

February Article



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Internet monetization

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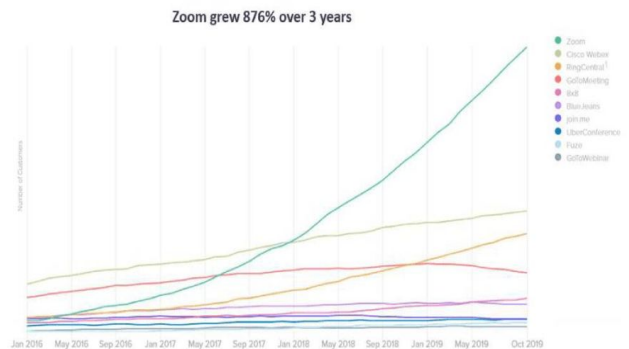


It's no secret that the internet has changed how the world functions, but now the World has changed the internet. Now more than ever the World has become dependent upon the internet, and the various applications within it, mostly thanks to the corona-virus. Accordingly, the people, groups, and companies behind the many applications have been forced to improve their content and websites, because so many people are suddenly using the internet more, and longer.

This can be seen in more than exponential growth of users on applications such as Zoom, Microsoft Teams, and Google Hangouts, as people began looking for online ways to communicate and video chat. Any decent Businessman would know that as demand increases then so does prices, and this is the best time to monetize the internet. Just as sudden as immense use of these websites, for example, Calculator website like symbolab, have set up a premium account system for additional content for the consumer like the step by step process on solving math expression imputed or notebooks regarding topic faced, of course now fueled by greater number students using their website more often, thanks to online school. This is an understandable trend in monetizing the internet and content, and this would most likely continue for other web applications like Ad-blocks or even search engines offering a greater premium service, to an audience they know will need it. Quite reminiscent of Late Post Capitalism.

Most Popular Video Conferencing Apps

Okta's Business @ Work (2020)



Source: picjumbo.com from Pexels, and graphs from Investor presentation

Cultural Appropriation

Sanjita Suryadevara



In a country that is as diverse and unique as ours, the coexistence of many beliefs leads to a fusion of cultures and practices. However, some of these practices may not be respected or used as they should in current times. This leads to cultural appropriation, defined by the “adoption of an element or elements of one culture or identity by members of another culture or identity, such that it is controversial.” Cultural appropriation gives an inaccurate representation of a culture, reinforces stereotypes, takes credit for composition from original creators, and creates conflict with the intended use of elements. In a melting pot of diversity, it becomes ambiguous as to when a sense of curiosity or admiration turns into one of ignorance.

Examples of cultural appropriation in recent times are in abundance. Rihanna, a famous singer, and personality was recently under fire for using the symbol of Ganesha, a Hindu deity who is depicted to have a human body and elephant head, as a piece of jewelry in a post. Many people of Hindu belief expressed their concern over Instagram. One commenter wrote, “You’re wearing a deity necklace and a Murthi [image of a deity] of my culture that’s already been culturally appropriated enough.” Another popular example was when a Caucasian high school student wore a cheongsam, a straight, close-fitting silk dress, worn traditionally by Chinese and Indonesian women, to her senior prom. Some were outraged, as one observer tweeted, “My culture is NOT ... a prom dress.” Others were less offended, press reports in China even celebrating the teen for her stylish choices. The varying reactions account for the confusion when we are asked, “When is it OK to wear or represent an item or practice from another culture, and when is it appropriation?”

The issue of cultural appropriation is closely related to that of privilege. The problem isn’t when a person adopts a certain element of another culture, but when they discredit their source or when they don’t receive the same treatment as a person of the original identity for doing so. As Tenisha F. Sweet, a hairstylist from New York posted, “If you don’t understand cultural appropriation, imagine working on a project and getting an F, and then someone copies you and gets an A and credit for your work.” Dr. Dawnn Karen presents a situation where this scenario can be explained. “...what does it signal when I wear them [cornrows] as a Black woman? It denotes that I’m ghetto or that I’m likely not educated. Maybe I’m into rappers and I smoke weed. I don’t have the license to wear this particular hairstyle as I want to. Kim Kardashian, however, can wear it any day of the week and walk into an office or a business meeting, and no one is going to think she uses drugs or lacks sophistication. No one is going to fire her or Miley, or kick them out of school for wearing these hairstyles.” Another example is

when Sarah Jessica Parker was able to wear a turban in Abu Dhabi for *Sex in the City 2*, and be praised for the fashion choice, whilst a Middle Eastern or Indian woman wearing the same turban would have to face the stereotypes associated with it. Dr. Karen continues to quote, privilege isn't about what you've been through; it's about what you haven't been through. When a person of a community cannot wear or use an accessory of their culture without experiencing prejudice, and a person from another community is able to use that accessory without the same rebuttal, the issue of privilege presents itself.

So when IS it ok to wear, use, or practice an aspect of another culture? It all comes down to the spirit to which you credit your actions, and “whether that spirit represents respect rather than condescension.” A few aspects to look out for are to not treat the cultural items like costumes, educate yourself on the values behind the practice/item, be respectful towards the values associated, and observe the privilege you may possess. The line between cultural appropriation and appreciation is crossed with the unacknowledged or improper adoption of the culture. It isn't wrong to explore or embrace another culture; that being said, it is crucial to be aware of the cultural history, to give credit to the culture, and to honor the significance the practice/item holds to the culture. Being conscious about how we express ourselves in this melting pot of identities can go a long way in appreciating and uniting our communities.

Source: <https://www.pinterest.com/pin/489344315758936350/>