



Why do I have to recycle?



By Claudia Pinzón (undergraduate Journalism student)

When I was a little girl, the issue of how to protect the environment wasn't discussed. Then when I was at school I heard for the first time in my biology class about the consequences of consuming a lot of products that can affect the planet, as well as the excessive consumption of energy, all the factories that produce gases and the pollution of rivers and oceans.

I was naturally scared, because my teacher told us all this information in an apocalyptic way. But he didn't tell us the solutions to help the earth. So I researched and the way that I could help it the most was recycling.

I told my mom the correct way to recycle, and we both started to separate the garbage from materials like plastic, cardboard and paper. Then a few months ago when we were shopping in a supermarket we saw that they were selling a cloth bag that can replace the usual plastic bags, so I thought that it was a good idea to buy it because plastic bags take many years to degrade.

I am concerned about the people that don't understand the importance of recycling. I was reading this month about all the products that take many years to decompose and it is shocking because there are so many things that we use every day and in most cases all those things are not finished when they reach the trash can. For example, Styrofoam, straws, batteries and plastic bottles take thousands of years to disappear.

So for me, it is very important to help. This could be in a small way, but we have to start with something. I think that it is a problem of consuming, consuming and consuming and then making thousands of tons of garbage, as well as the fact that we waste a lot of energy and produce so much rubbish in our factories; we have to make a change now.

Welcome to the ninth issue of Ink, the Externado University's English magazine.

Once again, we are celebrating the anniversaries of the Externado and the FIGRI faculty with a special theme issue on the subject of the environment. We would like to thank everyone who contributed and hope that you enjoy the contents of this magazine. Please remember that contributions for the next Ink are welcome.

Enjoy!
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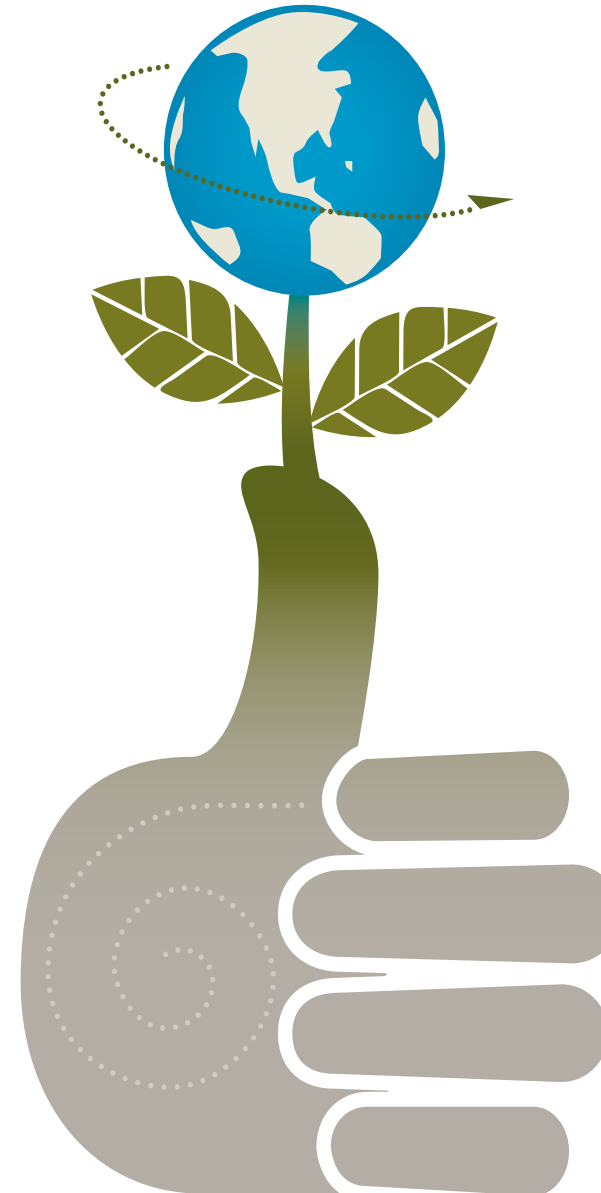
The idea of Ink is to display pieces of writing, in English, by members of the Externado community. As the idea is to maintain authors' originality as far as possible, you may find some minor mistakes in the articles.



By Mónica Muñoz
(undergraduate FIGRI student)

Ecopoem

By Paulina Salazar
(undergraduate FIGRI student)



The world is now evolving
Society starts constructing
Not knowing what is coming
As we approach global warming

If we want to change our path
We need to do the maths
What solution can there be?
Consumption is not it
Saving the environment sounds more like it

We need to arrange a plan
There are simple ways to contribute
Such as turning off the tap as much as we can
Or saving animals that are cute

We need to become more 'green'
To change the way we've been
To make the world a better place
We now are in a race

We need to be aware
Since being eco-friendly is very rare
At least we can recycle
Or we can ride a bicycle

No need to be an extremist
You just need to sacrifice
We don't want to melt the ice
Next time appreciate the environmentalists

Saving the environment is so much fun!
So let's do it while we can
There's no time to waste,
It's time to sort out our waste.

ENVIRONMENT

evolution

nature

valuable

interesting

recycling

organize

nations

mentalizing

efficient

needed

treated well

This acronym indicates the importance of the environment in our world. It shows that it is not a game and that it is up to mankind to salvage what is left.

EVOLUTION: this means that our ecosystem has to progress, because what we are doing is like being in a time machine going back to hundreds of years ago.

NATURE: this is all about the environment; it is everything that is around us.

INTERESTING: we must have interest in it, because it is what we have to keep.

RECYCLING: this is the simplest and healthiest way to save this planet, just by sorting the different types of materials.

ORGANIZE: as a community; we have to be together contributing to this cause.

NATIONS: every country, every city and every person has to be aware of this problem, and create programmes that help their surroundings.

MOBILISE: humanity has to encourage the development of this subject.

EFFICIENT: programmes have to be competent, because time is running out.

NEED: the environment is a necessity for us; everything that we consume is from there, such as essential products like water and air.

TREATED WELL: This is the only thing that nature expects from us.

So it's time to change, it's time to save the world and to work together.

By Daniela Molano
(Undergraduate FIGRI student)



Marketing and the Environment

By María Piedad Cuevas Orozco (Marketing Professor, Business Faculty)

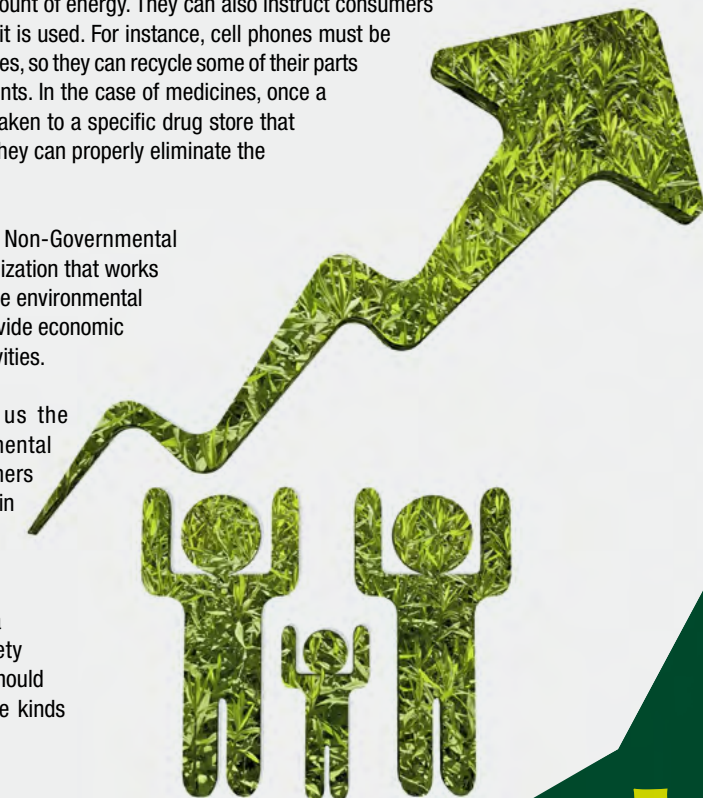
Marketing is more than supplying customers' needs and building solid relationships with them. It is also more than increasing sales and making a company grow. The current role of marketing can provide an important contribution to the environment. What does all of this mean?

When marketers design or produce a product they can do it in a way that respects the environment. For example, they can use recyclable elements such as raw materials for the production process. Additionally, the packaging of the product can be recyclable or reusable. By doing this, extra garbage is not generated on the planet.

Another opportunity that marketers can work for the environment is by educating consumers. They can teach consumers the appropriate way to use a product; for example, how to use an electronic device with a minimal amount of energy. They can also instruct consumers on how to discard the product after it is used. For instance, cell phones must be taken back to the cell phone companies, so they can recycle some of their parts and correctly eliminate other elements. In the case of medicines, once a medicine has expired, it should be taken to a specific drug store that collects expired medicines, so that they can properly eliminate the expired medicine.

Finally, companies can sponsor a Non-Governmental Organization (NGO) or another organization that works for the environment. They can include environmental messages in their advertising or provide economic resources to support ecological activities.

In conclusion, marketing gives us the opportunity to work for environmental causes. We can influence consumers to make better use of the products in order to preserve nature. We can also do collaborative campaigns with other organizations. A company that works for the environment is a responsible company within society and the planet. As consumers we should always buy our products from these kinds of companies.



Your Problem is my Problem

By Jose Antonio Bonnet Toro (undergraduate Social Communication and Journalism student)

When people gather around to have a meal, I'm pretty sure no one really cares about the environment. At school, usually, you see people smoking, throwing garbage in the wrong places and we still have to deal with it. I am 100% sure that people who hurt the environment know it really well. However, the problem is precisely that we know we are doing something wrong, but we don't do anything about it. Asking people to change their typical life habits is a very difficult task. Turning lights off, disconnecting phone chargers, taking less time in the shower and other things are simple tasks that anyone could do. Unfortunately, no one in a comfortable position is willing to change their lifestyle. If no one wants to contribute to saving our environment, then our lifestyles will degrade in time.

On the other hand, the other problem is that no one really knows about the real dangers that turn out because of the damage we do to our environment. People still think with just one eye open. In consequence, no one knows how to venture into solving the problem. In other words, we are just blindfolded because we don't know about the negative effects of hurting our environment. If the Internet is the main source of information, then how is it possible that people don't investigate about the dangers that are caused by environmental damage? It turns out that it's not about information, but rather the direct effects we receive. So, as long as people aren't directly affected, then no one will do anything to stop it. In the end, our planet will have to keep on suffering from our ignorance because people will not change until it's too late.

Colombia is a country with 45 million citizens. As it is a Third World country, poverty is one of the biggest problems that the country has to deal with. In the meantime, this also means that people have limited access to education, which makes them ignorant. In consequence, people will damage the environment without even knowing it, even though they don't have the intention to do it. Even so, the problem with the environment also includes issues concerning the government and the economy. On the one hand,



the economy is growing at a high rate and that also means there's exploitation of natural resources. In simple terms, people may not notice anything bad about foreign investment. However, the conflicts involving people's land have led to abuse and migration to the main cities. In addition, the word "green" isn't well accepted in the world of politics. In Colombia, the cost of a barrel of oil is one of the highest in the world. This is because the government is being manipulated by the owners of the oil. Also, a multinational oil company can easily manipulate the government by simply offering personal benefits. This is one of the reasons why Colombia can't get rid of its oil addiction. It's the corruption that has taken over the minds of the people who run the country. Oil companies such as Texaco, Mobil, Shell and many others aren't going to move a muscle to help reduce CO2 emissions in Colombia. In fact, they will always try to make us feel more dependent on them, rather than showing us that we are in charge of our own destiny. This is also a reason why it's almost impossible to start a change in our daily consumption habits.

Our society has led our most precious minds to convince people that progress and a modern lifestyle is needed in order to succeed in life. A small percentage of world leaders truly believe in the protection of our environment, and still, the world isn't ready for a change. Most politicians will pursue their own ambitions just to get away with it. Corruption and the financial idea of getting rich will always be an obstacle for our environment. This doesn't mean we have to give up. I truly believe that small actions can make a huge difference in our daily lives. Just turn the lights off, if you can, or use a bicycle instead of a car. Those things will help our planet to survive. In the end, we only have one planet and we must take care of it. It's not a decision the government has to take, nor the oil companies; it's a decision that the people must take. If everyone reacts and becomes aware of the true things we need in life, I'm sure that our environment will not suffer arbitrarily, and we will not have to pay a high price.

Global Darkness...

By Natalja Mariño
(undergraduate FIGRI student)

Have you ever heard of a phenomenon called “global darkness”?

It is related to climate change and global warming, but despite this, its effects are quite different. This means that while the earth is getting warmer, global darkness means that something worse is happening. Not everybody knows about “global darkness”, because this is a recent development.

This phenomenon is mostly caused by human pollution which stays between the ozone layer and the clouds; in consequence, it is very difficult for light to arrive to the earth, so days are darker as well as being cloudy and rainy. The function of clouds is that they filter the sun's warmth and contain the warmth that is emitted by the earth. Some statistics have shown that solar light has been reduced by 10% due to this kind of pollution.

One of the most dangerous consequences is the impact on animals and nature, especially because of trees' photosynthesis process, which produces oxygen. This process cannot be done without the sun. In addition, this change has an effect on human health, because contamination stays in the air we breathe every day.

It is also dangerous because global warming warms the earth and global darkness cools it, so the first phenomenon is hiding the second one. This is the reason why it is not well-known.

Finally, to fight against all the environmental circumstances we find every day, the first thing to do is to stop polluting, not use cars so much, recycle and think about what we can do to help the situation.

Tigers:

The implications of their extinction

By Santiago Gómez Nieto (undergraduate FIGRI student)

Tigers are one of the Earth's fastest disappearing species. Tigers require the largest land area to survive of any predator and must compete with people for limited habitat and resources. As this habitat is lost, people move further into what was once the forest. Tigers usually eat antelopes, deer, pigs, cows and other animals, but when times are hard this animal eats everything it can find, from lizards, frogs and insects to monkeys and young elephants, birds, fish, other cats, dogs and even bears.

People have to take care of these animals because tigers have an important place in the food chain. In addition, tigers are one of the most respected and admired wild animals in the world. Their strength and intelligence have given them this reputation.

However, they're now facing extinction and the risk is increasing every day. Many people think that we should give up helping tigers; that it is a waste of time and energy because there are just a few left. But I invite those people to think about the things mentioned here and try to realize what the role of men in this situation really should be.

If every person is aware of the situation of this majestic animal, we can help to save this species. We are the only hope it has left.

Notes:

· At the beginning of the 20th century there were over 100,000 wild tigers. Today there are less than 2,500 wild tigers.

- **Tigers are symbolic in many cultures.**
- **Tigers contribute to the earth's balance.**
- **The extinction of these animals will cause overpopulation problems.**



Let's do Something about it!

Let's do something about it!

By: Patricia Garcia-Marquez Munive (undergraduate FIGRI student)

Every summer I've heard about the fires that occur in the rainforests, especially in Spain. I don't understand how those fires keep happening and still there's no regulation about it. People haven't realized about the dangerous effects that this brings to the environment and to the country too.

Summer is the most well-loved season; people travel a lot, go to the beach and especially go camping. The high temperatures and irresponsible people make this last activity one of the most hazardous activities for the environment.

People that go camping don't have the awareness to pick up their trash or leave their campfire put out, and these two factors and the high temperatures produce uncontrollable fires. They have created panic in the neighboring villages and in some cases even caused great destruction.

In addition, these fires are bad for the environment, firstly because of the tons of smoke they produce which cause more pollution and contribute more gases to the greenhouse effect. As well as this, the deforestation they create takes hundreds of years to recover from.

Certainly because of this and many other facts the Spanish Government should increase the regulations against camping and campfires. The result would be beneficial for both the country and the environment.

the **Work** of the Environment **Ministry**

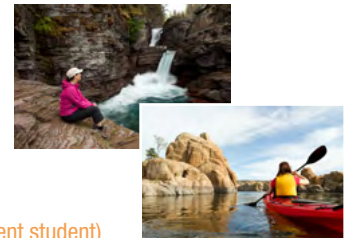
By: Daniel López Díaz (undergraduate Journalism student)

Since 2003 the Environment Ministry has been merged with the Ministries of Territorial Development and Dwelling, and this new Ministry has had the tasks of these three areas. This new organization saved a lot of money for the government, and it has made the government a little bit lazy in regards to environmental topics. Currently, most of the policies they create are aimed to protect the lives of the people affected by the winter. That is good, but the problem is that the environment is being neglected.

Dealing with environmental topics is not only creating infrastructure projects, it is about making plans to make people aware of these kinds of topics. For example, there is a project to reduce the environmental impact of pesticides in the Caribbean Sea, mining codes, and the project for marine ecosystems; these are just engaged in physical acts for the government. They never contemplate how to make people more aware of caring about our planet or at least our country.

This is not an easy task, but the Ministry could start making campaigns in schools and universities as well as working in underprivileged neighborhoods where many people are at home every day. Working on persuading people with psychological strategies could help with these kinds of plans. If the government tries to fix the environmental situation just by cleaning rivers and forests, they would be clean for a short time, but people will soon change this when they leave their waste in these places.

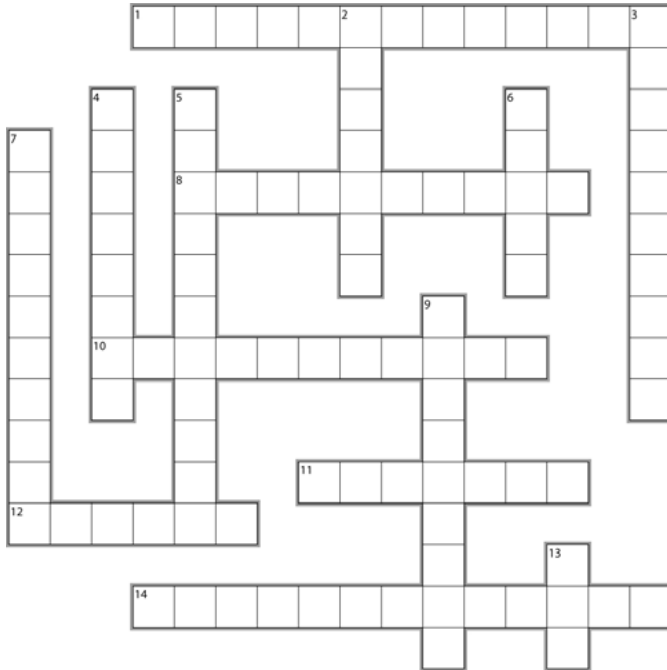
Tourism and the Environment



By Diana Bastidas Naranjo (undergraduate Hotel and Tourism Management student)

Tourism is an important sector offering enormous benefits to society. It brings job opportunities to different people in each city, creating growth in the economy. Also, we can notice a relevant development related with the environment because companies like hotels and some travel agencies implement policies dedicated to nature conservation.

People can now see a difference in the tourism industry. In the past, hotel chains didn't care about taking care of the environment and they just built in areas destroying ecosystems that maybe we can't recover again. But, with the creation of a new environmental culture, tourists and hotel managers are interested in preserving natural resources. Before they start building, these companies create strategies to help natural areas and communities; also tourists are really interested in ecotourism. People like to travel where there are green areas and beaches are protected.



Across

1. A place to protect wild animals.
8. When an animal is in danger of extinction.
10. Coal, oil or natural gas.
11. An ecologically healthy city.
12. Something which can come from the sun or the wind.
14. A problem caused by chemicals and pollution.

Down

2. No longer existing or living.
3. The shaking of the Earth's surface.
4. Animals and vegetation.
5. Catching too many fish.
6. Deforestation is caused by removing them.
7. A building where plants are grown.
9. Reusing material.
13. The wind we breathe.

Crossword prepared by [Estephania Munar](#) (undergraduate FIGRI student)

Did you know that the FIGRI English Area has its own website? You can find a variety of different things on the site, such as events and notices, exercises to improve your English, and even teacher profiles, so it's a really good idea to be familiar with this tool that's been made especially for you!

Go to www.uexternado.edu.co/englishlink and have a look around!

Also, join our Facebook group by searching for "Externado University English Area", and follow us on Twitter: @UExtEnglish