

SEREN

MAGAZINE

**NATHNAEL
ASFAW**

“

living in a country like Ethiopia with a profound cultural heritages and history, you can find all the inspiration you need right in front of you

OMNIA

BLUETOOTH

SANTORINI

Table of Contents

04

EDITOR'S
LETTER

BLUETOOTH

What do you know about
Bluetooth?

05

NATHNAEL
ASFAW

An interview with Nate
graphics.

08

BEAUTY

Our first poetry section by
Bamlack

14



16

World's most popular video
on YouTube

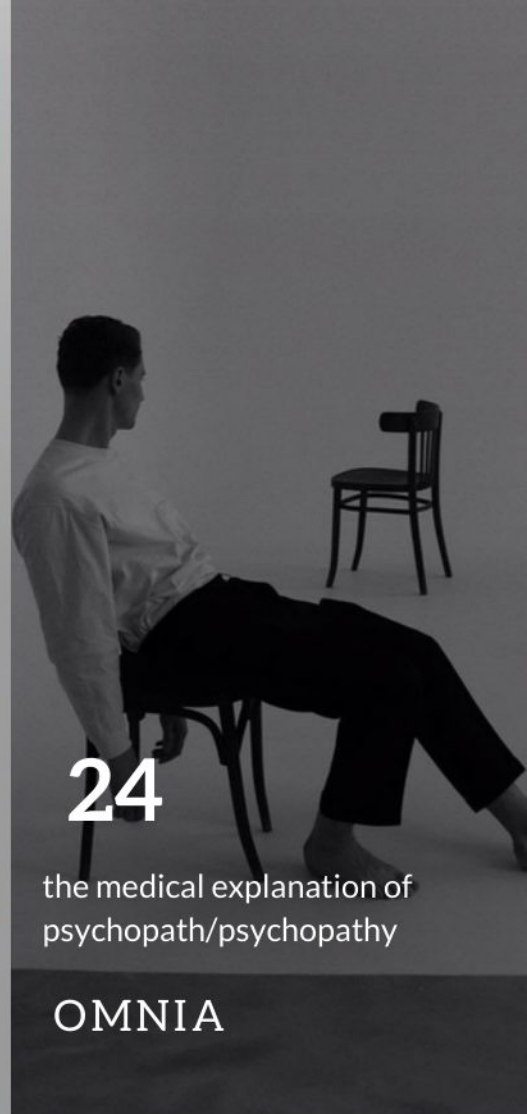
BABY SHARK



20

Santorini should be in your
bucket list

SANTORINI



24

the medical explanation of
psychopath/psychopathy

OMNIA



WHAT DO YOU KNOW
ABOUT BLUETOOTH?

Bluetooth

Bluetooth

Bluetooth

Bluetooth History & How Bluetooth got its name

Bluetooth wireless technology allows us to share the data, the voice, the music, the video and a lot of information between paired devices, It is built into many products, from mobile phones, cars to medical devices and computers.

Bluetooth technology is a standardized short-range wireless communication technology that uses a low-power radio frequency with low cost, It is interoperable and it sucks up very little energy.



THE STORY BEHIND HOW BLUETOOTH GOT ITS NAME

We all recognize the name Bluetooth. It's synonymous with wireless technology, and we take for granted how much it impacts our lives. From smartphones to headphones and beyond, we rely on Bluetooth to free us from the tether of wired tech.

Bluetooth – The names don't sound techie. It's not an acronym and doesn't stand for anything. So what does it mean? Surprisingly, the name dates back more than a millennia to King Harald "Bluetooth" Gormsson who was well known for two things:

- Uniting Denmark and Norway in 958.
- His dead tooth, which was a dark Blue/grey color, and earned him the nickname Bluetooth

In 1996, three industry leaders, Intel, Ericsson, and Nokia, met to plan the standardization of this short-range radio technology to support connectivity and collaboration between different products and industries.

During this meeting, Jim Kardach from Intel suggested Bluetooth as a temporary code name. Kardach was later quoted as saying, "King Harald Bluetooth...was famous for uniting Scandinavia just as we intended to unite the PC and cellular industries with a short-range wireless link."

Bluetooth was only intended as a placeholder until marketing could come up with something really cool.

Later, when it came time to select a serious name, Bluetooth was to be replaced with either RadioWire or PAN (Personal Area Networking). PAN was the front runner, but an exhaustive search discovered it already had tens of thousands of hits throughout the internet.

A full trademark search on RadioWire couldn't be completed in time for launch, making Bluetooth the only choice. The name caught on fast and before it could be changed, it spread throughout the industry, becoming synonymous with short-range wireless technology.

THE INITIAL BLUETOOTH LOGO

The Bluetooth logo is a bind rune merging the Younger Futhark runes (Hagall) (ᚷ) and (Bjarkan) (ᚫ), Harald's initials.



INTERVIEW

With

Nathnael

Asfaw





TELL US A LITTLE BIT ABOUT YOURSELF

I am known on social media as Nate Graphics, I am a 22 years old proud Ethiopian digital artist, Animator, motion and graphic designer from Addis Ababa. My Name is Nathnael Asfaw. I was born on Meskerem 25/ 1992 in Kombolcha town and grew up in Addis Ababa. I am an optimist, hardworking, logical and self-reliant person that loves creating art.

WHAT ARE YOUR ARTISTIC AMBITIONS?

I would like to promote Ethiopian and African culture through digital art; but my biggest ambition is to make the first Ethiopian 3D animation movie. I have been preparing a script for almost a year; so, when the time is right and all the requirements are fulfilled, I would like to assemble a team and make the first ever 3D animation movie in Ethiopia. I believe this would take Ethiopian digital art and animation industry one step forward.



How did you start your career as a 3D/2D artist? And what was your first 3D software?

Ever since I was in elementary school, I enjoyed creating paintings, vectors and graphics using computer softwares. You might wonder what kind of software I was using then; it was just the classic Ms. Paint and MS. Publisher. Of course, I wasn't good at all then; neither did I know the basic concept of art, but I just enjoyed scribbling, painting and making shapes. After years of playing around, I started taking lessons online and I started my digital art journey. Learning something new everyday became my habit and I started creating different artworks. At first, I was just creating them for myself; but when I started sharing them on social media, people loved them and I was getting many positive feedbacks. I was inspired by the reaction I got and started creating more artworks and shared them online.

my first ever 3D software was blender. Blender is a free and relatively easier 3D software available on the internet so it is preferable for beginners who are just starting out their 3D journey.

I believe that every step we take in life is an inspiration to create something new. Especially, living in a country like Ethiopia with a profound cultural heritages and history, you can find all the inspiration you need right in front of you. For me, Ancient Ethiopian Architecture, Ethiopian famous leaders and warriors, traditional cloths, religious paintings, etc. are among the things that give me ideas and inspiration to create art.

HOW DO YOU GET INSPIRED TO PRODUCE A PIECE OF ARTWORK



IN YOUR OPINION, WHAT IS THE KEY FACTOR IN DESIGNING A REALISTIC 3D ENVIRONMENT?

The two most important things one must know to design a realistic 3D environment are lighting and shading. Shading is just the basic material property of an object including the color, reflectivity, transparency, and so on, while lighting is the color, intensity and direction of light hitting the object. If you master how to use these two in combination you are one step closer to design anything in 3D. Being a 3d Designer also requires a keen sight to one's surroundings. You should pay close attention to your environment if you want to make realistic renders in any 3D software.

HOW DO YOU SEE THE ETHIOPIAN CULTURE RELATED TO THE DIGITAL ARTS?

The concept of art is not new to us as Ethiopians; in fact, we had ancient architectural designs, wall paintings, dances, music and many more forms of art, thousands of years ago. It can be said that we served as the cornerstone for modern art. I strongly believe that being a pioneer is not enough by itself; we need to update our selves as the technology advances. That being said, we are many steps behind other countries in terms of digital art. There are only few Ethiopian digital artists who are trying promote Ethiopian culture through digital art. So, I admit we need to work harder to make Ethiopia well known for its digital arts.

WHAT ADVICE WOULD OFFER THE YOUTH?

I believe our generation of youth is a lucky generation. This is because we have many opportunities to learn almost anything we want online. We can still attend our formal school and learn what we want on the internet. For example, I was learning public health in university when I was improving my 3D and 2D animation skills in my dormitory. After 4 years of stay in the campus I graduated in public health but I also became a good artist and animator. So, my advice for the youth is try to learn something new everyday when you are on the internet; don't just spend your time looking at funny memes and movies. Try to find your interests and work hard to make your interests become your career. There is no greater satisfaction than doing what you love and loving what you do for a living.



@nategraphics

click to browse

BEAUTY

Beamlak Fekadu H/Mariam

Beauty

One might think, I am pretty,
but you should know it's a pity.
I didn't lend a hand when I was made,
I don't remember being shaped, I am
afraid.

yet... Many might think everyone is
beautiful,
and that's why we should be grateful,
one truth stays the same,
if our insides are beautiful,
we can radiate in every frame.

If our brains are good,
then our looks will get better.

If we are in good mood,
we will show awesomeness no matter
where.

Yes, if we are truthful,
we will be attractive always and forever

Beamlak Fekadu H/Mariam

A SONG WITH CATCHY TUNE AND FLASHY VISUALS,
THAT HAS CAUGHT THE FANCY OF CHILDREN ACROSS
THE WORLD AND MADE A NUMBER OF PARENTS AND
TEACHERS ROLL THEIR EYES

BABY SHARK

THE WORLD'S MOST VIEWED VIDEO



A Baby Shark plush toy is seated in a white chair at a desk. The shark is wearing black-rimmed glasses and holding a newspaper open with its blue-gloved hands. On the desk to the right is a white cup of coffee on a saucer and another newspaper titled 'The News'. The background is a plain wall.

DU DU DU DU DUDU DU

At one-minute-and-21-seconds long, the song's repetitive "doo-doo-doo-du-du-du-du-du" refrain invites endless replays. Coupled with simple and easy to follow dance steps, it has become extremely popular among kids, especially under the age of five. Although it is unclear who the original writer of the song is, it is said to be a popular American campfire song which has been sung and recreated a couple of times.

However, Baby Shark became a global sensation after it was remixed and recreated by the Seoul-based production company Pinkfong. Sung by 10-year-old Korean-American singer Hope Segoine, the video of the English version of the song, released in June 2016, broke the record of being the most watched.

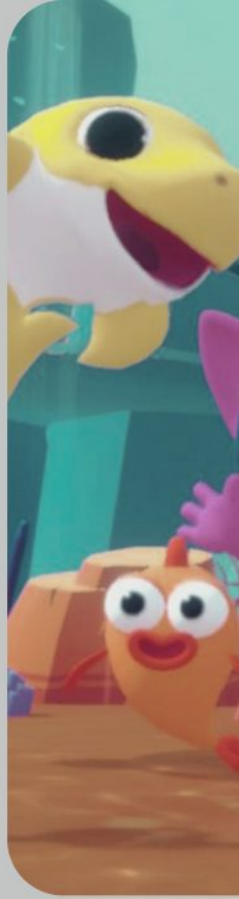
Although the song is in public domain and not owned by Pinkfong, the company was sued in 2019 by children's songwriter Jonathan Wright, who had recorded a similar version to in 2011 and argued that he held copyright on his own take on the material.

Baby Shark became an international hit, reaching number 32 on the Billboard Hot 100 in January 2019, and also made it to the UK Top 40 list. Pinkfong stands to have made about \$5.2 million (Rs 38.66 crore) from YouTube streams alone. The song first went viral in south-east Asia, and then in the US and Europe.

It prompted a spin-off live tour, merchandise, books and more, plus reworkings of the song, including one featuring Luis Fonsi and another promoting handwashing during the COVID-19 pandemic.

The song became a viral internet trend in 2017, when scores of families and communities in Indonesia were uploading videos doing their versions of the dance. In 2018, #BabySharkChallenge became a viral trend on TikTok. As it entered the top music charts in the UK, actor-comedian James Corden featured it on The Late Late Show, and crooned the hit song along with Sophie Turner and Josh Groban. “Once in a lifetime, a song comes along that defines a generation,” is how he introduced the song.

Last year, the Washington Nationals baseball team in the US also took it up as an anthem and went on to win the World Series, which prompted the White House to play the tune during the celebrations. It has been used by law enforcement agencies, for which they have also been pulled up. At Florida’s West Palm Beach, the authorities played the song on repeat to discourage homeless people from congregating in a public area. Three prison workers in Oklahoma were charged with prisoner cruelty after it came to light that they had allegedly handcuffed inmates and forced them to stand and listen to Baby Shark for over two hours. District attorney David Prater had then said that playing the song on repeat could have added “undue emotional stress on the inmates who were most likely already suffering

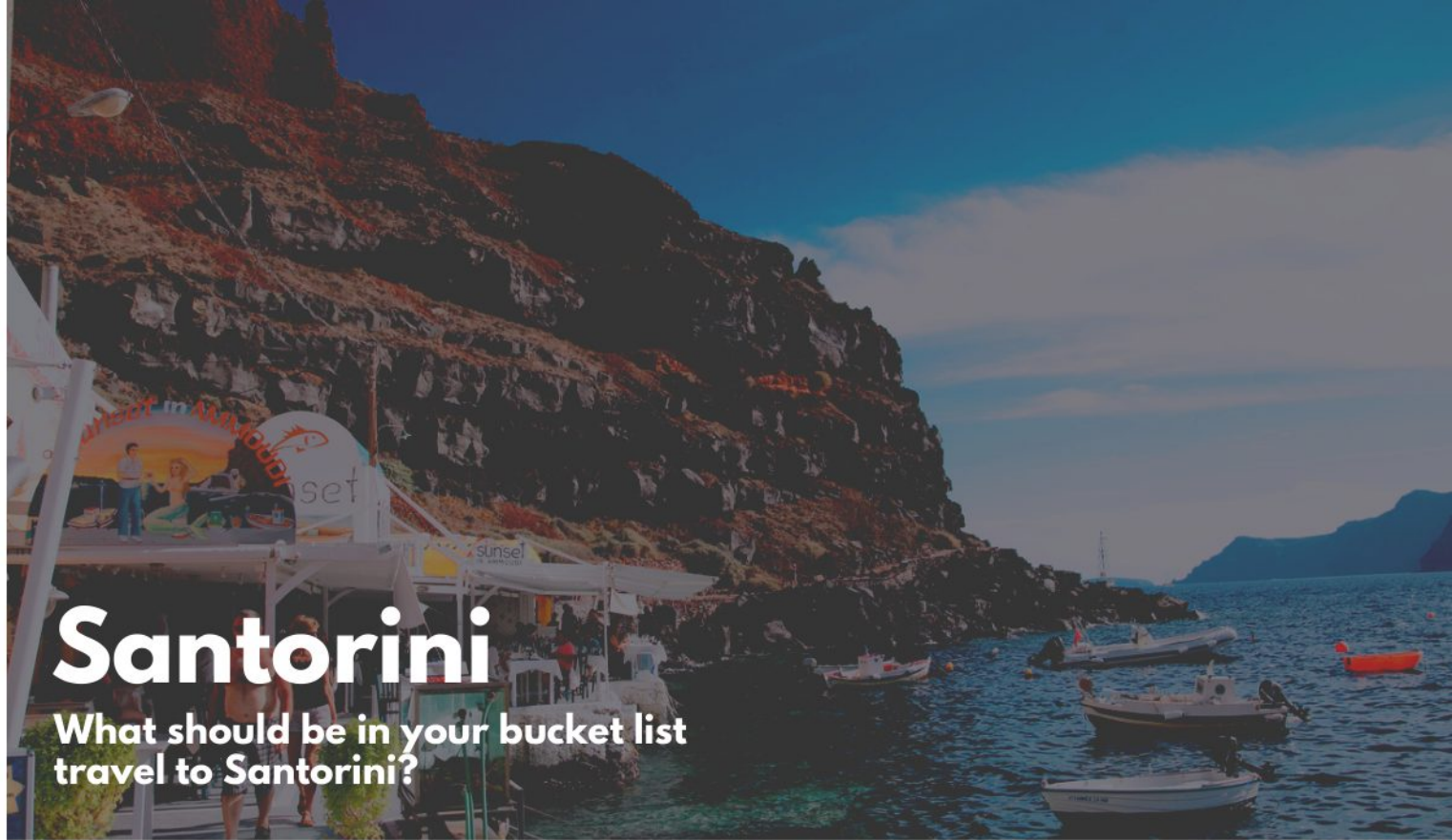




SANTORINI

Santorini

GREECE SANTORINI



Santorini

What should be in your bucket list travel to Santorini?

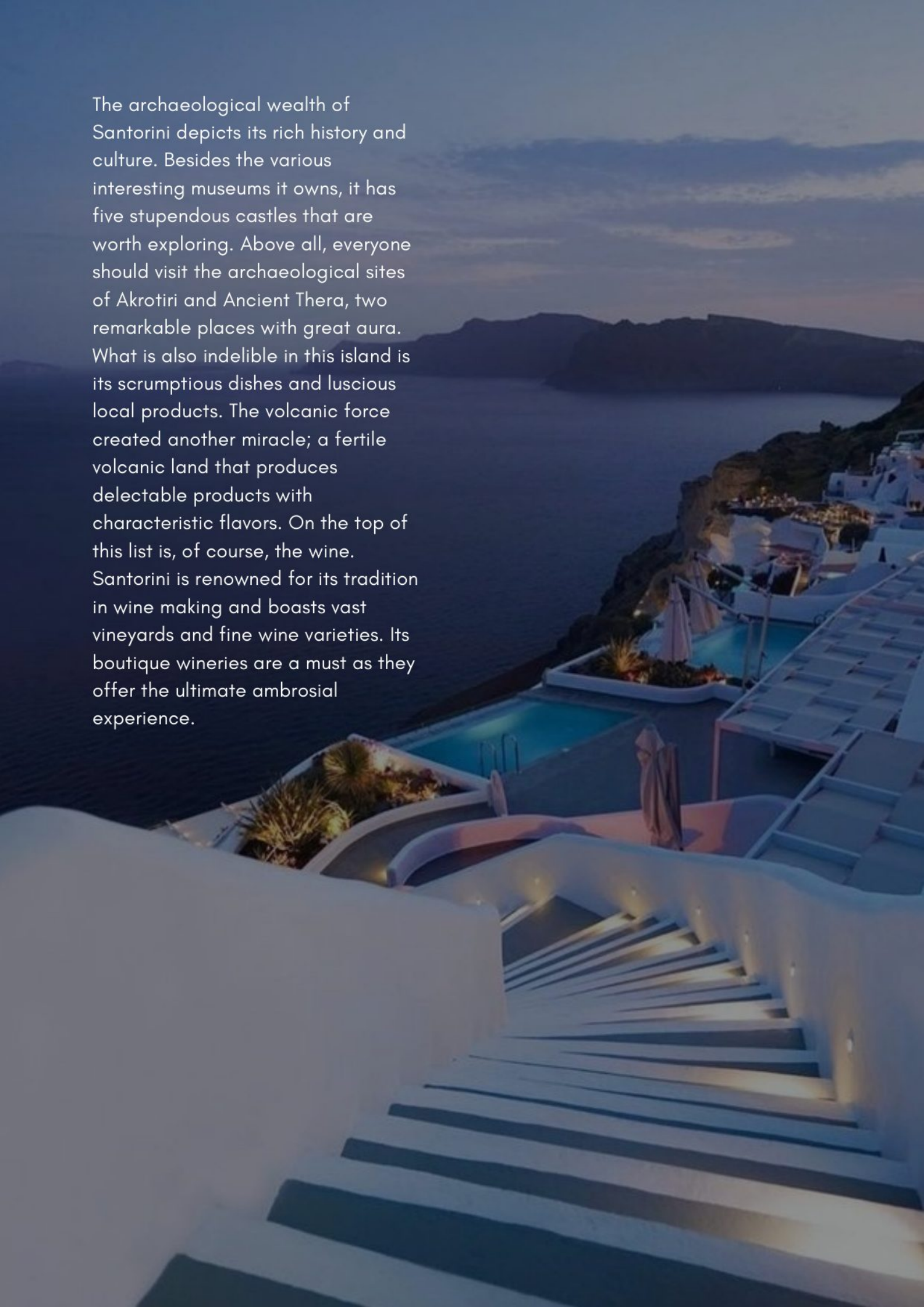
There is a wealth of reasons why Santorini is the best Greek island and one of the top travel destinations in the world. If you have a quick dip into the island, it is enough to make you realize its uniqueness and become deeply fond of it. Besides the ideal climate of Greece with hot summers, a bright sun and the temperament of its people that captivates tourists in every part of Greece, Santorini has its distinctive characteristics that make it stand out and deservedly popular all over the world

First of all, Santorini is a natural wonder of the world. Its world famous volcano, which constitutes a magnificent sight and attraction of Santorini, formed the island and gave it its current shape and geomorphology by a massive volcanic eruption, thousands of years ago. The rare natural beauty of Santorini, the breathtaking caldera, the views, the extraordinary volcanic beaches and the lunar landscapes are the wondrous results of this eruption that can only be admired in Santorini.

In this incredible "canvas" everything is totally harmonious. The architecture of Santorini –whitewashed edifices, blue domes, candy-colored houses and paved paths– blend in perfectly with the spectacular surroundings, creating jaw-dropping images that look like picture postcards. A stay in a world-class hotel, suspended on the caldera cliffs with an infinity pool and a Jacuzzi, will arouse your senses and turn your trip into a lovely experience. Santorini is the perfect place to unwind and have a dreamy holiday. Don't forget that Oia village is known for the best sunset in the world!

Nevertheless, Santorini's true essence is far below the surface and the real beauty lies in its people, pulse, culture and tastes. Any chance to come closer to locals and relish their warm hospitality will be totally rewarding. What can be equally satisfying is the various experiences and activities you can do on the island; sailing tours, volcano trips, a plethora of watersports, diving in impressive sea beds and hiking, or even horse riding, in unspoiled nature trails will help you broaden up and live unique moments. For those interested in fun and partying, the vivid nightlife of Fira, the capital of Santorini, will undoubtedly fulfill their needs and meet their expectations.

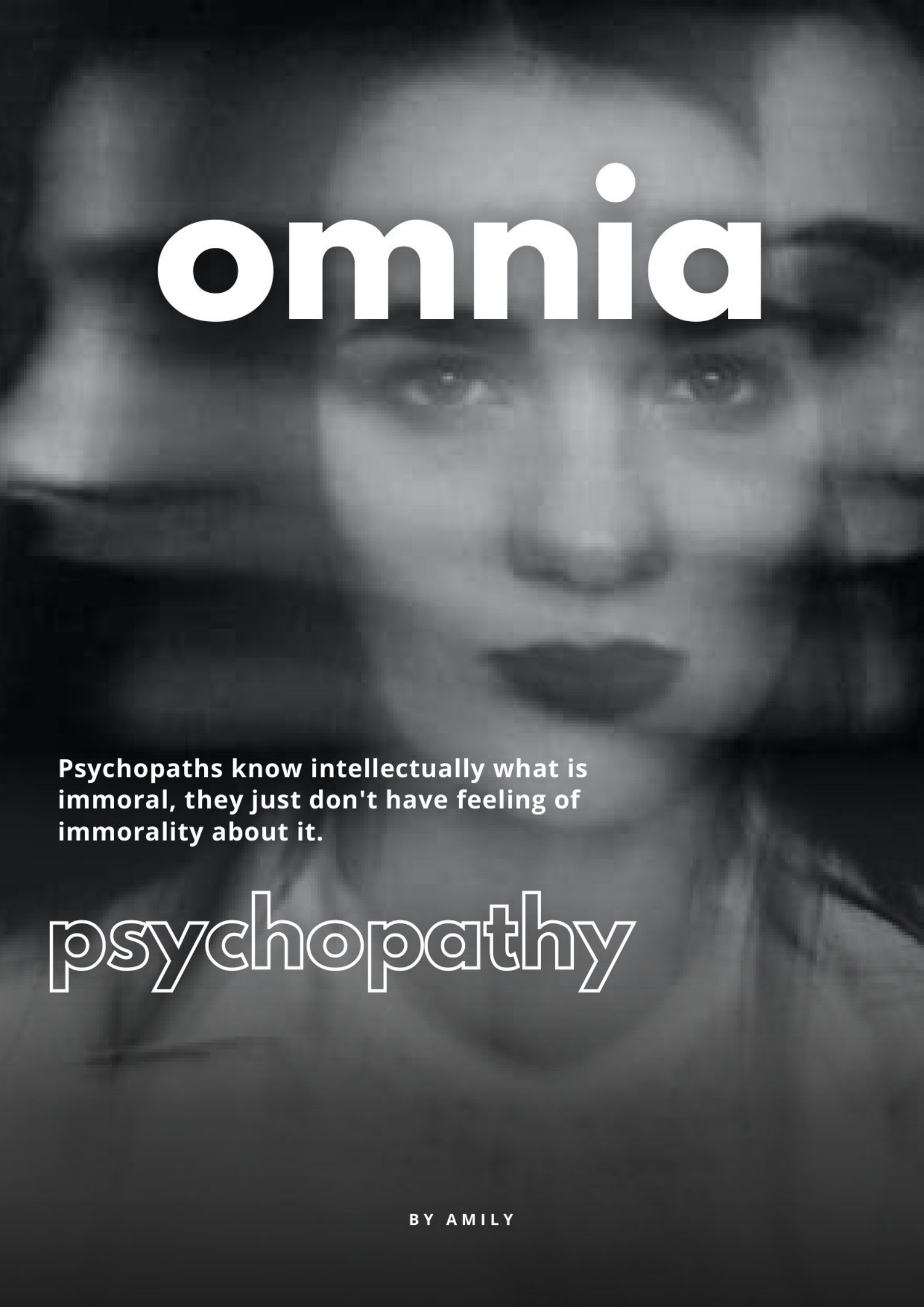
The archaeological wealth of Santorini depicts its rich history and culture. Besides the various interesting museums it owns, it has five stupendous castles that are worth exploring. Above all, everyone should visit the archaeological sites of Akrotiri and Ancient Thera, two remarkable places with great aura. What is also indelible in this island is its scrumptious dishes and luscious local products. The volcanic force created another miracle; a fertile volcanic land that produces delectable products with characteristic flavors. On the top of this list is, of course, the wine. Santorini is renowned for its tradition in wine making and boasts vast vineyards and fine wine varieties. Its boutique wineries are a must as they offer the ultimate ambrosial experience.





The archaeological wealth of Santorini depicts its rich history and culture. Besides the various interesting museums it owns, it has five stupendous castles that are worth exploring. Above all, everyone should visit the archaeological sites of Akrotiri and Ancient Thera, two remarkable places with great aura. What is also indelible in this island is its scrumptious dishes and luscious local products. The volcanic force created another miracle; a fertile volcanic land that produces delectable products with characteristic flavors. On the top of this list is, of course, the wine. Santorini is renowned for its tradition in wine making and boasts vast vineyards and fine wine varieties. Its boutique wineries are a must as they offer the ultimate ambrosial experience.



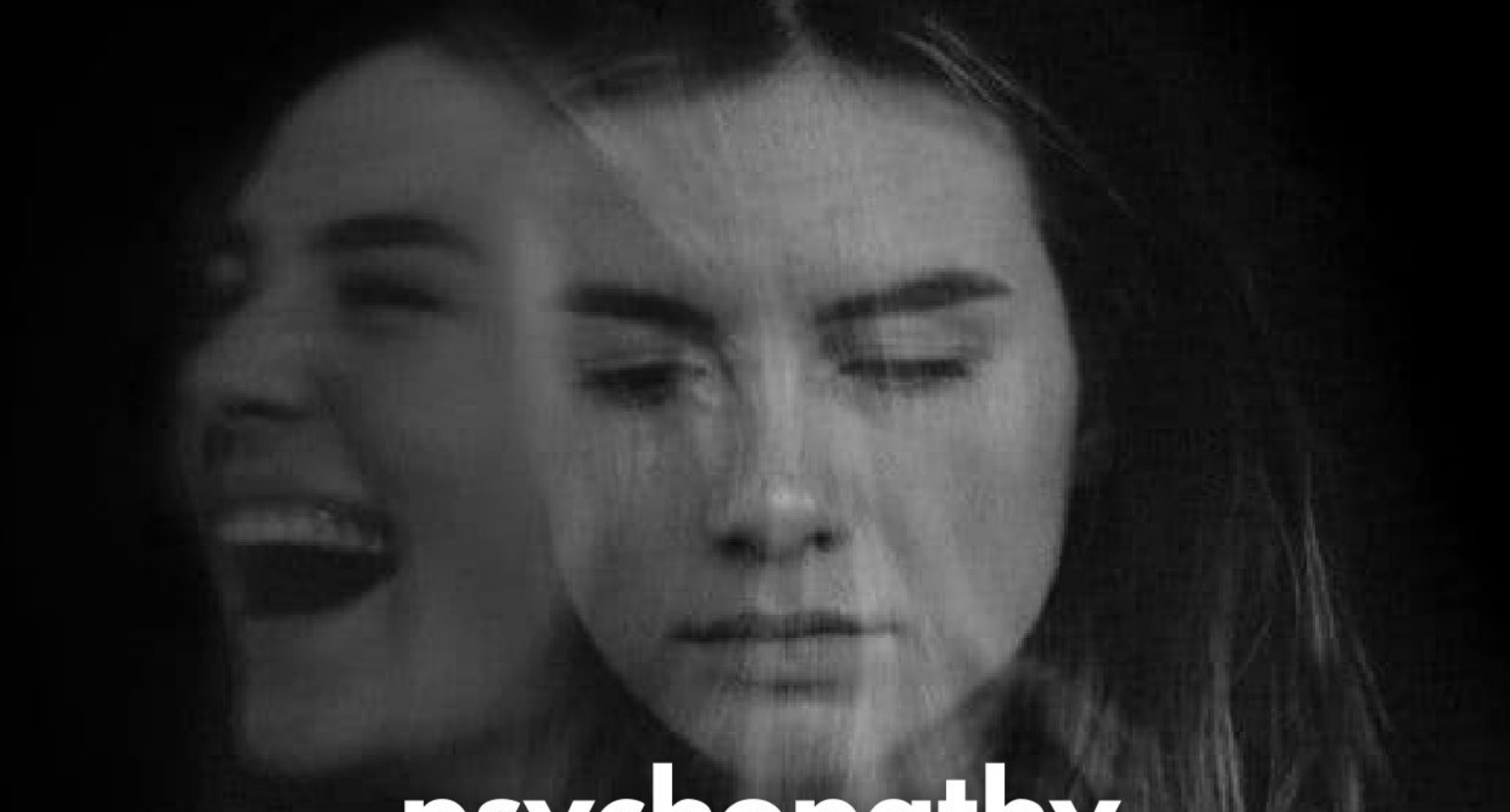


omnia

Psychopaths know intellectually what is immoral, they just don't have feeling of immorality about it.

psychopathy

BY AMILY



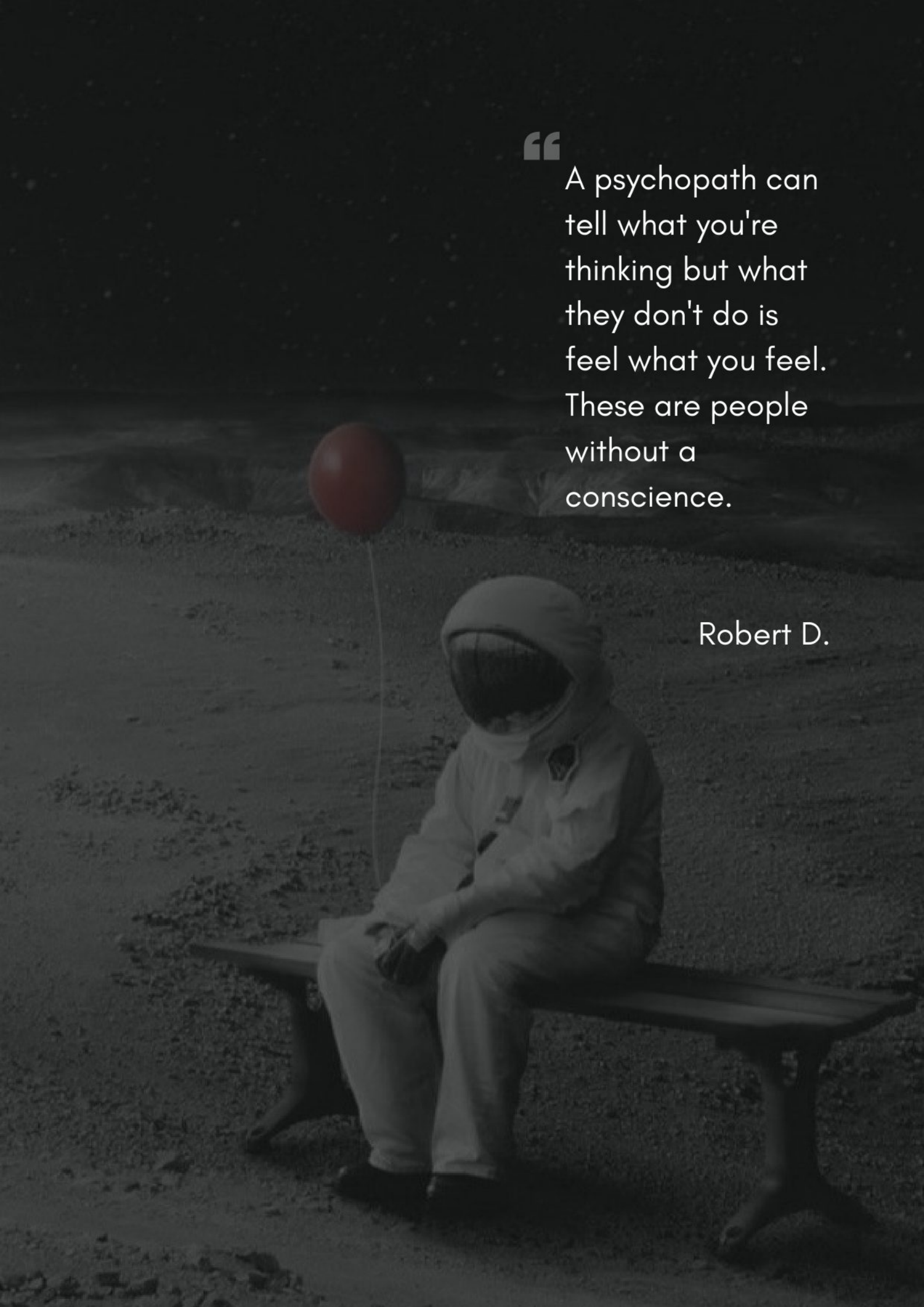
psychopathy

It would be quite unusually if you have never heard of psychopaths or psychopathy. Even though several books and movies depict the image of these concepts, the reality is not exactly that. But for today, that's not our concern. Rather we will focus on the medical explanation of psychopath/psychopathy and some signs of psychopath

Even though it's commonly used to describe someone who has a mental illness, psychopath is not an official diagnosis. The true definition of a psychopath in psychiatry is antisocial personality disorder (ASPD), explains Dr. Prakash Masand, a psychiatrist and the founder of the Centers of Psychiatric Excellence. Masand says the one thing that can be confusing about ASPD are the words "anti-social." "Most people might assume this describes someone who is reserved, a loner, keeps to himself, etc. However, this is not the case in ASPD," he explains. "When we say anti-social in ASPD, it means someone who goes against society, rules, and other behaviors that are more commonplace." Psychopathy is characterized by atypical emotional responses and antisocial behaviors. It is commonly associated with a reduced empathic response, and this deficit has been highlighted in a number of ways.



Not all psychopaths are murderers or sex offenders, some are successful leaders. It is about the traits each experience. But having psychopath traits doesn't mean that the person is psychopath. The main trait are antisocial behavior, narcissism, superficial charm, impulsivity, lack of guilty or remorse and also let's not forget lack of empathy, manipulative personality, parasitic way of life, poor behavioral controls, early behavioral problems, criminal versatility (but not for all) and the list goes on . While such traits might indicate that someone is high is psychopathy, this does not necessarily mean that they are a psychopath.

A person wearing a white protective suit with a clear face shield is sitting on a wooden bench in a desolate, sandy environment. A single red balloon is attached to the person's hand, floating slightly above the bench. The background is a vast, flat, and dark landscape under a dark sky.

“

A psychopath can tell what you're thinking but what they don't do is feel what you feel. These are people without a conscience.

Robert D.

SEREN

MAGAZINE

2022