Who wants to be Famous?

Aviral Kumar analyses how the internet has provided new career opportunities.

If you have ever used Instagram or Snapchat, chances are that you’ve heard of Kylie Jenner. The Los Angeles resident is a billionaire, has her own cosmetics company, and is dating Grammy-nominated rapper Travis Scott. Oh, and she’s only 21. If none of this surprises you, then perhaps the fact that until 2015 she was barely known and that she practically built her fortune on a Social Media app might. Today, Jenner has 140 million followers on Instagram; that is the approximate population of Russia, the largest country in the world.

The development of the internet has led to new ways of generating income that were never possible before, and people such as Jenner who utilise these methods command a huge following online, influencing droves of young people. These ‘Influencers’ are heralded by our youth as the celebrities of today, many basing their entire livelihood off of applications online. While hugely popular across the world, not everyone is keen on the advent of this new generation; to many, it is strange that such media and people have become the binding agent of our society. After all, social media itself didn’t exist long ago, neither did most conventional online applications. Consequently, these ‘Internet Celebrities’ and the methods through which they accrue fame and influence are met with great cynicism, who often feel that they lack any real, tangible talent.

The debate over the success one can attain online, and if it deserves to be held in the same regard as more traditional forms of art is a raging one, but in order to answer it we must first establish what metric we use. If we’re going by the numbers, they do not lie - content creators on YouTube, Instagram and Snapchat are some of the highest-paid and well-known individuals on the planet thanks to the global reach of the Internet. On the other hand, the traditionalists’ case has its strengths; one cannot really compare the level of effort and talent it requires to produce an acclaimed album to posting a picture of yourself on Instagram with your new car, or uploading a video of you playing a video game.

Further criticism can be directed towards the latter when we consider the implications they have on our youth; Kylie Jenner and many other Instagram models like her have created an obsession with vanity amongst many teenagers. Jenner, famous for her array of cosmetic surgeries, has also influenced her followers in such a way that many desire lip fillers and surgeries of their own, feeling that without them they cannot attain true standards of beauty. When such a great emphasis is placed on how you look, then it can be argued that Jenner and her ilk not only take away from the appreciation of talent due to their appearance-centric nature, but further still negatively influence our society.

Regardless, to only view this aspect of the argument would be underselling the potential our Internet culture has. To understand why this is so, let’s take the example of a recently released track that took the music industry by storm – ‘Old Town Road’. The song in question is interesting because of the various elements that came together to create it, with nearly every form of online media playing some part in its conception. The songwriter, Montero Lamar Hill, popularly known by his stage name ‘Lil Nas X’, emerged from relative obscurity earlier this year to post the song on his YouTube channel. Prior to the breakout hit, Hill was known for his Twitter account, where his comical comments earned him a small but steady following, and when the song was posted on YouTube it was the same bunch who flocked to it first. In addition to the now iconic tune and lyrics, the song video was unique in that it didn’t show a choreographed video or even a static screen; rather, the cowboy themed song was supplemented by a clip of gameplay from the critically acclaimed video-game ‘Red Dead: Redemption 2’, which attracted another demographic of

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**SWINGING FOR SUCCESS**

Following are the results of the Inter House Hockey competition:

**Juniors**
1st: Kashmir and Hyderabad
2nd: Jaipur
3rd: Tata
4th: Oberoi

**Seniors**
1st: Jaipur
2nd: Hyderabad
3rd: Kashmir
4th: Oberoi
5th: Tata

**UNQUOTABLE QUOTES**

*Who is auto-tune?*
Aneesh Reddy, looking for talent.
He committed cash evasion.

*Arnab Malhotra, show the ledger.*
This is how life’s about.

*VKL, living on the edge.*

*Krishmeet Ratra, getting the soap.*
My legs are standing here.

*Tarun Bhide, standing ovation.*
The day when I will meet him.

*Aryaman Kakkar, still waiting.*

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Every great dream begins with a dreamer.
Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.

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Harriet Tubman

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**BEHIND THE CURTAIN**

Siddhant Shyam has been awarded English Dramatics colours.

Kudos!

**PHYSICAL PROWESS**

Following are the results of the Inter House P.T. competition:

**Juniors**
1st: Tata
2nd: Hyderabad
3rd: Kashmir
4th: Oberoi
5th: Kashmir

**Seniors**
1st: Jaipur
2nd: Hyderabad
3rd: Kashmir
4th: Oberoi
5th: Jaipur

On behalf of the School community, the Weekly congratulates the Headmaster on the release of his new book, ‘How Your Child Can Win In Life’, published by Om Publications.

**Around the World in 80 Words**

The US Congress blocked an 8 billion dollar arms sale to Saudi Arabia to rebuke Trump. Turkey was removed from the F-35 Lightning 2 jet programme by the USA.

Mexican drug lord ‘El Chapo’ was sentenced to life in jail plus 30 years.

WHO sent immediate aid to DR Congo due to an Ebola outbreak.

At least 23 have been confirmed dead in a studio fire that took place in Japan.

England won the 2019 ICC Cricket World Cup.

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The Walking Dead
Anant Ganapathy
viewers who could find the song appealing. 

The big break finally arrived when the song found its way onto TikTok – a music based app where users enact a skit or sing along to a song of their choice. The simple, catchy beat and the cowboy aesthetic immediately gained large traction on the app, birthing a ‘YeeHaw Challenge’ where people danced to the track in cowboy apparel. Once its popularity skyrocketed, Hill signed a lucrative record deal with Columbia Records, the same company that counts Beyoncé and Bob Dylan amongst its ranks. The success didn’t stop there; Hill’s song topped the Billboard Hip Hop Charts for an all-time record high of fifteen weeks, and was even controversially removed from the Country Music Chart. Hill’s response? Releasing an updated version with country music legend Billy Ray Cyrus.

Remove all the success, and Hill isn’t a musical prodigy; he’s no Freddie Mercury, and neither is he an experienced electronic producer or an instrumental virtuoso (the now-famous beat used in the song was bought by him off of a Dutch producer for thirty dollars). In fact, he is quite ordinary, similar to many of us, and has gotten this far due to his effective combination of the various tools the Internet and our pop culture has to offer. Ironically, he has literally built a music career out of nothing without possessing any ‘real, tangible’ musical talent, subsequently inspiring a generation of people who may not be inherently talented musicians that they too can make it big.

So in reality, has the internet truly been killing off the established routes and merits of achieving fame? The answer, to my mind, would be no. The way our media industries are functioning today isn’t necessarily better or worse than how things worked in the past, it’s just different. While it can be said that the creation of these apps allows for a larger number of people to gain fame through more mundane means, this is precisely the allure of them. People who make comedic skits or play video games on YouTube could have never imagined earning a living from something that they enjoy and generating the revenue that they do twenty years ago, and artists similar to Hill might have never reached a larger audience if Soundcloud didn’t exist.

In the days gone by, artists had to constantly outdo themselves and the personas they created to retain their audiences. They religiously followed the template of a glamorous, untouchable almost mythical superstar. Now, the dynamics have shifted; mainstream celebrities also understand the importance of using social media. Today, people obsess over the ordinary; they want to see their idols as relatable humans leading lives that on some level they can identify with. Thus, something as ordinary as playing a video game can gather a large following because of how accessible and easy the act is. So yes, while internet culture certainly isn’t a factory that produces a consistent line of Frank Sinatras and Al Pacinos, it has been able to act as a sort of equaliser.

Although the aforementioned influence that people such as Jenner have can be detrimental to our youth, consuming such media and interpreting it in a negative way is ultimately a choice that they make, similar to any other piece of content the Internet offers. On the other, more beneficial hand, it provides us with a greater variety of ways as well as flexibility to develop a career whilst also redefining the criteria for what an entertaining piece of media is, regardless of its origin, simplicity or lack of exceptional talent. Old Town Road’s social-media based beginnings and genre-bending success is proof of this, and, as absurd as it may sound, so is Kylie Jenner posting a picture of her newest car.

**Expedition Extraordinaire**

Adit Khosla recounts his experience of the trek to the Everest Base Camp in Nepal.

Mount Everest stands at a height of 8,848 metres in the heart of Sagarmatha National Park. Approximately 3,468 metres below its summit lies its Base Camp. Under the able guidance of Capt. Ankur Bahl, an old boy of the school and a mountaineer on the verge of completing the mountaineering Grand Slam, a party of old boys and students departed from New Delhi on the 21st of May to complete something that is on most people’s bucket list; ‘The EBC Trek’.

On the 22nd of May, our party, comprising of four old boys, four S-Formers and one student of the Royal Academy of Bhutan landed at the most dangerous airport in the world, the Tenzing-Hillary Airport in Lukla. We had our lunch and were off to Phakding, our first stop on the way to EBC. On the way, we got to know our Sherpas and were greeted by the first rains of the season.

The next day we trekked to Namche Bazaar, after a demanding day, we had electric blankets, hot water baths and pizzas waiting for us at our lodge. We also encountered very strong winds while on the bridges suspended across whole valleys. One might not expect to find the luxuries...
available at Namche in any other place in the world while on a similar trek. After this day, we got an active rest day with a short climb for acclimatisation and then we went to the bakeries of Namche and enjoyed the free wi-fi and delicious cakes.

The next three days were quite eventful. At the very famous monastery of Pangboche, we saw alleged Yeti skulls. Some people started experiencing their first symptoms of altitude sickness, which was cured by their desire to complete the trek. Everyone in the party had developed a liking towards lemon tea and daal bhaat, a local delicacy, and enjoyed both thoroughly. There was also a little scare in the middle with someone experiencing partial blindness. Our skills were tested when we came across a local man experiencing a seizure on the way, fortunately, with the help of the Sherpas and some other trekkers, we were able to stabilize him. With Wifi and delicious food available until now, everyone was very content.

We were now at Lobuche, at 4,940 metres. To reach Lobuche, we had crossed terrain very similar to Mordor in the Lord of the Rings series. Most people had started to feel the pressure of the low oxygen levels as they woke up at night feeling breathless, or had to take regular stops while walking. The next day, we left very early in the morning to reach Gorakshep. Some people had to stop constantly to warm up their feet, but by the time the sun came out, everything was better.

We reached Gorakshesh by noon. The last climb before going to EBC was the one to the summit of Kalapathar. After breakfast in Gorakshesh, we headed out of our lodge for Kalapathar. On the way, two of the S-Formers had to come back to due to altitude sickness, the rest of the party successfully scaled Kalapathar.

Finally, the day to reach base camp had arrived. Within four hours, everyone had reached the entry point of base camp. After a rather long picture session with each other and the Khumbu icefall, we made our way to our tents. Surprisingly, this was the only stop in the entire trek when we actually slept in tents. The dining tent boasted of a heater and everyone stayed in together and played Uno. Dinner was one of the best meals of the entire trip.

The entire climb had been across a total of nine days, including active-rest days and now we would go down and cover all this distance in three days. By the time we reached Lukla, we had walked 124 kilometres across twelve days and however dirty we were didn’t change our mind about how worthwhile and enriching the whole experience had been.

South Africa and India are awfully similar in many ways, and vastly different in many others. Walking out of the airport at five in the morning, I was immediately greeted by a host of many different and completely new sights that are unique to Johannesburg, ‘The City of Gold.” Against the backdrop of the beautiful hills that glimmered in the distance, South Africa’s unique and majestic cultures were evident in the colourful clothes that people wore, and I was greeted by friendly faces (and familiar too, considering the immensely high population of Indians in JoBurg) wherever I went.

I was on exchange at St. Stithians Boys’ College for six weeks, and I say with certainty that this was one of the most eye-opening weeks of my life. Being propelled into an entirely new culture is an experience I hope everyone has the opportunity to go through. The different local delicacies - most of which would make my vegetarian friends run away, the new types of music, all the friends I made, the cultural activities practiced at that school, the energy on the sports fields, and all the people I interacted with, showed me that the world is so much bigger than what we experience here. Honestly, what stood out the most was the all-pervasive vibrant energy of everyone that I met. Across the

Johannesburg Journal

Adit Chatterjee* writes about his exchange experience at St. Stithians Boys’ College.

* Adit Chatterjee
Time flies, doesn’t it? Before I knew it, I was saying my goodbyes to the people and NUS, the place. For a moment, it had just started to feel like a new home. Despite the short length of the trip, I learnt a lot at the University. Their systems, activities, professors and the workshops were all a step ahead of what I had expected it to be. Their contribution to the world especially amazes me.

Ten of us with SSW embarked on a remarkable journey to the NUS Science Summer Camp. A night gone by, and we were off on our rigorous journey through the schedule: a well-planned mix of mind-boggling workshops, tourism and relaxation. Clearly, this camp was for every kind of science enthusiast.

We explored things at small scales; initially observing specimens using a Scanning Electron Microscope, then gradually moving on understanding this nano-world. We even learned to make our own simple smartphone microscope. Our journey through the small scales ended with cracking a murder mystery using DNA Analysis.

If that weren’t enough, we also got the opportunity to learn a bit more about our own senses thanks to the Physiology Workshop. Additionally, we treated our sense of taste with delicious as well as sickening items in the gastronomy workshop.

We understood some key aspects of the 3D printing technology and the famous Fusion 360 software. The amazing thing we learnt was that even houses can be built using 3D printers. Learning about image processing using wavelets and about securing these files was also quite interesting.

The city tour and our visits to Sentosa and Marina Bay Sands educated us about Singapore and were some of the most relaxing parts of the visit though keeping track of where everyone was remained a challenge. The science quiz summed everything up well and winning it made my team feel even better.

Shopping at Orchard Road and in China Town were quite satisfying as well. Our visit to the marvelous Jewel at the Changi airport was also quite fun.

In conclusion, I am extremely grateful that I was allowed the opportunity to go on this trip, as I feel I have grown as a person after such an experience. I thoroughly enjoyed everything that South Africa had to offer, and living in such a culturally, politically and socially charged country really puts many issues in perspective. I hope everyone who visits after me is able to experience and grow as much as I did.
Dampened by incessant raining, Doscos returned to a lush and green campus after returning from a two-month long holiday with long faces and heavy hearts. On that very night of return, Doscos were greeted by historic matches with nail biting finishes, one on the Centre Court and the other at Lord’s. Meanwhile, even as we speak, many of our brothers-in-arm still remain at home with some mysterious ailment has earned them an extended summer break.

What was certainly discernible on return was the School’s three-sixty degree turn around in attitude towards academics and discipline marked by the new daily night attendance in Houses which has not even spared the SCs. With Toye time now witnessing gangs of masters hovering in the Houses, one should not be surprised if more such changes are in the offing for Doscos.

On the sports field, the football season has kicked off and the School team can be seen practising tirelessly with occasional groans in classes regarding the fitness regime they have entered under NTC’s watch. What came as a relief to a busy start to a term was the shifting of the eighth school before lunch. While it leaves the average Dosco hungrier for lunch, it does serve the purpose of making the eighth school way more efficient and certainly less drowsy.

As for the SCs and their entry into the last term, it looks like a six-month long haul with unlimited college work at their desks along with the responsibilities that already burden them. The grapevine has it that School is looking into appointing Doscos into positions of leadership in S form itself and relieving the SC formers off their duties a bit earlier. No worries for the current S form as it would only happen from next year onwards, if it does. As for the four-and-a-half-month term ahead, with DSMUN, Chucks, Football, Trials, Founders etc. marking the calendar at a period of every ten days, it would only be wise to gear up before it’s too late!