others. His followers have been steadily increasing. For his part, he had never intended to become such an influence in social media: “It just happened!” he says. These days, he mainly utilizes social media to help local and small businesses increase their brand awareness.
We’ve seen over a decade of social media and different forms of information sharing. What’s new in social media that we should be aware of?

Megren: I have been involved with social media since its early days. Based on my experience, people were initially only comfortable with sharing major highlights from their personal lives like weddings, graduations, newborn babies, etc. Over the years, with advancements in smartphone and app technology, I have noticed people transitioning to becoming more open to sharing more varied aspects of their personal lives. The rapid development and increasing ease of use of connected devices seemed to encourage people to share more of their lives with the public. Based on that, I predict augmented reality as the next major tool for social media, since it will provide a unique, interactive personal experience that appears to be perfect for social media.

What is the one app you cannot live without and why?

Megren: I wouldn’t say there are apps I cannot live without, but I find Instagram and Snapchat to be almost indispensable. I use them to keep up to date with friends’ activities and to learn about new, local businesses developments.

What positives can come out of using platforms for education and how can social media be utilized in the classroom?

Megren: I believe social media has become an integral part of our daily lives, and irreversibly so. Thus, utilizing social media for educational purposes is no longer just option; it is a must! It’s a powerful tool that allows students to instantly connect with world-class experts, watch live stream conferences, tune in to educational tutorials for self-development, review works of interest from all over the world and be used for long distance group work. The list goes on.
Now, please take us through your day. How much time do you use your phone?
Megren: I do not overuse my phone; I am very careful not to do that. I do spend most of my day at work, where I sometimes have to use my phone. After work, I often turn it off! I have dinner with my father, and later, I go meet my friends in the evening. I try to enjoy the moments of the day, and I do not allow myself to be enslaved by my phone.

What do you hope to see in the future regarding social media platforms?
Megren: Social media, in my opinion, is undoubtedly the most powerful tool created in the history of humankind. However, it can be used for both “good” and “bad.” With the press of a button, one can influence millions of people. Not only has social media influenced our culture here in Saudi Arabia, it has influenced the whole world. It is now deeply interwoven into our lives and daily routines.

Sadly, some misdirected people use this tool to promote harmful behavior and negative ideologies. Children and the uneducated are the most vulnerable to be influenced and manipulated by this negative content. I hope to see a nation-wide awareness program that educates people not only about the potential dangers of misuse of social media technology, but also about the potential benefits of responsible use of social media. I want those who influence us with social media to understand that they have a responsibility to always try to impact those who read the content positively.

Tell us one thing that will surprise, and maybe shock us about social media and online sharing.
Megren: Well, how about the fact that it is impossible to watch every youtube video since an average of 300 hours of videos are uploaded to the site per minute?

What advice would you give someone who would like to go into branding and social media management?
Megren: Understand the social responsibilities and impact on society that come with entry into this field. A clear understanding of these two key components should be at the core of anything you share with the public.
“Understand the social responsibilities and impact on society that comes along with it.”
INFLUENCES - THE STORM
TROOPERS OF THE INTERNET

Social media has transformed so dramatically in the past twenty years it is almost unrecognizable when compared to its appearance in the late ’90s. Where once it meant yet another way to keep in touch with family and friends, we can now use it as a platform to display our everyday lives, important events, and exciting adventures. We enjoy bringing others along for the ride, even those we don’t personally know.

Many companies have jumped on the bandwagon, using social media to expand their brand recognition and to reach a wider audience. As these platforms become more sophisticated, individuals can also brand themselves and create a following of fans. Those who do so are called “influencers,” and they have wide recognition among many social media platforms.

Facebook, Instagram, Twitter, Snapchat, WhatsApp, LinkedIn, Pinterest, Tumblr— all of these and many more- provide space for us to express ourselves and create content that others can relate to.

Oftentimes, the content is shallow, consisting merely of one facet of one’s life that can appeal to a wider audience, as opposed to profound, specialized communication. By design, influencers design their social media posts to appeal to their followers, and as businesses and advertisers come to realize how many people the message can reach, they make lucrative offers for product placements. The opportunity to accumulate wealth from being an influencer is substantial.

Advertising budgets are designed for impact, and influencers hold a direct connection to buyers. They do not rely on passive advertising. Endorsements and special privileges are given to those who take advantage of the attention given. One drawback is that influencers must be careful to not offend, as their position is often precarious, depending on the goodwill and attention of their followers.

By Douglas Neudeck
21ST CENTURY TECHNOLOGY IN THE MIDDLE EAST WITH A FOCUS ON SAUDI ARABIA

“A recent study revealed that undergraduate students who are being taught using active learning techniques are 1.5 times more likely to pass than those attending classes with traditional lectures” (Active Learning: The Future of Higher Ed?, GetSmarter, 2018).

Educational technology has revolutionized the way members of Generation Z (i.e., people born after 2000) learn and engage with new content in the classroom. The rapid progress of digital technology seen in the growing use of multimedia within classrooms has enabled educators to be more creative in their teaching methods. Today’s students can view learning as fun and interesting, thus compelling instructors to embrace more innovative strategies while gradually forsaking the traditional ones of yesteryear.

Kingdom of Saudi Arabia, with its sights set on Vision 2030, has introduced world-class technology in its academies across the country. This technology is meant to prepare students for effective computer literacy and digital citizenship in a kaleidoscopic global society. For instance, every classroom at King Saud University (KSU) is fully equipped with an e-podium, projector and smartboard that instructors can and should use in their lesson planning and execution. Such tools enable language teachers, in particular, to establish an active-learning environment in which students are deliberately and autonomously experimenting with the language in a communicative, dynamic and purposeful manner.
Furthermore, such accessible technology has facilitated the gamification of learning. Educators can convert parts of their lessons into games as a way of reinforcing lesson objectives. This allows for the introduction of new concepts and can encourage better student participation.

Kahoot! is one way teachers at KSU are achieving the aforementioned. This interactive and competitive game is designed to quiz students on some aspects of knowledge they have gained. Therefore, building camaraderie in the class as everyone uses the app to answer generated questions that are displayed on the smartboard, and with answers being selected through their mobiles, tablets or laptops.

In fact, the gamification of education is also evident in the hybrid approach that characterizes many universities curricula. Hybrid learning involves both face-to-face classroom attendance and a virtual component in which students must contribute to online discussions and complete homework tasks using a Learning Management System (LMS) such as Blackboard.

The English Language Skills Department at KSU has incorporated this hybrid approach into its curriculum. This allows students to practice what they are learning in class and at home via the LMS. These virtual activities may take the form of vocabulary and grammar games, thematic discussion questions, and reading and listening passages, all meant to supplement what is learned in class.

In short, the amount of edutainment options is boundless as educational technology continues to evolve here in the Kingdom, the Middle East and in the world. Thus, employing active learning teaching techniques in higher education should no longer be a difficulty for cutting-edge classrooms. Teachers and institutions are seeking to ready the next generation of government, industry and academic professionals for life in a digital world.
Interviewing Abdullah, the car modifier with a big smile.

**Can you give us a brief introduction to the world of Abdullah?**
**Abdullah:** I’m a mechanical engineer who works for Saudi Aramco. I have high passion for cars. In fact, cars are almost everything in my life!

**How did your passion for cars and working on them come about?**
**Abdullah:** I am not sure. I can only tell you that I have been fascinated by cars since I was a child. I think it started at the age of nine.

**What kinds of cars do you currently drive?**
**Abdullah:** I currently drive one car, a Porsche GT3RS.

**If you could pick any car to drive for one day, which car would that be and why?**
**Abdullah:** That is not an easy question, but I would say; the Porsche Carrera GT. It’s Porsche’s “hypercar,” with an engine that was originally designed for Formula-1. Quite simply put, it’s a street-legal race car!
Have movies like “Fast and Furious” had an impact on you?
Abdullah: No. Some of them are fun to watch, but most of them are so far from reality that I just do not place much value on them!

Can you name one car which you would really like to customize, and tell me why?
Abdullah: The Porsche 991 Targa. It looks really cool with Techart modifications, and it’s an all occasion car. Techart is one of the best Porsche tuners out there.

Do you prefer interior or exterior customization, and why?
Abdullah: I prefer exterior customization, I think, because not just the customer, but everyone who gazes upon my work, can immediately see the improvements I have made.

What is the current trend for customization?
Abdullah: The most prevalent, current trend in automobile customization is the use of fiber composites. You can do some amazing things with them.

Can you think of any memorable personality whose car you have customized?
Abdullah: For me, all cars I have modified are memorable. I treat every customer the same. I always modify a car as if it were my own vehicle, making sure the owner is happy with the result.

What advice would you give to anyone who has a strong passion for cars?
Abdullah: The same advice that a really good teacher once gave me, and the same advice I give to all young people: Follow your dreams, work hard to become what you want to be, and enjoy life!

Go ahead and check out all the creative work by done Abdullah on his official Instagram page; @bydesing_motorsport
There's a Blog in My Soup

By Zaheer Carrim

What brings you joy? Is it using your GoPro camera down a desert dune? Or is it writing a post about the best kale salad you've ever had and feeling a surge of energy when you click POST?

First things first, blogging isn't just typing and clicking POST. It extends to videography and utilising social media to maintain your brand throughout channels. Remember you are a brand. Your individual identity is represented by the content you create and represent.

10 Things that blogger Carly the Prepster inspired us to share:

1. Just start and get off the ground
   Overthinking concepts and content will lead you to never start in the first place. Things will never be just right; the only way to do it is to just GO FOR IT.

2. Only a few
   Know that in the beginning there will be very few people reading your blog. This will help you edit and tailor content to the target audience.

3. Pick a platform
   There are many options such as Blogger (from Google) or Wordpress (not free). There's also Wix and Tumblr.

4. Go into it with the right intention
   What do you want your end goal to be? With the right intention, you are able to ground yourself.
5. Don’t think about the perks just yet
Many people on a high level, who are celebrated bloggers, get to that level after many years. Make sure this isn’t your only reason for blogging.

6. Enjoy and Explore
As long as you are always enjoying the process, you are already successful.

7. Quality
Make sure you are always putting out good content that you are proud of. Whether it’s photography or writing, make sure you aren’t just whipping things out for the sake of content. If it’s about photography, you don’t need a fancy camera, just focus on lighting. Find a light source and play around with it. You will learn as you go.

8. Quantity
Once, twice or three times a week. Figure out what will work for you. If you can’t commit to a daily schedule for posting, then stick to what you can manage. Even if it’s just once a week.

9. Burn out
Don’t burn yourself out. Let people know what to expect from you, especially with the social media component. Try to do what feels right for you. Even if it’s one tweet a day. Be honest with what you can manage so your readers know what to expect from you.

10. Keep ideas running
Look around and be inspired by everything. What are your friends talking about? What’s happening in the news? What are people talking about in general? There are endless ideas that can come with ease once you allow yourself to be challenged and inspired.

You might have a hard time coming up with content and what to blog about. Try to find a niche angle, but don’t be too specific. Find your voice. Sit down and come up with 50 blog post ideas.
If you get to 25 and you feel you’ve exhausted the list of ideas, then you know you have to change your blog angle.
STEVE JOBS / QUOTES

My favorite things in life don’t cost any money. It’s really clear that the most precious resource we all have is time.

Being the richest man in the cemetery doesn’t matter to me. Going to bed at night saying we’ve done something wonderful, that’s what matters to me.

It’s really hard to design products by focus groups. A lot of times, people don’t know what they want until you show it to them.

Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.

Design is not just what it looks like and feels like. Design is how it works.

Innovation distinguishes between a leader and a follower.
HOW I USE SOCIAL MEDIA

By Ghala Al Obiyun

I would be lying if I were to say that I only use social media to learn, to communicate and to fine tune my personality. No matter how hard I try to limit my social media usage, I frequently fail. Social media is full of distractions that cause me to lose focus and waste my precious time doing absolutely nothing worthwhile. I can immediately think of one example. The other day, I wanted to chat with my childhood friend through Instagram. As soon as I opened the app, a beautiful sunset picture instantly caught my attention. I could not take my eyes off that picture; it was very calming and relaxing. So I decided to take a look at the photographer’s account. I spent hours scrolling over her Instagram page. I was amazed by her ability to turn photos into reality, to play with lighting and choose the perfect angle. Then, I decided to learn about photography through the aid of YouTube. As usual, I started watching videos on photography, and ended up looking at cute cat videos, losing sight of what my initial intentions had been. When I decided to lock my phone, I subsequently remembered the reason why I had opened it in the first place, which was to talk to my friend, so I spent the next half an hour doing that. At the end of the day, although I improved my photography skills, I still felt guilty for allowing social media to distract the way that it had.

After these recurring incidents with social media, I decided to limit the amount of time I was spending on my phone. I found an amazing app that helped me track the amount of time I was spending on it. After two weeks, I was able to restrict my usage to just two hours per day. I resolved to try to use social media only if it was for something important in my life, like communicating with my friends, or keeping up with my family members. I am still working on time management!

As a result of this experience, I realized that I was using social media to run away from reality and my responsibilities. I used to follow a lot of celebrities and influencer’s on a daily basis, only because I wanted to be entertained, and to forget about what was really important. Of course, it is perfectly alright to have fun from time to time, but we should never neglect those things that really matter in our lives.

The bottom line is that in order to get the best of social media, you should always focus on your goals and try to avoid distractions. I cannot deny the fact that social media usage has been of considerable benefit to me. In addition to its main role as an entertainment tool, social media has allowed to explore different cultures and to communicate with people from around the world. However, if I now see that I should optimize my productivity and should use social media in an appropriate way. Hence, I have resolved to identify my priorities, and then utilize social media as a tool that will help me attain my most important goals in life.
SOCIAL MEDIA INFLUENCE
By Lamya Al Sultan

Social media has become a big part of our lives. It makes human interaction more convenient and much faster. Social media gives everyone an opportunity to express themselves the way they want. It makes communication much easier to connect with anyone no matter how far away they are from each other, in distance and in time. Social media also helps the business community as it allows many people to work from home and to advertise their products.

THMANYAH INFLUENCERS
By Atheer Al Hanani

Social media has a large number of active users currently. It is also used by almost everyone worldwide in some way, shape or form. I have a favorite website: Thmanyah. It is a publishing and distribution company that focuses on investigative journalism based on written, audio, and video content.

The site, founded by Abdulrahman Abu Malih, produces short documentaries about Saudi Arabia and its people. Their Fajan podcast channel hosts well-known celebrities and people with extensive experience in different fields. It also contains discussions about art, culture, and technology. As a result, Thmanyah won the New Media Award in 2018.
HAS THIS GONE TO FAR?
By Anmar Alshehri

In today’s modern age, people have found new ways to interact with each other. Companies have taken advantage of this and created applications solely for interaction and sharing. Till today people still discuss whether this has gone too far.

The idea of being able to stay in contact with your friends and family for no cost seems unbelievable. This is the reality we are living in; however, I believe this has been overused. Face to face interaction is unheard of nowadays. Even when you walk down the street you see no eye contact! It seems like people are afraid to approach each other. I think this is wrong.

However, there are some positives to these applications and they do make life easier. For example, texting your mother to tell her you will be visiting and informing people when you’re going to be late.

In conclusion, I believe balance is key. Too much of anything is bad. Especially when it comes to life skills such as socializing. You have to be able to live with or without it.

IS SOCIAL MEDIA HARMFUL?
By Saud Al Ghaifan

In this day and age, social media has become an important part of our lives, and many would argue that we can never go back to the day without them.

We can all agree that social media has blessed us with countless benefits. Through social media, everything has become easier, with communication becoming so easy, you can communicate with individuals from all over the world as if they are right next to you. Sharing your art and creative ideas easily and effectively with interested people, marketing and advertisement becoming easier, quicker and more profiting for both parties, sharing and protecting knowledge and information becoming easier.

However, social media proved also to be harmful. With overuse of social media, our actual social skills have become weaker. We rarely, if ever, socialize outside of social media. We spend too much time with our devices and no longer take care of our physical and mental health.

In conclusion and in humble opinion, social media is truly a blessing from Allah, but we must balance its usage, and use it to improve our lives and future while avoiding the harmful and unethical methods of using it.

USE OF SOCIAL MEDIA
By Faris Al Ali

People worldwide are using social media both young and old. In this essay, I will argue that social media has a positive effect on people.

Firstly, people studying abroad can call their family for free using apps like Skype. In this case, they will not be lonely, and they will not be homesick.

Secondly, students can use websites such as Wikipedia to research topics that can help them with their projects or essays.

Finally, apps like Facebook can be used to share pictures with friends or to express personal and emotional thoughts and help in making new friends.

In conclusion, social media has many benefits for all people, but you should not focus on just social media rather live your life in the real world.
ADDICTED TO SOCIAL MEDIA

By Fahad Thakkar Al-Gumii

Today, technology affects major aspects of our lives. The way we find news or the way we look for the nearest gas stations. We use Google for that. Google is amazing Search Engine as well as Social Media.

Nowadays, Social Media takes a big chunk of our lives, it is very addictive. But it is also very helpful. It allows us to connect with our friends and loved ones wherever they may be. We can send them photos, videos and share sentimental moments with each other.

Social Media even lets us, get to know people from around the world. People who we may have never met or got to know. It connects us with the world.

In conclusion, Social Media has plenty of effects on us, somehow bad, but its opened a whole new world for us to explore.

PROS AND CONS OF SOCIAL MEDIA

By Abdullah Abdulaziz Al-Harbi

Social Media has affected our lives and how we communicate with each other. So, in this essay, I am going to highlight some of the pros and cons of Social Media.

Social media has many pros and benefits. It makes us communicate with people a lot quicker than in the past. It also makes us connect with a lot of people from different parts of the world at the same time. Unfortunately, Social Media has some cons, which affect our lives in bad ways. It has made us live in a virtual world in which we make unreal friends. Also the huge spread of false information by unreal friends has made some of the incorrect information spread on the internet.

In the end, I think social media has made our communication much easier and faster but we should avoid using it all day because it will make us disconnect from our real world.

EFFECTS OF SOCIAL MEDIA

By Abdullah Nasser Al-hawas

People have argued, especially in the last few years on the effects of Social Media. Is it a curse on humanity or is it the best invention in the history of humanity? A lot of answers have been given between the benefits and harms of Social Media but most people agree that it depends on the way you use Social Media.

Social Media has made the connection between us and the outside world easier than it used to be. Nowadays, you can know so much, but on the other hand, Social Media affects and damages the relationship between us and our family. So the key to benefit from Social Media to the fullest range is to balance between the use of Social Media and the social activities we need to do in our life.

Finally, I think Social Media is a curse if you overuse it, and if you waste your time using it. Also I think that it is the best invention in history if you use it wisely and effectively.
HOW SOCIAL MEDIA AFFECTS US  By Abdullah bin Dayel

Did you know there are more than 4.2 billion social media users around the globe?

Do you know what is the most popular application in the world?

In the last 20 years, social media started to affect us in many ways. Our connections with each other have changed tremendously. In the past, it was difficult to know about other cultures and countries. It was also hard to gauge the feelings of people in the same nation.

There are about 30 million active Internet users in Saudi Arabia, and 54% of them are Instagram users. Social media platforms, like Instagram, can help build relationships and businesses, and provide information about different topics as well.

SURVIVAL OF THE FITTEST  By Abdulrahman Bin Dakhel

Humans need socialising in order to survive. We are all dependent on each other in one way or another. Survival of the fittest is the law of nature, with socializing being a top priority for most human beings.

One cannot be isolated from others as this will lead to mental illness. Our human nature will force us to speak to anyone in order to stay sane. An example of this can be seen in Tom Hanks’ Castaway, a thriller movie about a stranded man on an island who talks to personalities he has created from inanimate objects in order to survive.

Both technology and socializing began to expand to other levels of human interaction. Social media gave us a no-restrictions platform to share thoughts and ideas. Nowadays, we can communicate without physical interaction thanks to our engagement with society via our phones and other digital devices.
VARIOUS WAYS I USE SOCIAL MEDIA  By Muneera Al Beeshi

Social media is a big part of our generation, and can be used in various ways. But depending on the platform, the content may change. For example, Twitter is mostly used by people to share their thoughts while Instagram is used to share photos that people believe are worthy of posting and sharing. As for me, I choose to use Instagram for several reasons.

As a beginner in photography, I like to capture places, things or people for the sake of memory and fun. Instagram allows me to share photos with my community and get positive feedback from friends and family. For me, being able to follow professional photographers is a source of inspiration and motivation to keep going.

When using social media, you are not limited to what you are allowed to post. As a food enthusiast, I started a food blog. I enjoy going around town trying different restaurants and cafés, critiquing and rating food, and posting photos of food. My blog allows me to keep track of where I have been, while allowing others to make a decision on where to eat.

I think of social media as a big cloud that consists of whatever ideas pop into my mind. You think of something and suddenly it is there right before your eyes. I believe that my photography inspires people to go outside and explore the world around them, while my food blog continues updating them on the new hotspots in town.

RISE OF MARKETING  By Huda Al Anazy

Social media has been proven to be not only an online communication platform but much more. Recently, social media has been in the interests of many industries most notable of which is marketing. Social media has revolutionized marketing in many ways making it faster, cheaper and more efficient. With social media, companies can now reach the target audience not only in a certain city or country, but all over the world.

Influencers play a big role in digital marketing as they are the ones who promote products and services to their audiences. They are more likely to attract consumers because they have a strong relationship with them. Influencers have to keep in mind that responsibility automatically comes with having a large following, so they should only promote what they really believe in. This marketing strategy is not only beneficial to the companies (because they reach a large portion of the target audience) but also to the consumer because they only get advertised products or services they’re interested in.

“If your business is not on the internet, then your business will be out of business.” - Bill Gates
A

SAUDI

YOUTH

PERSPECTIVE

H.R.H. Prince Turki Bin Abdulaziz Bin Nasser Bin Abdulaziz Al Saud
We are blessed in Saudi Arabia to be witnessing a new golden era under the leadership and guidance of the Custodian of the Two Holy Mosques, King Salman bin AbdulAziz, and his trusted son, Crown Prince Mohammed bin Salman. We are now a nation that is promoting and encouraging its youth to achieve greatness and, as a young Saudi myself, I have never been as sure that the future is in safe hands, Allah willing.

It is an established fact that the age of petroleum is coming to an end. For far too long, we have ignored this issue. We could have continued with “business as usual” for quite a while longer only to suffer the most severe consequences later. It will be a challenge to diversify our economy, rid ourselves of our dependency on oil and gas and move towards a knowledge-based society, but this task has to be undertaken. It saddens me to say that my country, which has such enormous potential, has lagged behind in so many areas for so many years. However, Crown Prince Mohammed bin Salman says: “No longer”! I am with him and so is my generation.

There is much work to be done. Among the most important tasks is to encourage and support more women to join the workforce. It is estimated that, currently, only 20 percent of women are employed. This is such a waste of talent and potential that could be otherwise used to advance the country. Current developments such as women driving again on Saudi roads – as they did in the 50’s, 60’s and 70’s- will contribute to this goal.

Saudi youth make up 70 percent of the country’s population. Over the last ten years, they have studied at some of the world’s best universities. They have gained practical skills and experience working in many leading international companies operating both inside and outside the Kingdom. I know of their eagerness to implement their skills and knowledge at home. Now, they will have this opportunity. We live in exciting times. What we always knew was possible is becoming a reality. Our country can now be rightfully called a global hub for creativity and innovation. I believe in my generation. They are our most valuable resource.

In the past, rarely a week went by without international coverage of the Kingdom. What’s different now is that even the most critical news outlets are starting to report the huge advances that are taking place. Crown Prince Mohammed bin Salman has taken the world by surprise with initiatives such as the much-anticipated Aramco IPO and mega-projects such as Neom. Such projects, unparalleled in their size, will ensure that we won’t be left behind in a post-oil era.

We have been fortunate to have had decisive leadership at the right time. If we look at what we have achieved so far. Despite the shortcomings of the past, the future holds great promise and it is the talented and capable youth of Saudi Arabia who will leave their mark in the history books.

Anyone who has visited Saudi Arabia recently will have noticed the changes that are taking place in almost every aspect of life. What can stop us? Well, as our Crown Prince Mohammed bin Salman said: “only death!”

I have been asked to write about my experiences as an international EFL teacher. Indeed, twenty-two of my thirty years in teaching have been spent outside of my home country. Something I would immediately like to say is that on the whole, living and working abroad has been a positive experience. However, I would be untruthful if I were to say that there have never been any problems. Overall, the pros outweigh the cons, but anyone who aspires to become an international English teacher has got to be prepared to face some obstacles.

Now I will say what I like best about being an international English teacher. The wealth of experiences is foremost in my mind. Had I remained in my home country, I would never have gotten to see what I have seen, and to live the way I have lived. This aspect of being away from Canada has been irreplaceable. Also, I find that, in the countries I have taught (Germany, South Korea, and Saudi Arabia), teachers are better respected than in my native land, Canada. In Canada, teaching was just a job, but in these other countries, it is an honorable profession. Consequently, I find I have consistently felt slightly better about myself as a teacher in Germany, South Korea and Saudi Arabia than I did as a teacher in Canada. This is something that really keeps me going!

Other aspects of living abroad that I like are the lower taxes in the countries in which I have taught, the less expensive accommodations, and the generally lower costs of living. I have also found that I have more international travel opportunities living abroad than living in Canada.

What I do not like about living and working abroad:

First and foremost, I miss my family. I do not get to see them as often as if I lived in Canada. However, with advancements in telecommunications technology, I am able to contact my family members as often as I like, and this decreases the “I miss them” factor significantly. Second, I miss my Canadian friends, for the same, obvious reasons as I miss my family. Third, there is an acculturation and culture shock aspect of living and working abroad. This can cause stress. It just seems that while living abroad, more things can (and do) suddenly go wrong than when I was living in Canada.

The food available in countries outside of Canada has both positives and negatives. German, Korean and Saudi cuisines are all excellent, but once in a while, I yearn for poutine, tourtière or all beef, don’tcha know?!* American food is readily available in other countries, but not Canadian. Just as the food is different when you are living away from your home country, so can the laws and customs be. However, if you’re doing your best, and if you try to be good to others and make an effort never to offend them, I think you will be alright.

So, have I encountered problems living away from my country of origin? Oh, yes, I have, and I encourage all of those who plan to live abroad to be ready for the unexpected. But has living and working abroad been worth it for me? Definitely! And am I ready to experience living and working abroad a little more?
WILD GAME: AN INSIDER’S LOOK INTO GAME ADDICTION
Like many children, my childhood was filled with play. Either with my own toys, the newest toys my friends would bring to school or when we had nothing to do at all; we would play tag. So, when my father bought me a “Playstation” (PSX) on my 10th birthday, the idea was odd to me. I would have rather gotten Sega’s Lock on laser toy. It was a virtual reality voice activated shooter to play laser tag outdoors and having seen the advertisements of the children always smiling when using it, I too wanted to be the coolest kid on the playground.

My father seeing the disappointment in my face setup the PlayStation and proceeded to hand me a controller while he grabbed the other. My father booting up the PSX for the first time and me hearing the unmistakable signature intro for what would now be, every day of my waking childhood. That signature hum showing you Sony’s brilliant yellow and orange logo coming in as it gets loader and loader, then the PlayStation’s colorful jumble coming in as the bells chime at the end, telling me that I will never play tag outside again.

My first ever loss against my father: Tekken 3 vs mode in 1997 on the 8th of May. All I remember was mashing buttons and moving my fingers with such force like windmills while I held the oversized contraption. I honestly do not remember letting go of the controller again till I got my first job. My addiction started here, and it was called gaming.

Sony’s 1994 gaming console is one of the reasons there are so many gamers today. Many successful game developers state the it was due to addictive games like Final Fantasy 7, Crash Bandicoot and Metal Gear solid, that they got into the gaming industry.

Final Fantasy 7 was Sony’s most successful role-playing game in the late 90’s. It was famously known as the social life destroyer. It was filled with a complex deep storyline. One of the first games in the series to feature voice actors, not to mention this game had the biggest development budget for its era. An astounding 45 million Dollars. It’s due to these amazing efforts, dedication and endless critiquing of character story and gameplay design that makes it so difficult to let go of a gaming controller.

Thanks to big budget games like these; the video games industry is expected to be worth a whopping 90 billion U.S dollars by 2020. From 78.61 billion dollars in 2017 (BestTheNews). In Asia Pacific alone, revenue reached 51.2 billion dollars (NewZoo,2017). The long-awaited revamp of Crash Bandicoot itself, now under Activision, had sold out of shelves the very first week of release (GamesIndustryBIZ). The game sold over 2.5 million copies worldwide by September 2017 and was awarded “Best Remake/Remaster” by IGN, then again in 2018 winning the nomination “Game, Classic Revival”.


I don’t know about you, but I believe these award-winning games remind me of my childhood and the hours and hours I happily spent indoors where I would try endlessly just to get the last platinum trophy. The times I would be on the edge of my seat to find who the boss at end of the game was, when I spent every second of waking childhood on my toes not missing a second, dodging left and right smashing the X button perfectly. Or when my heart was pounding so frantically, that I’d forget to blink, as I only had one life left or where my health was a second away from beating my games enemy of the week.

Gaming has been a big part of my life and I’m am certain it’s the same for many others. From casual mobile gamers to today’s Fortnite’s dodging sniping pro, to elite 50 kill Black Ops players. The future of gaming is bright, maybe brighter than so many sunny summer days I missed playing inside. I leave you with a question; will you be outside? Knowing the latest game just came out. I know where I will be when Square Enix’s 22-year long-awaited role-playing game Final Fantasy 7 is released.

40% of customers opt to play games on online/social platforms while only 29% prefer using console. (Applause, 2016)

Smartphones and tablets are taking over the global games market, taking up 34% of the global games market share in 2015. (NewZoo, 2018)

Online PC games is expected to take up 47% of the global PC and console gaming revenues in 2019. (DigiWorld, 2016)

Call of Duty: World at War, Modern Warfare 2, Call of Duty: Modern Warfare, and Call of Duty Black Ops have a fan count of 24.37 million as of March 2018. (Fan Page List, 2018)

The Sims 3 sold the most units and is recognized as the best selling PC games of all time around the world, with a total 7.95 million units sold as of January 2018. (VGChartz, 2018)

By 2020, it is estimated that PlayStation 4 will have 80.23 million units of installed base while PlayStation 3 is also estimated to have 1.02 million units of installed base. (FutureSource, 2016)

In 2016, PlayStation 4 had an installed base of 50.61 million units while PlayStation 3 only had 36.53 million units. (FutureSource, 2016)

Stats taken from WEPC Website (Video Game Statistics)
JOLT COFFEE TREND

Riyadh’s array of restaurants is something to behold. High-end dining, gourmet burger spots and coffee shops galore are nothing new to Riyadh’s food scene. However, there is one coffee shop in particular which has seemingly found the perfect recipe for both coffee and business. Jolt is a name that many are familiar with. The name has definitely created a buzz amongst consumers. It has differentiated and elevated the customer’s experience, and set an even higher standard to a palate already well acquainted with its taste.

Upon entering the establishment, your view is automatically drawn towards a large cemented wall with seems like hundreds of green plants. You are then hit with the fresh aroma of coffee beans, and a soothing and welcoming atmosphere. Right before you receive your coffee, hit the Instagram icon and get ready to add a story as the barrister raises the glass to make a toast to your camera.

Jolt’s signature coffee combines another love of the nation: pistachio latte. Trying this is an absolute must, and is one of the primary reasons Jolt has become so popular. Jolt has created the ultimate Instagram-friendly experience in which their use of cement, flora and of course coffee, brings the virtual world to reality.

The hype which has come from both students and teachers alike is a true testament to the power of word-of-mouth communication in business. It’s advisable to avoid lunch period because of the endless queue of fans.
BLAZE PIZZA IS FINALLY HERE!

There are many things we as humans tend to disagree on, our love for pizza is not one of them. Blaze Pizza is the new home for artisanal pizzas in Riyadh. The perfect pizza situated in the perfect location, the heart of Riyadh in recently built Sidra Complex near Granada Mall. The Pizza industry is home to huge franchises such as Dominos, Pizza Hut and Papa Johns, however Blaze Pizza offers us something different.

How can pizza be different you ask? As soon as you enter the restaurant you are greeted by multiple staff with a courteous, warm welcome. The aroma of fresh vegetables lures you to the start of the pizza production line where you begin assembling your pizza. The selection of meat and variety of vegetables and sauces are enough to make anyone indecisive at that present moment – with so much to choose from its hard not to build a mountainous pizza. The pizza is carefully placed in their unique fast-fired oven whilst you’re tasked with picking your drink. Hibiscus or elderflower is just another difficult decision you must make but if you’re still feeling tentative then there are also the conventional soft drinks on offer.

The delicious pizza will keep you coming back for more, each time being a bit more experimental with your pizza. The interactive open kitchen format allows you to see the entire process from start to finish so you can witness the finesse of the artisans. The in-house dough and fresh ingredients being cooked by fire in the matter of minutes has definitely changed people’s perception of pizza. From the interior design to the whole concept, there is a sense of individuality involved.

Blaze Pizza has proven very popular in Riyadh and it is clear to see why, if you haven’t tried it yet then you’re definitely missing out.
On the last vacation break, Javed and I had the opportunity to travel to two countries, Egypt and Lebanon. We explored three cities, Alexandria, Cairo and Beirut. This article will focus on Cairo, Egypt.

Our travels began with a delayed flight to Jeddah, which resulted in us missing the connecting flight. However, we got a free day in Jeddah. We leapt at this opportunity to explore the city, and sample some quality Jeddawi food vis-à-vis an all-you-can-eat continental buffet at the hotel.

We finally made it to Cairo (a quick note on Cairo’s airport: It is absolutely nuts!). Then there was a veritable taxi fiasco, but we eventually managed to make it to our hotel located in the center of Cairo’s bustling downtown region.

Cairo is steeped in history and culture, and this was apparent from the outset. Naturally, the pyramids are what you envisage when you think of Egypt and viewing them was first on our list of priorities!

We managed to organize a trip for the following day, with an experienced tour guide, who spoke 14 languages! A camel and horse were provided for us as we crossed the desert and made it up to the pyramids. We also managed to get some epic shots of the Sphinx. The day concluded with a traditional meal at sunset.

After the pyramids, you really have time to explore the city and enjoy its people and its food. The Muhammad Ali Pasha mosque is stunning and gives you a panoramic view of the entire city. Similarly, the Al-Azhar mosque is beautifully constructed. Opposite the mosque are markets where you can find absolutely anything. Word of warning: it is not for the fainthearted. Parks situated on the banks of the famous river Nile, walks through old Cairo and indulging in local cuisine, and Pizza Hut is how we spent the remainder of the time.

All in all, Cairo is a city which bridges both ancient history with modern Arab culture, and we recommend this destination if you have a chance to visit.
THOUGHTS ON SOCIAL MEDIA

SOCIAL MEDIA CHANGES THE RELATIONSHIP BETWEEN COMPANIES AND CUSTOMERS FROM MASTER AND SERVANT TO PEER TO PEER.

ANONYMOUS QUOTES ON SOCIAL MEDIA

"THE IDEA OF TWITTER STARTED WITH ME WORKING IN DISPATCH SINCE I WAS 15 YEARS OLD, WHERE TAXI CABS OR FIRE TRUCKS WOULD BROADCAST WHERE THEY WERE AND WHAT THEY WERE DOING."

JACK DORSEY, FOUNDER OF TWITTER

IF YOU MAKE CUSTOMERS UNHAPPY IN THE PHYSICAL WORLD, THEY MIGHT EACH TELL 6 FRIENDS. IF YOU MAKE CUSTOMERS UNHAPPY ON THE INTERNET, THEY CAN EACH TELL 6,000 FRIENDS.

JEFF BEZOS, CEO AT AMAZON.COM

EVERYONE SAYS SOCIAL MEDIA IS A UNICORN. BUT MAYBE IT'S JUST A HORSE? FOCUS ON HOW TO BE SOCIAL, NOT ON HOW TO DO SOCIAL. SOCIAL MEDIA DOESN'T CREATE NEGATIVITY. IT UNCOVERS IT. SOCIAL MEDIA IS THE ULTIMATE CANARY IN THE COAL MINE. SOCIAL MEDIA IS AN INGREDIENT, NOT AN ENTREE.

ANONYMOUS QUOTES ON SOCIAL MEDIA

MY BELIEF AND GOAL IS THAT EVERY PROFESSIONAL IN THE WORLD SHOULD BE ON A SERVICE LIKE LINKEDIN.

REID HOWFFMAN, CEO, LINKEDIN

UNDERSTAND THE SOCIAL RESPONSIBILITIES AND IMPACT ON SOCIETY THAT COMES ALONG WITH IT.

MEGREN ABDURAHMAN AL MEGREN

"TWITTER IS NOT A TECHNOLOGY. IT'S A CONVERSATION — AND IT'S HAPPENING WITH OR WITHOUT YOU."

CHARLENE LI

"STAY HUNGRY, STAY FOOLISH."

STEVE JOBS

"OUR HEAD OF SOCIAL MEDIA IS THE CUSTOMER."

MCDONALDS

"EMPOWER YOUR READERS WITH SOCIAL SHARING BUTTONS."

MIKE STELZNER

"SOCIAL MEDIA IS ABOUT SOCIOLOGY AND PSYCHOLOGY MORE THAN"

BRIAN SOLIS

"WHEN YOU GIVE EVERYONE A VOICE AND GIVE PEOPLE POWER, THE SYSTEM USUALLY ENDS UP IN A REALLY GOOD PLACE."

MARK ZUCKERBERG, CEO & FOUNDER OF FACEBOOK
PERSONALITY OF THE MONTH

Abdulaziz ibn Abdulrahman ibn Faisal ibn Turki ibn Muhammad al Saud

King Abdulaziz (1875 - 1953), the founding father of Saudi Arabia, is also one of the country's heroes. He was not only an accomplished warrior and ruler, but, also an excellent decision maker. He was very loyal to his family.

What a legacy he left behind!