

FYI

FORT YATES INFO

EXCLUSIVE

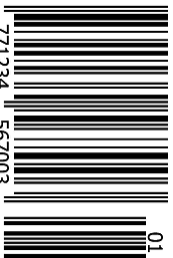
Is the world getting
more violent?



THIS MY PLACE, BIKE LANES RESPECT HONOUR PROTECT

DECEMBER 2017
ISSUE 2

9 771234 567003



01

Editorial: Fight Like a Girl/Be a Real Man

by Talia C.

When you're in a conflict with your friends, family or anyone else, how do you usually resolve it? Do you talk to the person straight-up about the problem they're causing for you, or do you let it sit, maybe talk about them to your friends and give each other passive-aggressive glares in the hall? We need to speak up for ourselves and fight like a girl for what is right.

Studies show that it's actually harder for most girls to state their opinions during conflict due to social constructs that started a very long time ago. If you ever find yourself doing things you don't want to do, taking part in activities you don't want to participate in or letting rude words slide because you're worried about the consequences of saying no, or giving your opinion straight up, you should think about how sometimes the consequences of agreeing to something you're not okay with can be worse than if you just nod your head in fear of being a burden, hurting someone's feelings, or getting hurt yourself.

You might be asking where all this comes from; Where does the idea that getting mad makes us bad people? The answer probably comes from the idea that girls need to act "ladylike," or that girls should be "seen and not heard."

According to the Merriam-Webster Dictionary, the definition of ladylike is the following:

1. Becoming or suitable to a lady.
2. Resembling a lady in appearance or manners : well-bred.
3. Lacking in strength, force, or virility (virility is the quality of having strength, energy, and manliness).

As we all know, women weren't really supposed to do much back in the day, and their days usually consisted of hanging out in the kitchen making food, doing housework or taking care of the kids. It was not until 1919 that women over 21 in Canada were allowed to vote in a federal election. Many women from Quebec had to wait until early 1940, and Indigenous women had to wait until 1960 (and then only if they gave up their aboriginal status!) to finally have a say in our country's politics.

Again, most of these "rules" have to do with the social construct that women should not be opinionated and those who are could be considered rude or un-ladylike.

As much as I have faith in the boys of Central to respect girls and boys alike, it's always good to be educated on what is okay and what is not. It's also just as important that girls are aware of this too and respect the boundaries of boys, as this is a subject that is too often put aside and forgotten. We can't forget about the fact alongside the fact that 1 in 3 girls and women will be victims of sexual assault, 15% of all victims of sexual assault in Canada are boys under 16.

If you are touching anyone in a way that might make them uncomfortable, make sure to look at their face to see if they're okay AND check in to ask if what you're doing is all right, because it can be scary to speak up, especially at our age. It's crucial to remember that *saying "no"* isn't the only way to say no. If someone tells you to stop what you're doing, tells you what you're doing isn't working for them, just walks away or some variation of that, it means you definitely shouldn't keep doing it. Showing respect to girls and women is what it means to be being a real man.

Contents

December 2017 Volume 1 Issue 2

| | | | |
|--|---|--------------------------------|----|
| Editorial: How to Fight Like a Girl | 2 | Porch Pirates | 8 |
| A World of Violence | 3 | Are You Getting Enough Sleep ? | 9 |
| My Place Re-Opens | 4 | Hypocrisy | 10 |
| Ready to Ride: Urban Cycling in Victoria | 5 | Ads: What They Don't Tell You | 11 |
| Respect, Honour and Protect | 6 | Food Distribution | 12 |
| Not Guilty: Wrongful Convictions in Canada | 8 | | |

A World of Violence

by Sofia H-F and Jessica N

Vi·o·lence (/ˈvi(ə)ləns/)

Behavior involving physical force intended to hurt, damage, or kill someone or something

Violence comes in various forms. Wars, domestic violence, physical, sexual, emotional, psychological, spiritual violence. These are only a few. Our world is still, unfortunately, currently experiencing violence of many kinds.

Our generation has grown up in an era of violence. It seems as though another violent event happens daily worldwide. How do we respond to these events? How do they affect us? How do we hear about them? How safe do we think the world is?

Studies from the World Health Organization reported that the 20th century has been one of the most violent periods in human history. It is estimated that about 191 million people lost their lives. More specifically worldwide, an estimated 1.6 million people lost their lives to violence in 2000 alone.

A teacher at Central told FYI that the violence has been the same now compared to the past, but the main difference is that there is much more coverage in the news now. Today we receive information daily from social media from all over the world. In the past that wasn't that way to communicate. People relied on newspapers, radio and TV news that had reporters on the ground in a few conflict areas.

We are surrounded by digital devices and technology which enhance methods for people to contact others all around the world, and keep in touch more efficiently. This way, when events occur, there are quick ways to get people to be aware throughout the globe.

Does technology, that is yet continuing to improve, influence violence and how we hear about it? One example of technology affecting violence is video games. One researcher at Brock University, Teena Willoughby says, "it is clear that there is a long-term association between violent video games and aggression."

Mr Barwin told FYI that he hears about worldwide events from the newspaper and the Internet. Social

media such as Buzzfeed and Green Matters, radio, television and Snapchat were the ways some students said they heard about the events. For our parents, sources are predominantly on-line news sites. Often we hear about events through technology, but two students we spoke to also heard about events from their parents and peers. Even though we have technology it seems as though news is still passing through word of mouth.



If these events are happening so often how are we reacting to them? "Sad and angry that nothing has been done [to stop violence]" said one Grade 8 student, "but unfortunately it's so regular that I'm a little bit numb to it." Reactions to violence from other people vary, but most feel powerless or sad about the reasons violence is happening. They are distressed because of the fact that they cannot do anything about it, the fact that the cause of the violent event can be resolved through nonviolent means. A student told us, "[it] makes me sad that we still have so much violence. I can't believe that violence is still going on. . . It makes me want to understand why these things happen."

There are so many parts of the globe that are affected by violent events. Some places are less violent than others, but that doesn't necessarily mean people living in safer parts should not do something about it.

There going to be hard things in life. We might never live in a world where there is no violence. As one teacher told FYI, "if you live in fear and let violence control your life, you'll have a very sad life: without traveling, not meeting people and never leaving your home."

Billions of people are affected by violence and yet they show courage, strength, and hope for a better tomorrow. Take a minute in to remember those who have and are affected by violence. By remembering we will learn and act to change the world.

My Place Re-opens: Is it a Good Idea?

by Floyd S and Taro H

Is re-opening My Place, the transitional shelter across Yates from Central Middle School, a good idea? FYI investigated the pros and cons of the shelter, if it might be a problems and what people think of having the shelter re-open right in our neighbourhood.

When My Place first opened almost two years ago, residents were invited in from the Tent City that had grown on Quadra Street behind the Provincial Courts. This time, 40 people are coming from the Metropolitan Church. Those people will be vetted and assessed before being moved over to the My Place transitional shelter.

Victoria Councillor Charlayne Thornton-Joe, who is the city's liaison to our neighborhood, noted the community's reaction to the project seems noticeably different this year. She said that while the security and staffing are the same, the way My Place operates will be different.

"We have addressed some of the concerns we heard in the past, and the model has ... actually improved," she explained. "Obviously there have been some individuals who still have expressed concerns...but in general we heard even from the most immediate neighbors [that] they feel their concerns are heard immediately and addressed each time there are problems".

Councillor Ben Isitt said he supported the leasing agreement although he didn't think it was the best use of the heritage property. Rather than focusing on temporary winter shelters, he said he would like to see more long-term, permanent social housing.

FYI asked a few people at Central what they thought of the subject. Everyone we spoke to was very open and positive about the reopening and showed no concern.

One student FYI spoke to had no concerns about My Place. "It's always good to gives homes to people who don't have them, and it's not really affecting us at Central." They added, "if it's an open space and it was used before, then I think it should be fine." Their family was also wholly supportive.

One teacher FYI interviewed said that they had questions about the first opening of My Place, but after a while they had no problems with it. They were fine

with the location of My Place, saying, "with the current group of people moving in, it's totally fine because they're an eager group that don't have as many addictions and problems."

They also said that it's a great learning experience for the school and the neighborhood.

They said, "Over the past few years I've seen how well it works, how they've gotten lots of people off the streets and into permanent housing. It seems like a great use of the space."

Another teacher at Central who is also for the re-opening of My Place had some interesting things to say. "I was very concerned when it first opened. The information came to the school about two weeks before it was meant to open, we didn't have any kind of chance to process it at all. . . I was really quite worried about the idea of having a homeless shelter right beside the school and a middle school. For a high school maybe it would be a bit different."

"I think it's a good idea to reopen my place, there is obviously a real housing issue in our city, as I ride through it each day there are so many more homeless people . . . These [new residents] are people that have been quite stable for a couple of years they have been in shelters, so there next step is permanent housing."

In conclusion, having heard the thoughts of students and teachers at Central and the community, we at FYI think that it's a good idea to reopen My Place. Like it or not, the transitional shelter opened last week and will stay open at least until the spring.



Photo: Times Colonist

Ready to ride: Urban Cycling in Victoria

by Sam P

Have you noticed the changes happening in Victoria? The new bike lanes? The U-bikes. There are disadvantages and advantages to the new urban cycling experience.



All along Pandora, from Cook Street to Wharf Street, you will find the first dedicated bike lane in Victoria. There will be more. The Fort Street lanes are almost open and there will be others along Cook, Wharf, Humboldt and more. The lanes are separated from car traffic, run two ways, and have their own traffic lights.

The bike lanes are easy to use and fun. Because you are not riding in the same lane as cars it is much safer. The lanes are also open to electric bikes, mobility scooters, and skateboards. That has its pros and cons too.

The green bike routes are more than normal bike lanes. Their benefits include:

- New traffic signals specifically for people riding bikes.
- New two-stage turn queue boxes at intersections to help people riding bikes make turns off the corridor.
- Green paint at driveway entrances and intersections to caution people driving and cycling about possible danger zones.
- Two new mid-block crosswalks to better connect pedestrians to businesses and storefronts on both sides of the street.
- New bike parking along the corridor.
- Bus shelters now on medians with new crosswalks across the bike lanes.
- New car parking spaces.

Currently there is one bike lane that will take you over the Johnston Street Bridge to Esquimalt. If you are heading another direction, it's kind of a problem.

If the city puts bike lanes on every big street it would cost around from \$15-50 million. Each kilometre of downtown bike lane costs about \$2 700 000 to construct. Costs have increased from the city's original estimates because of changes to design, adding parking spots, improving pedestrian access and unforeseen factors. When complete there will be 32 km of bike lanes which will make it easier for people who to get to school, jobs, go shopping or do other things. A young person like me will use it a lot because to go grocery shopping. Right now it is really hard because there are too many cars on the road.

FYI interviewed a few people about the new bike lanes. The majority of people like the bike lanes and think it's a good idea. Many adults have a car so they won't use it as much because it takes too much time. Also biking makes it harder to transport things.

You may be wondering why there are green bikes everywhere and they all look the same. Well, it's because they are U-bikes! These are bikes that you can access by downloading an App called U-bicycle. They self-lock with GPS. Anyone can use a U-bike as long as they have the App. You can pick one up anywhere you see them, and you can leave them in appropriate places. It only costs \$1 per 30min for use. So if you don't have a bike or have one that doesn't work, just download the App on your mobile device and try a U-bike.

In conclusion, people think the new bike lanes are better. They are really useful if you don't have a car but there are a few problems with the bike lanes they need to fix. If you know someone that wants to ride the bike lane but doesn't know a lot about it, show them this article or direct them to the city's cycling web page, it might be helpful if they're scared or don't know how to use it.



Honour, Respect, Protect

On December 6, Canada's National Day of Remembrance and Action on Violence Against Women, Central had an Assembly to draw attention to the issue of violence in our homes and communities, and to inspire men and women, boys and girls, to honour, respect and protect women and girls.

We were welcomed by the Women Warrior Song performed by the Central Drum group.

David Stevenson from the Moose Hide Campaign joined us and told us about this engaging project and asked us all to wear a piece of moose hide to show that we are part of the solution.

Mr. Macintosh, M. Barwin, and Mr. Welby shared their thoughts on what it means to respect, honour and protect women.

Here are their words

RESPECT: Mr. Macintosh

Respect looks like gentleness and thoughtfulness. We are being respectful when we think about how our actions impact others and whether those actions are wanted or unwanted or helpful or hurtful.

Respect sounds like permission and honesty. We are being respectful when we ask permission of others — to be in their personal space or to use their possessions or ideas. We are being respectful when we are honest with others — both when they are in their room and when are not.

I feel respected when I am treated fairly and equally.

I respect others when I treat them the same way.

I feel respected when others give my ideas and actions full consideration.

I respect others by giving theirs the same.

I feel respected when others honor my personal space and privacy.

I respect others by honoring theirs.

We all want to be treated with respect and we can all treat others will respect.

At Central we often ask ourselves: Who Do We Want To Be? I think this assembly and the conversations you will have in your classrooms and in the hallways provide you an excellent opportunity to answer that question once again. Who Do You Want To Be?

Do you want to be a person that continues the patterns of violence? Or do you want to take a few small but important steps now that bring lasting change to your lives and all those around you? These are not difficult steps to take but they require that you be deliberate about how you treat others around you — specifically, the girls and women in your life. If you deliberately *respect* and *honour* and *protect* them you will be a part of bringing a great change to the world around you.



HONOUR: M Barwin

Today I want to honour the women and girls in my life.

I want to honour my grandmothers, who grew up through wars, through apartheid in South Africa, in a world that did not value them for themselves, only as accessories to the men in their lives. Despite that, I want to recognize and celebrate how they asserted themselves to say what was right, how they kept our family together, how they raised daughters and sons who are strong, capable and who speak up.

I want to honour my mother and mothers in law: Danielle, who fought bravely against discrimination as a French Canadian in an Anglophone world, and even more bravely against cancer; Sabine, who was a refugee from Latvia, starting out in a new country, being the first to go to university in her family, and to start her life again at 40.

I want to honour my mother who gave me life, set an example for me, and challenged family and societal expectations. She continues to support me and my siblings. At 76 years old, she still climbs mountains, just finished her PhD, and keeps our family together and strong.

I want to honour my wife, Pam, who helps me be my best self, who has faced challenges in her life and has survived and thrived, who finds the good in all people, who creates beautiful music and art, who is a pillar of strength and love.

I want to honour my three daughters, who are strong young women, who have set their own life paths. They have said no when pressured to go against what they feel in their hearts, and yes, when opportunities, frightening and exciting, have presented themselves. They have all had challenges at school and in their lives, academically, socially and emotionally, but they have all overcome them. I want to honour my daughter who turns 18 today, who has had a difficult year, but now wakes at 4 am every day to get to her job at a bakery, recognizes her mistakes, and makes peace with those who love her.

To honour is to recognize and celebrate. To honour is to esteem and show the utmost respect. It is calling attention to and revering accomplishments, challenges, struggles, and qualities.

I honour the women in my life.

I honour the women I work with, for all you do to make our school and community a better place, and I honour all you young women in Grade 6 and 7 and 8 for being strong and in spite of barriers and adversity, creating a beautiful world for yourselves and for us. Merci.

PROTECT: Mr. Welby

I asked my daughter, who is 15, what we need to do to protect the girls and women we care about. She told me: Stand behind me when I'm standing up for myself.

She said that we expect that girls are going to take a certain level of crap, that they won't make too much of a fuss, that they'll be polite and just deal with it. We're used to being uncomfortable when girls speak up.

To protect girls and women at our school, we need to make sure it's not awkward for girls to stand up for themselves.

She said guys have a habit of talking over girls. We know it happens all the time, and I've done it myself. Too many times. It's a habit that many of us need to break. Guys, this includes talking over a female teacher when she's answering the question you asked her. This includes interrupting a female supervisor who is speaking to you. This includes talking over a girl who is speaking in class, or in a group, or with friends. We are all responsible for protecting the space that each of us has to speak. When you hear a girl being interrupted, you can help by saying, "hold on, let her speak." Standing behind girls and women doesn't mean speaking for them, it means protecting the space that allows them to speak up for themselves.

My daughter says please don't touch other people up behind her and lifts her off the ground. It's not funny, it makes her uncomfortable and she shoves without asking. She doesn't like it when a guy couldn't have to tell him, "stop, don't do that" repeatedly until he gets the message. Protecting girls and women means we have to get permission before touching each other, and not just go ahead until someone says "no". We all need to remind each other of this, and step in to tell someone "that's not cool" when they think they're being funny.

She says girls get it when guys make an effort to speak respectfully to a girl, but protecting each other means it's important to speak just as respectfully when you're with a group of all guys. We need to protect people from comments that are disrespectful, no matter who we're speaking to. This is equally true in our classrooms, in the hallways, in the changeroom, out in the neighbourhood, around the dinner table and especially online.

Martin Luther King said, "In the end, we will remember not the words of our enemies, but the silence of our friends." When we see people speaking or acting disrespectfully toward girls and women, and we are silent, we are saying it's okay to act that way. We are protecting the culture that permits violence against women and girls. We need to be brave, and speak out against the culture of violence.

We protect each other when we make it safe for girls and women to stand up for themselves.

We protect each other when we listen to people that are often scared to speak.

We protect each other when we speak up for people who aren't there to defend themselves.

We protect each other when we stand behind the girls and women who are standing up for themselves.

Not guilty?

Wrongful convictions in Canada

by Jack R

The percentage of people wrongly convicted in Canada is 0.11%, or about 83 of the 76,340 people who are put in custody every year. These are only the people who say they are innocent and are proven innocent after an initial guilty verdict. Having anybody who is innocent in prison is unacceptable, even if the percentage is less than 1%. There could be more incarcerated people who are innocent in Canada, whom no one believes to be innocent. Some of these wrongfully convicted inmates just think that people won't believe them, so they don't even try to have their verdict overturned.

Some of Canada's wrongfully convicted die in custody. Nearly 270 people have died in Canadian provincial jails over the past five years. Two-thirds of them were legally innocent. That's a lot of people who are innocent and are not with their family and die alone in a cold cell.

Glenn Ford was tried and found guilty in Louisiana. The state's longest-serving death row inmate told reporters after his exoneration and release "my sons, when I left, was babies. Now they're grown men with babies."

How many more people are there with stories like Glenn Ford who were never released, died and never got to see their families again? This is why the justice system needs rethinking. As William Blackstone said back in the 18th-century England, "it is better that ten guilty persons escape than that one innocent suffer."



Per

Porch pirates



by Maya M

Yes, the holidays are almost rolling, and to some that means receiving packages from on-line stores and Canada Post. This is all very exciting!

It is estimated that in 2015, 23 million packages were stolen from people's doors in North America.

An article posted by Global News tells how a BC woman, Neesha Brar, who used Canada Post's "safe drop" got her package stolen. Safe Drop, a service by Canada Post allows you to receive your package if you're not home. The deliverer will leave your package in a safe area at your location. When your package has been safe dropped, Canada Post will send you a message to let you know where your package is.

Unfortunately that's not what happened to the BC woman, "It's just like leaving money unguarded," said Ms. Brar. Home surveillance showed a woman walking up to Ms. Brar's house in Surrey and taking the package. Prior to the theft it showed the delivery man knock on the door, leave the package and walk away. Ms. Brar objected that the delivery man did not wait to see if anyone was home, did not ring the bell, and "left the parcel at my doorstep." Two and a half hours later, the package was stolen.

Canada Post later responded that "we will only Safe Drop if there is a safe place sheltered from weather and the parcel cannot be seen by passers-by, such as inside an enclosed porch or storm door." Customers may also leave the direction, "Do Not Safe Drop".

Just this month CNBC posted an article all about packages being stolen in the US. They suggest rerouting your package to a post office or location where someone can sign for it, and leaving more clear delivery instructions would help this alleviate this growing problem. Happy Holidays!

Are you getting enough sleep?

by Talia C.

Getting up for school in the morning is hard. We all experience it and it's just something that nobody likes. But does it affect our learning? Let's take a look at the facts.

According to Dr. Ronald D. Chervin and Dr. Shelley D. Hershner, in the journal *Nature and Science of Sleep*, "the consequences of sleep deprivation and daytime sleepiness are especially problematic to college students and can result in lower grade point averages, increased risk of academic failure, compromised learning, impaired mood and increased risk of motor vehicle accidents."

In 2006, a poll was taken by the US National Sleep Foundation (yes, that exists) that showed that more than 87% of high school students in the USA get far less than the recommended 8-10 hours of sleep a night. The lack of sleep can cause physical and emotional changes such as moodiness, drowsiness, inability to focus during class, and even depression.

A grade 8 French Immersion student from Central that spoke to FYI says she often is forced to go to bed later than she'd like to. Between homework, extracurriculars and socializing, which are all important parts of middle school life, she has to stay up late. She's not the only person who feels this way, either. Many students who do competitive sports, especially dance or hockey, have the same problem. Out of the 30 students interviewed from every grade and a mixture of English, French and Late French, 29 felt that they needed 30 minutes to 2 hours more to sleep in every day. Every student interviewed said they were often tired at school and many said they felt tired every day. 28 of the 30 students felt they had more difficulty focusing when they didn't get enough sleep.

"8:00 is an absurd time to expect teenagers to be fully awake and ready to learn," said one Grade Eight boy.

But how can we get more sleep? If the school board isn't going to change school hours, students should take initiative. What's greatly concerning about loss of sleep is the loss of potential that could be given when students are more awake and able to focus. Getting more sleep could help raise your grades, improve your athletic ability and generally make you a happier person.



Some ways you can get to bed earlier are:

- Ask a family member to remind you to start getting ready at a certain time every evening. For me, it takes a little over an hour to get ready for school. I get up at 7:00 so I can leave at 8:15 to get to school on time. If I want to get 9 hours of sleep, I try to get to bed at around 10:00.
- Get off of electronics an hour before bed. The blue light emitted by phones, computers and TVs restrain the production of melatonin, the hormone that controls your sleep/wake cycle. Disconnecting from technology an hour before bed will allow melatonin to do its job and help you fall asleep more quickly.
- Get what you need to get done as soon as you get home from school. I don't know about you, but I procrastinate everything I do. It's really stressful going to bed without finishing homework that's due the next day. I get it, it's boring, but at the end of the day, you just gotta get it done.

If you're interested in improving your school and extracurricular work, try out these tips before you go to bed tonight. Sweet dreams!

Hypocrisy

by Camille J

Hypocrisy: hy·poc·ri·sy

(noun) the practice of claiming to have moral standards or beliefs to which one's own behavior does not conform; pretense.



Is hypocrisy a social situation?

Hypocrisy - it can be big, or small. In the past and the future. It can lead to consequences, and sometimes it can even lead to positive outcomes, but one thing is definite.

Hypocrisy is an all-too-typical human behavior, whether you're telling someone to share their food when you never do, or whether you're standing up for equality when you, yourself, can be discriminatory. It's normal, and everyone has done it, but that doesn't stop it from being destructive. You might be expecting me to tell you how to refrain from hypocritical behavior, but instead I'm going to explain just how many social/political issues can grow from it.

"There are some people who are hypocritical in protests. But not that many"

Jessica N, Grade 8

Hypocrisy can impact the political community greatly. For example, Donald Trump is fine with being represented by "alternate facts", he is also quick to call out "fake news" to the press. He would have more credibility if he accepted proven facts and used truth to make his points.

"I think it depends on who you are, and how you were raised. It becomes natural."

Trinity F. Grade 8

Another example of hypocrisy could be environmentalism. Say you consider yourself completely environmentally friendly: you take short showers, you bike, you shut down technology in your house when you aren't using it. But, unknowingly, you could be using up more water than anyone on your street by eating too many hamburgers or meat-based meals. It is important to learn the full implications of your actions.



There have been many studies about hypocrisy. One study involving almost 50 subjects choosing a task for themselves and another for their partner. In recorded trials, 85% of the subjects chose the easier chore for themselves, and all thought that they had made the right choice. 43 other subjects were chosen to watch the first subjects and thought it unjust.

In conclusion, hypocrisy is a human behavior that can cause social injustice and unfair treatment. Research can be conducted and people can argue, but in the end hypocrisy is a natural aspect that is often unbeknownst to those responsible. Take care to act with integrity!

Ads: What They Don't Tell You

by Silas W

You've definitely seen an ad before. On-line, on TV, on a billboard or a bus. But did you know that every pixel on your phone screen or every colour on that billboard is meant to bend your mind to the designers' will. Alright, that sounds a bit dramatic but after reading this you might find some of it to be true.



The vast majority of ads that you'll see are printed in colour. Have you ever wondered why? Maybe it's because it makes the ad more visually pleasing or maybe it gives you more context to know what an object is. That's all true, but the biggest reason for the colour is because advertisers use colours to manipulate your emotions.

If you've ever seen a horror movie you know what I'm talking about. Quite a few of them use dark colours to limit visibility and to give a scarier feel. These tactics are used all over advertising. For example, warm bright colours like red, beige, pink or yellow are usually used to make you feel courageous or energetic. So after showing darker colder colours in a video advertisement, the marketers might move to brighter warmer ones to make you feel better about the product.

Usually accompanying colour or visual manipulation is audio manipulation. Audio manipulation is exactly what it sounds like: the advertisers use audio to convey a message to you. It could be something as subliminal as an unnoticeable tone that sends signals to your brain, to something as obvious as the tone of voice of the narrator. You're more likely to listen to someone relating to you to the images on the screen with their voice. It's the same with music. You're more likely to enjoy an ad with a pleasing melody than one without.

The final and most common type of manipulation in advertisements is the general form of visual

manipulation. This type is in all visual advertisements because that's what a visual advertisement is. A billboard, poster, bus, TV ad, anything that you use your eyes for is using visual manipulation to its advantage. For example, some advertisers will use cute animals in their ads to make sure they stick in your head and associate thoughts of animals with thoughts of their product. Of course it could be more subliminal than that, showing bright sunny days or by using the aforementioned colours. Make sure to look out for these too.



Can you see the bear in the Toblerone mountain?

In our lives we spend countless hours on-line and in real life consuming advertisements, so it's always important to know what these are making you want to buy or do, and if it's something that should continue or stop. So on your way home from school today look around. Look at the buses, the billboards, the signs, the posters or the buildings and try to understand what they're trying to make you do. Are you being manipulated by the ads? You might be, and you'd never know it!



Consumerism in Our World

by Trinity F

"I think it disrupts creativity, independence and happiness"

You may think, why is there a line of people waiting right outside of the game store for the latest game to be released to the public (I've actually seen this)? Or all the people at the mall to catch all the Black Friday sales until the mall turns into a stampede of either go with the flow, or got to and fro. This is what we call consumerism.

Consumerism is a huge part of our world, think about all of the things that you buy on a daily basis that aren't a mandatory item to survive; like the newest trend you just had to join in on, the shoes on your feet or the ticket to the newest movie that you're dying to see. In reality you don't need those things, you just want them.



Some may think consumerism is a simple thing to understand but it's not. It's very complex and confusing. I still don't fully understand it, even though I've been doing research.

The definition of consumerism is different for everybody; for some it may be the never-ending consumption of goods by the public. For someone else it could be protection against false advertising and unfair pricing, or even the event of unfair pricing and false advertising always occurring.

"To me consumerism is a narrative that was given to us that we need things, and we need to buy things, but in reality it's just a narrative that's become a reality," says Sadie Fox, a young woman living in Victoria. "I think it disrupts creativity, independence and happiness. . . ."

My consumption habits changed a lot when I started realizing where everything goes after I'm done with it. Most of the things you buy nowadays are disposable and made to break and aren't good for the environment. I try not to buy the things I don't need."



In conclusion we buy a lot of things that we may not need, and this can be harmful to the environment. We may not realize these things when we are buying them, but try to think about it during this holiday season: what do you really need and what do you just want?

Top Selling Consumer Products in Canada

- Matcha tea and Matcha products.
- Coconut Oil Based Products.
- Niche Specific Branded Apparel/Hyper Local Apparel. ...
- Beard Oil/Men's Grooming Products. ...
- Drones & Drone Accessories. ...
- Coloring Books...



Food Distribution: How to Eat Sustainably

by Jack H

Victoria BC has always been a welcoming place for foods from all places of the world: tropical foods from the south and meats from other sides of the planet. But what are the consequences to such a privilege?

One material or ingredient used for a large variety of food, makeup, and, in some countries, used as fuel, is palm oil. Palm oil is a substance harvested from plants, often found in tropical regions, such as Indonesia, Oceania, parts of Africa, and Central America. The global consumption of palm oil has quintupled since 1990.

In many cases, large consumption of a substance has consequences, and palm oil is no different. Because palm oil comes from forests, trees are cut down. This leads to loss of habitat for native animals, and lower air quality (which is worsened by the nearby factories). As of 2015, a whopping 160,579.26 square kilometers have been committed to palm oil plantations.

Another dangerous threat to the global food supply is the enormous amount of drought in California. This has a number of causes, one of which is the volume of foods consumed in Canada and around North America coming from California. Foods that come from California are using the little water found in their normally full reservoirs, lakes and rivers. Water resources are depleted, stressing both human and natural systems.

In conclusion little to no food products are free of consequences. The safest way to go is buying local and organic foods. Lucky for us, these can be found all over Victoria. Unfortunately not every city is as lucky as Victoria, but by buying local and organic foods you're both discouraging large companies which exploit the previously mentioned sources and encouraging community members and enterprises, reducing our carbon footprint, using less water and energy, and keeping your body healthy.

Remember, you are what you eat, so eat the best food you can!







FYI is the magazine of the Chabaduba Media and Social Justice Class. It is all about issues that are important to CMS students.

Happy Holidays from FYI!

**Read the magazine.
Get the facts.
Form your own opinions.**