

Entrance shows the Rhinos



Asian elephants at play



Polar-bears feel comfortable

A Look at the Berlin Zoo

by Farid Ahmed back from Berlin

ONLY a few hours during the devastating Second World War deterred the sprawling Berlin Zoo — one of the oldest and richest zoos in the world — by a hundred years. Heavy bombings destroyed most parts of Germany and its first zoo, the ninth in the world, could not be saved. Then it too had become a battle ground.

Now, the Berlin Zoological Garden has some fourteen thousand animals of 1473 species in its collection within an area of 35 hectares. Some of the species are the rarest. Moreover, arrangement inside the zoo makes the visitors interested. It has a rich aquarium full of reptiles, amphibians, fish and invertebrates. It is one of the largest and best aquarium in the world. In the zoo there is a nocturnal house which shows how the nocturnal animals live in, in which condition.

An assistant curator as well as a scientist of the Berlin Zoo, Thurnau Rudiger, gave a vivid

picture. "Now we all are busy with its renovation and redecoration in some places. We are going to celebrate the 150th anniversary of the zoo next year," said Rudiger when he was called on in his office at Budapest Street in Berlin.

It was established in 1841 as the ninth zoo in the world when the King of Prussia, the fourth Friedrich Wilhelm, donated his pheasant garden and a number of animals to the citizens of Berlin. But it was opened to public in August 1, 1844. It came after the zoos in Vienna, Paris, London, Dublin, Bristol, Manchester, Amsterdam and Antwerp.

According to an official estimate, Now the zoo has 261 species of mammals, 556 species of birds, 85 species of reptiles, 34 species of amphibians, 347 species of fish and 190 species of invertebrates.

Before the war, in 1939, the Berlin zoo was the most important in the world for its collection of about 4000 mammals and birds of some 1400 species, the aquarium had a stock of 8300 reptiles, amphibians, fish and invertebrates in more than 750 species. Heavy bombings on November 22, 1943, last two days of January, in 1944 and the last days of April in 1945 left only 91 animals surviving.

Now, an interesting site of the zoo is the house for nocturnal animals in the basement of carnivorous animals. An artificial dimming of light makes a panoramic view of a moonlit night inside the cages. A peer into the cages reveals the fascinating short-beaked Echidna, Ground Cuscus, Egyptian bats, South Indian Slow Lori and some other animals which have nocturnal habits.

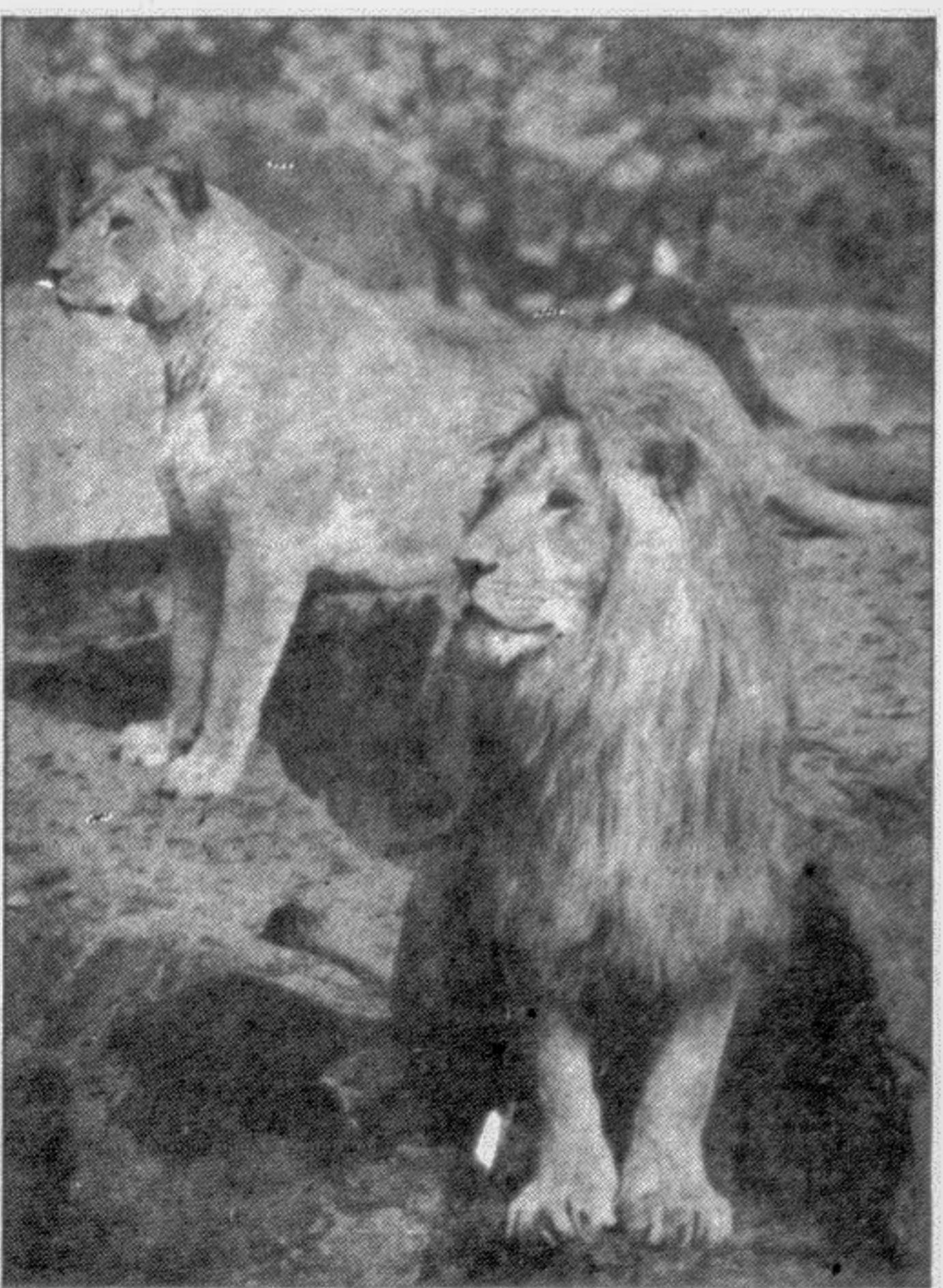
Besides the Nocturnal House, one of the rarest ani-

imals — the Giant Panda — lives in his cage in the basement of carnivorous animals. It is believed, the number of this rarest animals in world will not exceed one thousand. It was common in China. This male Giant Panda — Bao Bao — was a gift of Chinese Government to German Chancellor in 1980.

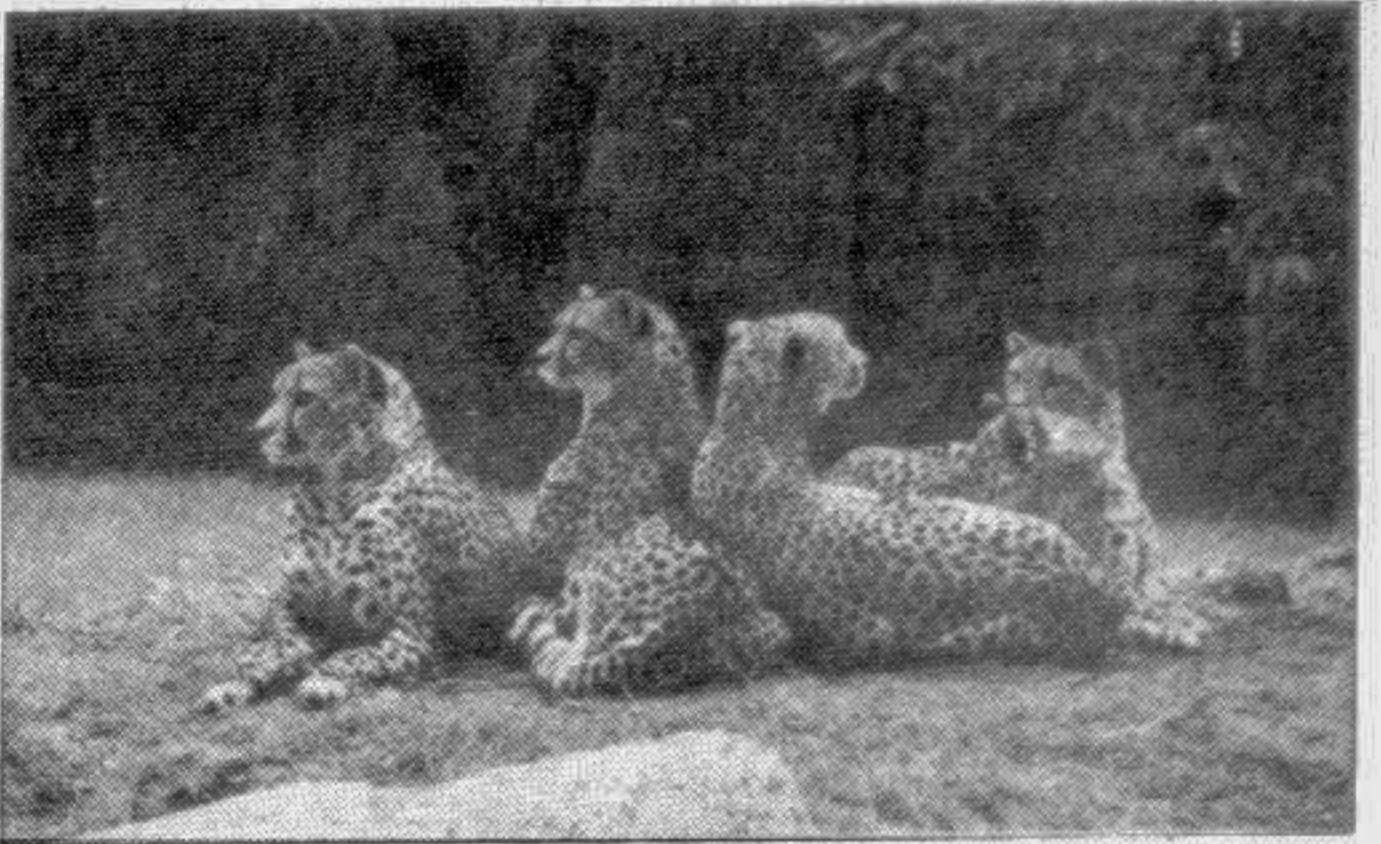
There is a Tiger Enclosure surrounded by a wide moat. Its background consists of granite wall which is covered by vines. Tigers roam openly within the enclosure.

This Berlin zoo is run by a private non-profit joint-stock company and gets financial support from Government. Total 280 staff are working in the zoo. Nine scientists are engaged in research in the zoo's research centre and some 70 people have been appointed only to feed the animals.

One third of the staff engaged in feeding the animals are women, said Sylvia Wilke, 31, who feeds the animals in the Nocturnal House.



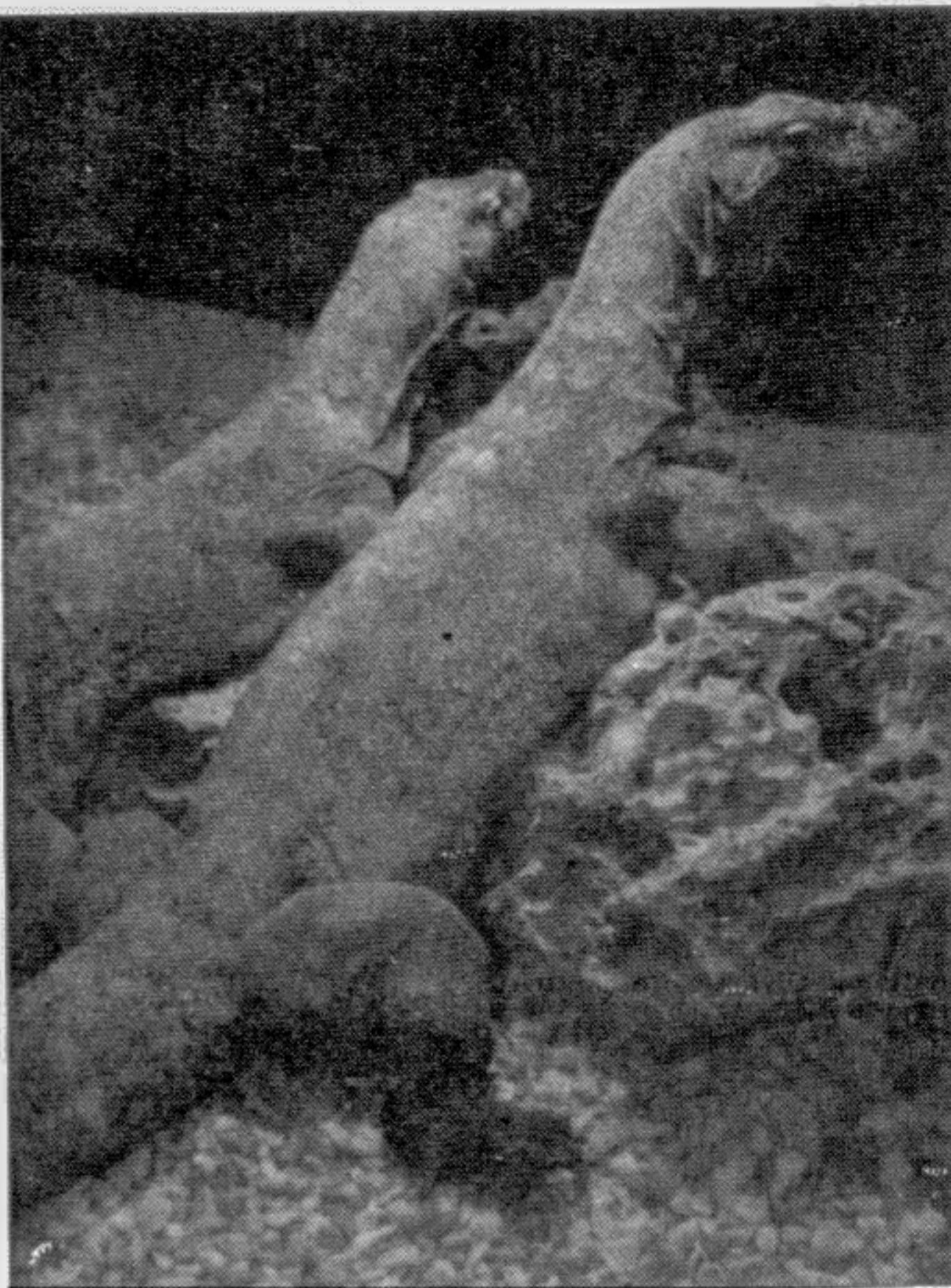
Lions in 'friendly' habitat



Cheetahs at their leisure



Penguins undisturbed by on-lookers



Indonesian Komodo Dragons in cosy light



The Panda — exclusive treatment

Telecommunications in a Museum

by Pierre Albert Lambert

Last summer, a very original museum opened on the coast of Brittany. It recounts a prodigious technological adventure, that of telecommunications.

WHO is surprised, today, to be able to instantly join someone else on the phone, on the other side of the world? Or, from one's armchair, to be able to watch events taking place at that same instant several thousand kilometres away?

It is the (provisional) result of an epic of human intelligence, which is conjured up at the French Museum of Telecommunications in Pleumeur-Bodou, in Brittany. There, one can see a collection of achievements that, even in his boldest forecasts, Jules Verne had not imagined.

In the middle of the broom-covered moor, huge antenna, like big round ears, listen to the heavens. A "radome", with its white dome 50 metres across and 30 metres high, stands on a green hillock. In this satellite communications centre, the visitor feels that he has arrived on another planet.

On 11th July 1962, one of the most important chapters in the history of telecommunications began here. The "radome" picked up and then transmitted, to television sets in France, the first pictures broadcast direct from the United States, after bouncing off the Telstar satellite.

For a quarter of a century, thanks to its position at the far western point of Europe, it has played the most important roles in intercontinental relations. Hence the attraction it exerts on technology fans. The centre has received more than 3 million visitors from all over the world.

Close by stands a triangular delta-wing-shaped building. Since last August, it has housed the French Museum of Telecommunications. In an area of 2,500m², 150 years of technological innovations which have changed the size of the world, are presented.

The story begins around

1860, when the big cable-ships, described by the author or "Twenty thousand leagues under the sea", laid the first telegraph cables along the seabed. The continents then started to buzz with the "murmurs of the world". The visitor can slip into the hold of one of these ships. He sinks through masses of blue-green waters, accompanying the cable as it unrolls. Down below, he discovers a strange vehicle with caterpillar tracks and an articulated arm with a grip on the end, travelling across the seabed at a depth of 2,000 metres. This toy for grown-up children is the "Scarab", a robot defying the laws of undersea pressure which retrieves damaged cables or repairs them on the spot.

After the mysteries of the ocean, the visitor can learn about those of the airwaves: short waves, medium waves, long waves and hertzian waves, the control of which has opened up a host of possibilities defying the imagination. A number of these devices for transmitting waves, which came into being with the beginning of the century, already belong to the pre-history of radio-communications and of the venerable wireless, in particular.

Next come the satellites, revolving in their orbits among the stars. Thanks to these elaborate-shaped devices, communication between men overcame the problem of distance, for good. Called "Diadème", "Spot" or "Sargos", these far-away correspondents peer into the remotest reaches of the earth, so as to send us a mass of information which has them take part, in a hundred different ways, in the world economy and in the life of society. Satellites perform a host of essential tasks: detecting shoals of fish, forecasting the weather, locating a man lost at sea, su-

tury.

The museum in Pleumeur-Bodou, which is a showcase for communications yesterday and today, is also a window on the future, with, first of all, the presentation of the new optic fibre cables.

The first of these, the TAT 8, was sunk in the Atlantic in 1988. Within five years, the planet will be surrounded by a network of 120,000 kilometres of these revolutionary cables, each of which can deliver 16,000 communications (telephone conversations, pictures and data) at the same time and at the speed of light. The future also means the "visiophone" (videophone) (the person calling appears on a screen linked up to the telephone), and also the pocket telephone which can be used anywhere. (It is just beginning in France and in Italy). Finally, there is high-definition television which will quickly relegate present-day television sets to the scrap-heap.

The visit to the museum ends beneath the huge dome of the "Radome", with a light and picture show devoted to space and illustrating a successful combination of technology, wonder and poetry.

— *L'Actualité en France*



The French Museum of Telecommunications in Brittany

"COME on everybody smile!" This enthusiastic 'calling' has a special meaning to the TV viewers. Suddenly, a view may appear in front of our eyes from the mirror of our mind — a 'smiling dancing girl'; smiling and dancing as she feels 'fresh and exciting' breathing a particular tooth-paste. These selling tactics are insidious; their scientific foundation is explosive.

The question arises: Could the foundation have been laid anywhere but in an outstanding world city, a bastion of the 'free spirit', such as Vienna was about the 19th century?

Vienna is the world capital of music as well as the birthplace of the 'selling and motivation arts'. In the whole history of music, there is nothing to compare with the creative achievements of this great city during the period from the end of the 18th to the end of the 19th century; in general cultural activity only Athens and Florence are comparable. Even in our day, Wolfgang Amadeus Mozart, Ludwig van Beethoven, Johann Strauss are still the most frequently heard composers. According to those 'public opinion polls' that are so much favoured in the United States,

at least three of the symphonies which Beethoven composed in Vienna are most frequently named among the fine recordings people would want to have if they were marooned on a desert island.

A force that was to shape the modern world came out, like music, of the cosmopolitan city of Vienna; the exploration of our inner life in terms of a theory — 'psycho-analysis' — which is condemned by the churches, and which still is the subject of scientific controversy.

It is true that men of genius living and working in small towns have affected the development of the world, but it is

— by Avik Sanwar Rahman

certain that many revolutionary ideas would not have been conceived had not Athens and Florence, Paris, St Petersburg, and Vienna provided such exceedingly fertile soil for the men of genius in their midst. Perhaps this congenital atmosphere of a cosmopolitan city and the 'free spirit of music' helped a man so bold and so insolent that he would reduce religions, customs, traditions, and sacred values to a few 'instinctual drives'.

In the cosmopolitan city of Vienna, the 'god father' of modern man Sigmund Freud erected that towering structure of thought which some consider sublime, while others see it as satirical. But, nobody however denies that his dangerous system, especially in its practical application in America, has changed man's world. Out of Vienna, the world city that by then was already on the wane, emerged the theory that does much toward furthering growth and wealth in countless cities; for converted into advertising appeal it helps to sell more, which means more production, which in turn means building larger factories and larger cities too.

Nevertheless, undoubtedly the theory of 'psychoanalysis' can claim success in curing the emotionally ill; it can also pride itself on providing a way to

Sound Track Advertising "The Hidden Persuaders"

commercial success for the healthy. The world power of advertising — increasingly, and to some extent in a rather frightening manner — applies methods for which the Vienna psychiatrist supplied the key in his books published between 1900 and 1930, even though this by-product of his work was hardly intended by him.

Freud's doctrine that we are dominated by the hidden realm of the unconscious, that the conscious reasons for our actions do not necessarily have any connection with our actual motives — in short, that 'man is not master in his house' — was refined in America and

— by Avik Sanwar Rahman

was, rather crudely, shaped into a number of formulas for inducing people to buy something for which they had no previous desire and of which they are not at the moment actually in need.

The motivation researchers, for instance, discovered that the purchase of a 'consumer goods' is often accompanied by a bad conscience for being so wasteful. Result: the advertising slogan no longer claims that 'our product is the best', but suggests instead 'you really have worked hard. Why not treat yourself to a brand X drink? You just can't beat the feelings!'. The person thus addressed buys, because he likes the taste! The advertising experts know better: He buys because they have neutralized his bad conscience by reminding him of his accomplishments.

Consequently, the experts discovered 'music' or 'sound track' and effective tactics for the easy neutralization of consumer mind.

Sound tracks in advertising have given a delicate touch to the 'advertising arts'. Even, the soundless media like print which was overwhelmingly dominated by the artists and writers is now turning its attention to the musicians and music. For example, the 'Rolex' watch company shows a face of a fa-

mous conductor', a dancing ballerina; and the 'Air-India' writes 'The sounds of good hospitality can be music to one's ears'. Notwithstanding radio and TV, these examples are the indications of how the 'sound track advertising' is going to penetrate our 'hidden world'.

Nowadays, TV and radio commercials without the 'sound track' are as uncommon as the movies with the 'sound track' were in the days of Charlie Chaplin. The importance of the 'sound track advertising' is so readily apparent when one considers the insobriety of 'consumerism'. It is no wonder when some says, 'Music is as old as life or consciousness, music like life has no root to be found'. As American conductor Lorin Mazzel, the very first American to conduct Wagner and Mozart, enjoys saying, 'There is no music without life, no life without passion, no passion without compassion. A performance must be like life itself.' Some American researchers discovered that even cows give much milk when they are milked within the soft harmony of music. I wonder, whether 'rakhal' playing flute was invented for that reason!

Though we're not able to trace the musical root, but it is possible to trace the root of the 'sound track advertising' in the cosmopolitan city of Vienna where the 'free spirit of music' penetrates within the hidden world of the individuals which explores our inner life and, in turn, 'made' a man so bold to define the age old quest of Socrates — 'Know Thyself'!

The most important step of 'selling arts' is to ascertain why a person does, or does not, buy a product — not the apparent reasons, which even the subject himself believes to be the true ones, but the real ones, as 'man is not even the master of his mind', the unconscious reasons. The American writer Vance Packard has very impressively explained the process in his book — 'The Hidden Persuaders'.