

RELAXNOMIKS



REDUCE YOUR SCREEN TIME

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BRANDING TIPS FOR SMALL BUSINESS

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QUICK VEGAN DINNER RECIPES

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NOTE

From the Publisher

Welcome to the 2022 Mid-year edition of the FDC Relaxnomiks!

In less than three years, the global economy has been rattled by the triple shocks of the Covid-19 pandemic, Russia-Ukraine war, and inflation.

Nigeria has not been spared from these shocks. It has been one rollercoaster ride to the other. From an economic slowdown in 2020 to hyperinflation in 2022, the country is yet to have a break. Sadly, as the 2023 elections draw close amidst soaring energy and food prices, it is clear that the stress level of Nigerians will rise in tandem. Nigerians have been bruised mentally, financially, emotionally, and physically and the best prophylactic is “relaxation”. Every quarter, we release an edition of the FDC Relaxnomiks to help de-stress, relax and take your mind off the unending problems that plague the Nigerian economy.

This time around it is no different. Our aim is to help you achieve maximum relaxation levels, with the cocktail of interesting lifestyle pieces carefully packaged for your delight. From the latest Nollywood Netflix blockbusters to unique- summer novel recommendations, improving your sleeping culture and healthy cooking tips, we have you covered.



At this time, I must encourage you to not underestimate the power of a good rest during summer. It is important you prioritize keeping yourself relaxed, because with everything unfolding the way it is, you are going to need it.

So, take some time off for yourself. Soak in all the moments you have, especially time with your friends and loved ones and let relaxation and rest be top of mind.

This new edition of Relaxnomiks is a good starting point!

Enjoy your read!

MEET

The Team



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A portrait of Victoria Momoh, a woman with long dark hair in a ponytail, wearing a dark sleeveless top and large earrings. She is smiling and looking over her shoulder.

VICTORIA MOMOH
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A portrait of Taiwo Alimi, a man with glasses, wearing a dark suit jacket over a light blue shirt.

TAIWO ALIMI
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A portrait of Tomi Esther Mayowa, a woman with short dark braided hair, wearing a black and white striped top and a watch.

TOMI ESTHER MAYOWA
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A portrait of Babatunde Omiola, a man wearing a light blue suit jacket over a white turtleneck.

BABATUNDE OMIOLA
WRITER

A portrait of Ahmed Atanda, a man wearing a light purple button-down shirt.

AHMED ATANDA
WRITER

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Leo

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Health & Wellbeing



In this segment

You know what they say, "Health is Wealth". These articles will shed some light on some new healthy practices you can adopt. From sleep to weight loss, we got you covered .

WEIGHTLOSS

➔ Find the source

A major reason for the fight against fad diets is the health problems they can cause. Fad diets usually involve cutting out key foods that aren't actually bad for you, leading to an inadequate vitamin and mineral intake. This can cause constipation, fatigue, lethargy, dehydration and headaches, to name a few symptoms. However, another major reason for them being so ineffective is that they do not actually address the issues that caused you to gain weight in the first place. If you do not address bad eating habits or underlying physical or mental health issues you have, regaining any weight you manage to lose is highly likely. Therefore, some self-reflection is required to begin your weight loss journey the healthy way. Keep a food diary and write down everything you eat for a few weeks. Also, note down why you opted for certain foods and how you felt after certain things. You may find that certain life situations trigger you to eat unhealthy food. Or, you may find that your body and mind react a certain way to things you eat, such as bloating, a strong sense of guilt etc. This will help you dig deeper and may help you find the root cause for your eating habits.



LOSE WEIGHT THE HEALTHY WAY

➔ Seek professional help

If you are really serious about losing weight and you need an extra push, seek professional help. The internet is great when seeking free advice and there is a wealth of knowledge available to us on various topics. However, one of the most effective ways is to reach out to professionals that will offer you a tailored service specific to you, such as a professional dietician or nutritionist. There are also psychological benefits to knowing that you paid good money for something and you would not like to see your money go waste. It is more likely that you will see it through.

Diet culture has been getting a bad rap lately, and for a good reason. Many people are starting to appreciate the fact that fad diets are indeed FAD diets. Fad diets are diets that promise rapid weight loss and examples are: paleolithic diets, ketogenic diets, cleanses, fasts and so on. Yes, these diets help if you want to lose weight quickly. However, imagine putting in all your effort and harnessing all discipline to cut out your loved foods, and then when you start trying to regain some normalcy- you put the weight back on! Weight loss is already a daunting and exhausting process to go through and it's made much worse when you have to follow a very restrictive diet. As Davido jokingly once said, "you rush in, you rush out!". Even though he was not referring to weight loss directly, it does apply. If you want a better chance at keeping the pounds off permanently, it is best to lose weight slowly. It is more



WEIGHTLOSS

➔ **Make smaller more sustainable changes**

A mindful diet is key to losing weight the healthy way. However, the goal is not to starve or deprive yourself of your favorite foods. Try and make sustainable food swaps where you can. For example, opt for turkey bacon instead of pork bacon or using healthier oil substitutes. Instead of ordering take-out or buying lunch at work, try and prep all your meals so you can take control how many calories you consume. This way you are not over-indulging. You can include some treats in your diet but the key is to not over do them, see them as a reward instead.

➔ **Seek professional help**

A mindful diet is key to losing weight the healthy way. However, the goal is not to starve or deprive yourself of your favorite foods. Try and make sustainable food swaps where you can. For example, opt for turkey bacon instead of pork bacon or using healthier oil substitutes. Instead of ordering take-out or buying lunch at work, try and prep all your meals so you can take control how many calories you consume. This way you are not over-indulging. You can include some treats in your diet but the key is to not over do them, see them as a reward instead.

➔ **Set sustainable fitness goals**

You have to be serious about fitness to see results, as changing your diet alone will not suffice. Similar to diet change, you do not have to do anything drastic. When it comes to exercise, there are several free tools available to you on the internet. YouTube is your best friend! Everyone can find workout videos on that platform that will work for them. There are videos for everyone: beginners, intermediates and advanced. If you do not particularly enjoy working out, you can try fun workouts such as dancing that will distract you from the fact that you are actually exercising. There are other ways to fit exercise into your day such as going on walks, deep cleaning the house or jumping rope.

➔ **Work on your mental**

To achieve your weight loss goals, you have to be disciplined. You cannot do this without building mental strength. You would need to motivate yourself daily and keep a positive mindset. A healthy weight loss journey will come with many bumps in the road. You will need to harness all willpower as you may feel like giving up sometimes. This is why you need to motivate yourself as much as you can. When the journey gets tough, remember why you decided to lose weight in the first place and the benefits you will gain from it. If you are struggling mentally, try and talk to people. This could be loved ones or a professional. Without the right mindset, it is highly likely that you will not see the results you want and this can lead to you giving up and going back to unhealthy quick weight loss methods.





Sleep Hygiene 101

The what? The Why? And The How?

Some may argue that sleep is just as important for good health as diet and exercise, if not more. Having good sleep helps your body and brain function optimally. If you want to show up as your best self in life, you really do not want to underestimate the impact of sleeping well. This is why the conversation about sleep hygiene is extremely important. It is recommended that adults get between six to 10 hours of sleep, but everyone is different.

The What?

Sleep hygiene refers to healthy habits, behaviours and environmental factors that are conducive to sleeping well on a regular basis. These habits can be adjusted to improve the quality of your sleep and your overall health.

If you live in Nigeria, you can probably testify to the constant hustle and bustle. Many Lagos dwellers find themselves having to leave their homes early and get home late after sitting in traffic for hours. Therefore, it is likely that many people are not getting enough sleep. If this is the case for you, there are still ways to ensure that the sleep you get is at least peaceful and undisturbed. Learning and adopting better practices and behaviors around sleep is vital for your well-being and it will require a conscious effort.

The Why?



Why good sleep hygiene is important

Sleep is a powerful stress reliever

When you do not get enough sleep, it causes your body to react as if it is in distress and release more of the stress hormone, cortisol. This hormone is what causes your body to respond when you are faced with danger. It increases your heart rate as part of your fight or flight response. This explains why there is a link between too much cortisol and cardiovascular diseases over time. A lack of sleep leads to more stress and your body not having enough time to regulate your hormones overnight.

Sleep improves memory

Not only does sleep regulate mood, it also improves concentration and improves memory. Sleeping optimally may ultimately sharpen your judgement and decision-making. Sleeping poorly and consistent sleepless nights will negatively affect your mental clarity.

Sleep promotes a stronger immune system

Sleep is essential for the adequate functioning of your immune system. Studies have shown that during nightly sleep, certain components of the immune system are engaged. A good example of this is the increased production of cytokines that modulate inflammation.[1] The inflammatory response is what aids recovery when you fall ill or get injured. Therefore, it aids recovery. More importantly, research has shown that sleep helps strengthen immune memory. When we sleep, there are components within the immune system that interact. When we sleep well, it reinforces the immune system's ability to remember how to identify and respond to dangerous antigens.

The How?



How to improve your sleep hygiene

Limit your caffeine intake

This one is crucial if you are a coffee lover. A lot of people enjoy the buzz and taste, but it can be detrimental when it comes to rest and sleep. Not only can it make you struggle to settle down for bed, it can actually reduce the quality of sleep when you eventually doze off. The recommended cut-off time for caffeine use is six hours before bed. Once you hit that cut-off period, you should opt for caffeine-free alternatives.

Obey your body clock

When your body says it's time to sleep, it's time to sleep! Instead of pushing yourself to finish that TV show or that piece of work, go to sleep. You need to be very disciplined with your sleep schedule and ensure that you are prioritizing a good night's rest.

Reduce your screen time before bed

Try and reduce your screen time before bed. This means no phones, laptops and TV while you are settling down for bed. The blue light emitted from your screen can be harmful to the eyes. The blue light negatively affects the production of melatonin, the hormone that controls the sleep-wake cycle (circadian rhythm). The blue light can also increase your alertness at night which reduces the quality of your sleep. Therefore, try and avoid all electronic devices at least 30 minutes before bed. If you can really push it, try and put them all away an hour before bed. If you need some bedtime entertainment, try some light reading.

Improve your sleep environment

Try and make sure your environment is as relaxing as possible before you go to sleep. Your sleep environment could make or break the quality of your sleep. Things such as sleeping in dark room, reducing noise and decluttering the room can make a world of difference. Going to bed stressed will make it harder for you to have uninterrupted sleep.



What the Medium has to say to its subscribers about rest and sleep

Dear Medium member,

Rest and sleep are not the same things. But judging from the responses to this essay about the finer points of rest, a fair number of us are still somewhat unfamiliar with how to embrace the concept. Some of us deem “rest” as washing dishes, talking on the phone, visiting a theme park, or watching a super intense, anxiety-producing television show. Others view rest as a sign of weakness. Artist and writer Sophie Lucido Johnson challenges us to be more mindful about how to stop and fully relax.

But can we really?

On the other side of the rest equation is the urge for productivity and working to be the best version of yourself. To that end, can video games hack your brain into a better you? And have you ever considered that your entire body is a brain?

Perhaps when we find our own balance between rest and productivity, we can find a sweet spot of success. I'd love to hear how you determine what you are telling you. If you decide to write about the relationship between being and doing, feel free to tag me in your stories.

As always, thank you for writing and for reading.

Adrienne Gibbs
Director, Creator Growth

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Screen Time

How to keep your eyes protected



“Your eyes will thank you if you care”

Digital gadgets have become increasingly vital in our daily lives, from professionals to students to housewives, thanks to technological advancements. The devices are used for a variety of purposes, including working; learning, relaxing, scrolling through social media, and communicating with loved ones. The use of digital devices is fast expanding among individuals of all ages, especially since the pandemic lockdown, when many were obliged to work or learn from home. People have continued to accept this new way of life even after the pandemic has waned. Many jobs have become more computer-oriented, and the number of tech-savvy youths who use computers for one or more activities has increased. As a result, significant periods of time are spent staring at a screen and our eyes can feel the impact.

Human eyes are a vital and sensitive sense organ that must be protected at all costs. Long-term screen exposure has a number of negative effects on the human body, particularly the eyes. Dry eyes, itching or stinging sensations, blurred vision, migraine, and potentially neck, back, or shoulder soreness are symptoms of digital eye strain. Unavoidably, we all have to stare at screens for one reason or another. It is therefore important to protect your eyes from feeling discomfort. The level of discomfort appears to increase with the amount of digital screen use.

Below are a few tips to protect your eyes during long screen time:

Regulate your screen settings

Adjust your screen settings for clarity and eye comfort. When you're in a dark environment, lower the screen brightness, temperature, and contrast, and raise it when you're in a bright environment. Dark mode settings are now available on many devices, and they can be automated. This reduces the blue light emission, which is linked to eyestrain and sleep disruption. When reading through your gadgets, increase the font size of the text to avoid squinting. This allows you to keep a safe distance between yourself and your device while using it. Avoid bright lights from windows behind or in front of your monitor. This prevents glaring and tired eyes due to the reflections from the monitor.

Blink! Blink!! Blink!!!

We tend to blink less when as we stare at the screen while reading, watching or playing with our devices. During screen use, we focus more and sometimes get so engrossed that we forget to blink. Research has shown that normally, we blink roughly 15-20 times per minute but this reduces to about 12 times per minute due to increased focus.[1] Blinking keeps the eyes moist and protects them from drying out and becoming inflamed. So, we should always remind ourselves to blink frequently while using our devices. Blink! Artificial tears can also be used to moisturize the eyes if they get dry. However, follow the doctor's instructions.



Take breaks frequently

It's important that breaks are taken frequently during screen use. It could be after every thirty minutes or hour. During the break, you could grab a snack, stretch, take a nap, stroll or do anything else to divert your eyes away from the screen. Alternatively, you can simply follow the 20-20-20 rule, which means taking a 20-second break from screen usage every 20 minutes and stare at any object 20 feet away. Whatever method you choose to use, it's important that you take breaks frequently to relax your eyes and keep them moist.



Eat your vegetables

Foods that are both green (vegetables) and red (fruits) are beneficial to not only the eyes but the entire human body. Vitamin A is very beneficial to eye health. It enhances vision, reduces the risk of eye infections, and relieves inflammation in the eyes. Carrots, leafy vegetables, dates and sweet potatoes are good sources of vitamin A.

Go for eye check-ups

Make an appointment with an ophthalmologist on a regular basis to have your eyes checked. Both adults and children should have their eyes checked at least once in a year. Eye examinations aren't just for people with eye problems. A regular visit to the doctor could lead to the early detection of eye-related issues, if you develop sudden vision changes, eye pain, irritation or any other type of eye discomfort, you should contact a doctor immediately for diagnosis and treatment.





Lifestyle & Career



In this segment

It is important to take charge of your personal and professional development. We present interesting lifestyle topics in this chapter.

WHY REMOTE JOBS

AREN'T ALL THEY ARE CRACKED UP TO BE



The COVID-19 pandemic brought along with it several changes to how we live and work. One such major change was the rise of remote work. With individuals forced to stay in their houses, companies around the globe turned to remote working in order to keep their operations running. At first glance remote work might seem like a blessing as it allows workers forgo annoyances such as traffic and commuting to work, as well as allowing them to work in an environment possibly more comfortable for them. However, there are certain factors that come with working remotely that make it seem less desirable.

Loss of work-life balance

Working remotely, especially at home, can lead to blurred lines between work life and home life. Employees start answering work emails and calls at odd times and they begin working longer hours than they ordinarily should. This holds negative effects for both the mental and physical health of employees.

Isolation

Remote working can lead to the feeling of isolation and loneliness, especially for individuals that live alone. Working in an office with other people helps to build comradery and inter-personal relationships. Employees that work remotely miss out on forming bonds and having conversations with their co-workers in person. This can lead to a buildup of isolation which is unhealthy and can hinder productivity.

Cyber-security reasons

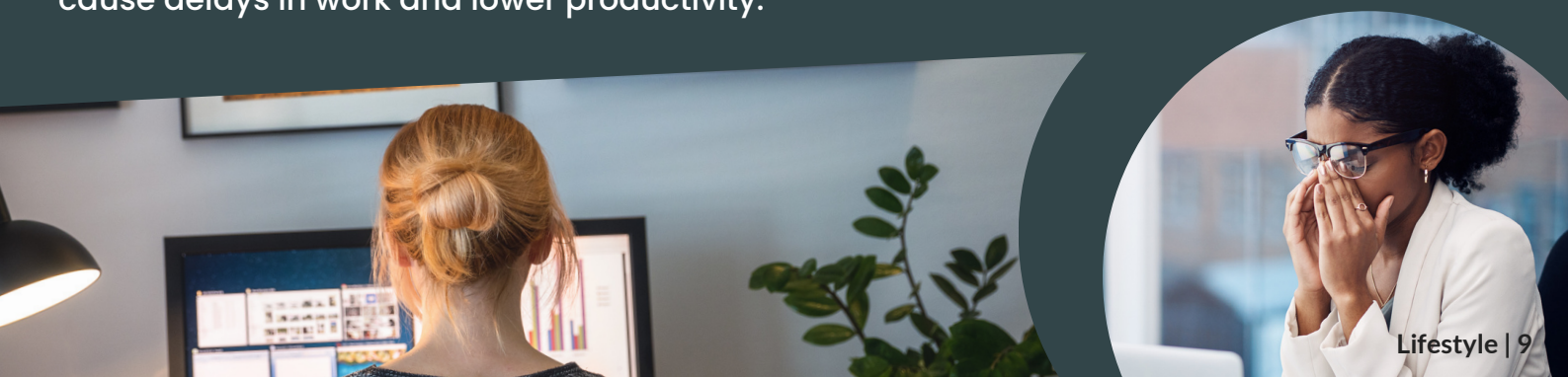
Working remotely increases the risk of a breach in security or a leak of confidential information for a company. When employees work remotely, employers have no control over the environment in which their employees work. Phone conversations about sensitive information may be over heard by third parties and someone may be able to view confidential information on the laptop of an employee who might have left it open. Employees are also likely to have weaker cyber security on their personal networks than that of the company. This raises the risk of hacking.

Increased need for meetings

Remote working increases the desire for employers to want to keep tabs on their employees. Since managers are not able to simply take a walk to their employees' desks and check on them the need for more virtual meetings arises. These meetings can be annoying and time consuming. They can also give employees the feeling of being overly managed.

Unstable and inconsistent internet access

The issue of unstable internet connections is a major detractor to remote work. Working remotely is heavily dependent on holding virtual meetings and sharing documents with collaborators and stakeholders, this is highly internet intensive. Internet connections in crowded areas, such as apartment complexes, can be slow and unstable at times. This can cause delays in work and lower productivity.



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BUILDING A BRAND: TIPS FOR SMALL BUSINESSES



Building a brand is more than fancy advertisements and a cool logo. While people often use the word ‘brand’ and ‘logo’ interchangeably, a logo is merely a symbol of a business and not the entirety of a brand. A brand is a collection of things that represent a business and how it is perceived. Building a strong brand is not just for massive corporations like Coca-Cola. It is essential for small businesses too. Brand building requires intentionality and conscious effort. As a small business owner, it is important to recognize the link between successful businesses and strong branding, and work to build a brand that creates similar success for their business. Branding is the very heart of a business and is essentially the identity of a business.

DEFINE YOUR BRAND

The first you must do in brand building is to define your brand. This will form the foundation of all your marketing efforts and strategies. To develop customer loyalty, brand awareness, customer retention and a competitive advantage, you need a solid brand identity. You need to build a recognized and loved brand as this is one of the most valuable assets a business can have. Create a deeper definition from your brand and everything else will come from there. Every successful business has a powerful purpose behind it. To define your purpose, you need to ask yourself questions centered around 'why', 'how' and 'what'. You need to know why you do what you do, how you plan to do it, and what you do, which means the products you sell or the services you offer. It is from identifying your purpose that a good brand name will come from.



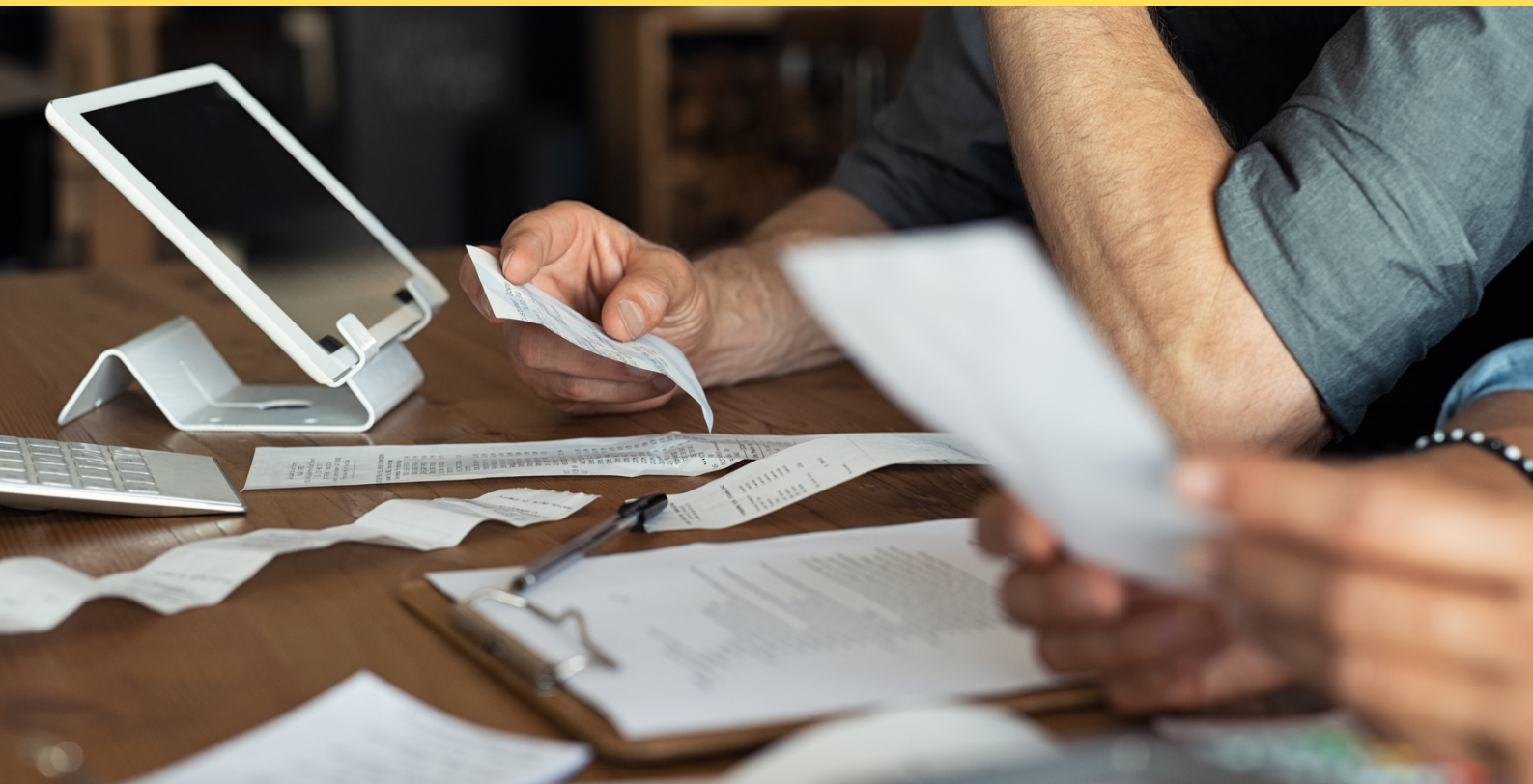
DEVELOP A VISUAL IDENTITY

Most human beings are visual creatures, so it would do your brand a lot of good if you develop a visual identity. This could be as simple as using the right colours to represent your brand. Different colours have different effects on people and you should bear this in mind when choosing your brand colours. The visual identity you create is usually what attracts people to your business. This will be particularly crucial for your social media presence.

Once you build a visual identity, you have to be consistent with it. Common brand visual assets are logo, typography, photography, graphics and a general style guide that guides logo usage and text input. You will need a good logo, website and business cards to successfully create this visual identity.

DO YOUR RESEARCH!

A lot of research is required when building a brand. To even identify who your target audience is, you need to do some research. You also need to gather information on what resonates with them. Research will allow you to form a deep understanding of what your customers want and need. More importantly, you need to understand what the competition is up to, in order to build a competitive advantage. As part of your research, be sure to interview your employees as they are optimal to your brand. It is amazing how many ideas your team may have. You can use a tool like Google Trends for this process.

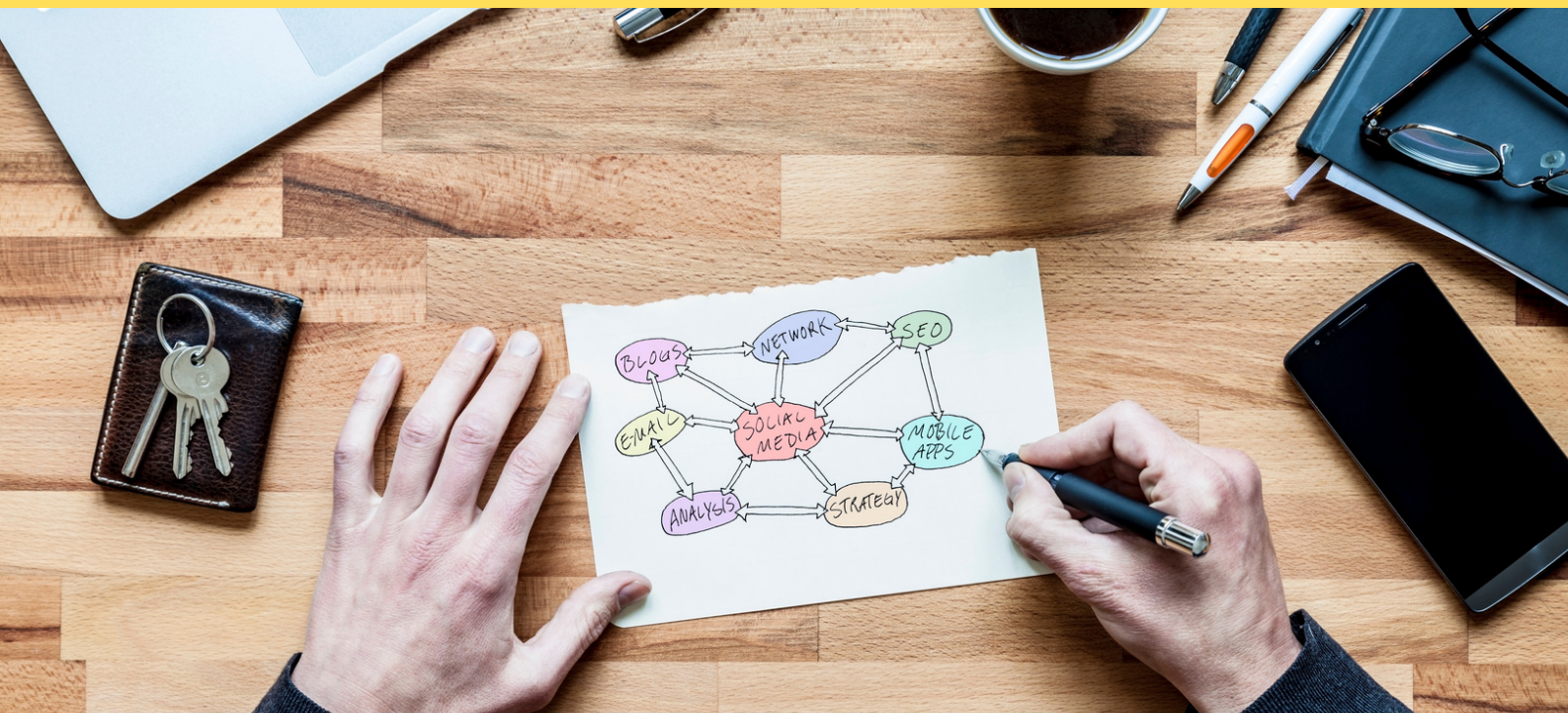


ANALYSE AND REFINE AS YOU GO ALONG

As your business grows, your brand identity is allowed to evolve. The goal is to get better each day, so you do not have to stick to the same thing if you come up with something better. As trends and consumer tastes evolve, it is only normal for your branding and marketing strategies to do the same. Keep analyzing your brand strategy as you go along and refine it based on your analysis

BUILD A STRONG SOCIAL MEDIA PRESENCE

In this day and age, a social media presence is a necessity. To have any type of success, you must utilize social media platforms. Social media has been a huge growth tool for many small businesses. The extent of reach you can access on social media is second to none. You should start by picking the platform you know your target audience is active on. For many people this will be Instagram; for others this may be Twitter or TikTok (for the Gen Z gang). Create an experience but do not forget human interactions. Try and relate with your customers when you can. This will really make a difference to your customers. When promoting your product or service on social media ensure you align your promotions with your brand's voice.



BUILD A TEAM

You cannot do everything by yourself, even if you have the best ideas and are passionate about your business. Too many business owners do not get as far as they can because they try to do everything independently. There are only 24 hours in a day and there is only so much a one-man show can get done in one day. It is also so much easier to burn out when you do not have help. As a business owner, try and build a solid small team to help you achieve your goals. For example, it can be a lot harder to work on building a social media presence when you have to do many other tasks. You can hire someone you trust to handle the social media tasks while you work on the operational side of things.

“No one can whistle a symphony. It takes a whole orchestra to play it” - H.E. Luccock on teamwork

Driving keeps getting better



Cars are an integral part of human life, so integral that some people treat their cars like their pets, giving them personal nicknames and referring to them as their “babies”, thereby placing significant importance on the cars in their lives. With technology and innovation paving the way, to new and desirable features every year, here are some of the hottest trends found in the latest models of cars. We hope to see these features in every car in the near future.

Automatic Climate Control

Often times, not everyone in the car want the same type of temperature. Cars are now enabled with different zones; some dual, some up to a quad-zone where each area of the car (i.e., right front seat, left front seat, and the two areas at the back), can have their own unique temperature as it best suits the passengers. When a benchmark temperature has been set, cars are now equipped to maintain that particular climate for you irrespective of the changes in the external temperature. One car where this feature can be found is the 2021 Lexus LS.

Head-up Display and Virtual Dashboard



The head-up display feature is a display of instrument readings in a vehicle that can be seen without lowering the eyes. They are typically projected onto the windshield or visor. This feature is aimed at reducing the possible risks in that split second in which the driver takes their eyes from the road to look at the dashboard. This feature can be found in the 2021 Buick Encore GX and the 2021 Lexus LS. The 2021 Audi TT offers a customized digital display where owners can decide which information is displayed and how it is displayed.

Blind Spot Monitoring and Surround View Cameras

While driving and trying to switch lanes, a good driver is aware that there are some blind spots the side mirrors are unable to fully cover. Using sensors on the rear corner of the car, cars are now able to notify the driver if another vehicle is nearby while trying to switch lanes. Some cars such as the 2021 Hyundai Palisade use camera based blind spot monitoring which displays a video image of the adjacent lane. Another significant feature is the surrounding view camera that provides an aerial view of the surroundings by merging all the images from the several cameras and displays one image that captures the whole surrounding of the car. With this, the driver can always be aware of what is happening all around.

Warning Sensors

Automatic Emergency Braking, Forward Collision Warning, Pedestrian Detection, Parking Sensors and Rear Cross Traffic Alert

Just as the name of each feature suggests, safety is of maximum priority in the automotive sector. Cars are now equipped with sensors all around and cameras that can detect when the vehicle is headed towards a collision with an object or a person.

These sensors send a warning or in some cases, automatically stop or reduce the speed of the car to avoid or reduce the impact of the collision. These sensors can also help when a driver is trying to reverse into traffic or park. Some cars are even able to park themselves automatically through the sensors and cameras with the driver just controlling when to move and stop

Other amazing features found in new vehicles include mobile phones serving as keys ; cars with push to start buttons as well as gears that are button-programmed, etc. The possibilities are endless and the future is exciting with the features prioritizing convenience and safety.

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THE EFFECTS OF BAD PARENTING ON CHILDREN

Every parent wishes for his or her child to mature into a responsible adult. Despite this, bad parenting can sometimes get in the way. Bad parenting has numerous harmful consequences in your child's life. It is consequently critical for every parent to assess his or her parenting abilities in order to understand the effects of such parenting on the child. While some parents may be unaware of the implications, others may be unconcerned, and it is the child who suffers and continues to suffer later in life.

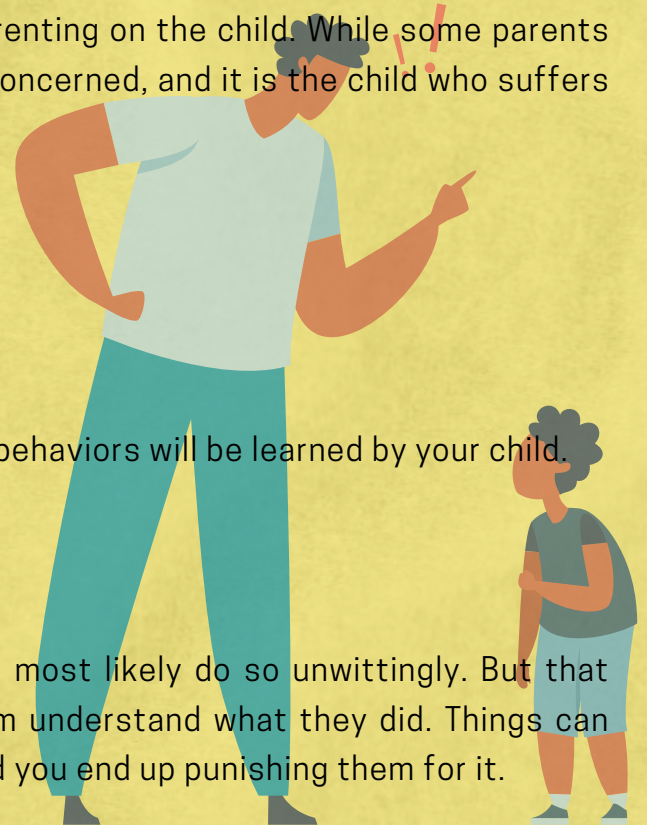
Listed below are some telltale signs of bad parenting;

- *Being a bad example*

If you keep displaying bad habits, all of your habits and behaviors will be learned by your child.

- *Physically scolding your child*

It's okay to make errors, and as a child, he or she will most likely do so unwittingly. But that doesn't mean you have to beat your child to help them understand what they did. Things can grow worse if your child admits to making a mistake and you end up punishing them for it.



- *Excessive Pampering*

Excessive pampering of your child can lead him or her to feel entitled, which can lead your child to being disliked and unwanted by others.

- *Lack of trust*

It is not unusual for others to express concerns about your child. If you value other people's opinions more than your child's, you're sending the message that your kid is a liar. If you ignore your child's explanations and pleadings, he or she may become insecure. This will result in them hiding stuff from you. It is critical that you have faith in your child. Just because you believe all he does is wrong does not exclude him from making smart decisions.

- *Verbal Abuse*

Calling your child lazy or stupid and using these terms in public can do severe harm and impair self-esteem. Similarly, if you criticize your child's efforts or look down on him by comparing his accomplishments to those of others, your child may develop emotions of envy and anger.

Bad parenting can have a lot of negative effects on children. Some of the major negative effects include:

- **Depression** - Bad parenting can cause children to go into depression. This can be caused due to a lack of emotional and physical support, improper expression of negative emotions, and physical punishment.
- **Low Resilience** - By observing how their parents deal with hardship, children learn how to cope with emotional, mental, and bodily harm. In this case, insufficient parenting manifests as a failure to shield the child from a crisis or a failure to handle negative emotions, both of which have an impact on the child.
- **Relationship Difficulties** - If parents do not assist their children in expressing their feelings in a healthy way, their children will struggle to retain friendships. Poor parenting can also cause a child to lose trust and develop low self-esteem.
- **Antisocial Behavior** - One of the most typical consequences of poor parenting is antisocial conduct among children. They lack the confidence to express their thoughts in public and are afraid of being in the spotlight as believe they are unworthy.



How to Avoid Being a Bad Parent

- Make an effort to establish an emotional connection with your child. You are the one who must and should teach some of life's most critical lessons.
- Pay attention to your child. Encourage him/her to tell you about their daily lives. Even if anything they say appears insignificant to you, keep in mind that it could be quite significant to them.
- Do not coerce your child into doing anything you would like them to do. If you believe they are making a mistake, make an effort to convey your reasoning to them. Encourage them to ask questions if they have any.
- Maintain good habits since your child will look up to you. Your child will pick up on the habits and behaviors of others around them. Lead by example.

Bad parenting is not only bad to your child now, but it will undoubtedly have a long-term negative effect on your child, which may persist even as an adult. Realize that parenting is about letting your child grow and develop their own lifestyles, not just transmitting wisdom. This includes teaching kids to be accountable for their actions and taking responsibility for their decisions and behaviors. The manner in which you choose to convey knowledge and teach them about responsibility can be a critical factor in growing your child. This should not be imposed on them in any way. It is critical to establish mutual respect and an open channel of communication, as well as to enable your child to make errors and encourage them to recover from these errors. Every parent must remember not to overburden their children with restrictions. Allowing your child to develop while having fun and being social offers various mental health benefits.

WHY ARE WE ALL WORKING SO HARD?

Culled from Financial Times



No work is worse than overwork; the mind preys on itself - the most unwholesome of food

- Charles Lamb

The intensification of work doesn't seem to be making us richer, but it does appear to be making us sicker.

The idea that technology can liberate us from the drudgery of work is a powerful one. It has also been a powerful disappointment, at least so far. Many bemoan the fact that John Maynard Keynes thought we could all be working a 15-hour week by now. But it is not just about working hours. The nature of work also seems to have changed in the past three decades. In spite of — or perhaps because of — new technology, people now say they are working harder to tighter deadlines under greater levels of tension.

The best evidence for this comes from the UK, where large government-funded surveys conducted every five years show rising “work intensification” since the 1990s. The proportion of employees who “strongly agree” their job requires that they work “very hard” increased from 30 per cent in 1992 to 46 per cent in 2017. The share who say they work to “tight deadlines” for at least three quarters of the time has increased from 53 per cent to 60 per cent. And the share who say they work at “very high speed” for at least three quarters of the time has swelled from 23 per cent to 45 per cent.

What is striking about this trend is that it's happening to everyone.

“It's not just the Amazon production line person who's had their work intensified, it's the London commuter and the new solicitor,” says Francis Green, a professor at UCL who has studied the phenomenon for years



According to an analysis by the Resolution Foundation think-tank, just over two-thirds of employees in the top quarter of the pay ladder said they worked “under a great deal of tension” in 2017. The same was true for half of those in the bottom quarter for pay, but this latter group has experienced the biggest increase in tension since the 1990s. Studies have found work intensification among managers, nurses, aerospace workers, meat processing workers, schoolteachers, IT staff and careers. There is also evidence of work intensification in Europe and the US.

What’s going on? In the 1990s, people said their “own discretion” was the most important factor in how hard they worked. Now they are more likely to cite “clients or customers.” In a world of instant communication, many workers now feel they have to respond quickly to consumer or client demands. That goes for the banker working on a big merger as well as the Uber Eats driver he summons to bring him a burger. In the newspaper industry, we publish important breaking news online as soon as we can. I sometimes think wistfully about our pre-internet predecessors who only had to worry about the print deadline.

Another possible explanation is that employers have simply cut headcount to save costs without coming up with more efficient ways of doing things. This will no doubt resonate with UK public sector workers who experienced a decade of government spending cuts after the financial crisis.

Some companies have also harnessed technology to extract more effort from staff. More workplaces like warehouses have become partially automated, which means workers must keep pace with machines. Other workers are now easier to monitor. Witness the growth of software which tracks employees’ keystrokes, measures their breaks and sends nudges if they stray on to non-work related sites.

A fourth possibility is that email and instant messaging platforms like Slack simply tire people out mentally. It is hard to focus when constantly interrupted, which might leave workers feeling as if they are working hard and fast even if they aren’t getting much done.

This raises the key question of productivity. It is not necessarily a bad thing for people to work harder if they had some spare capacity before. After all, higher productivity should lead to better living standards. But work intensification in the UK has coincided with poor productivity growth in the past decade. And while working harder doesn’t seem to be making us richer, it does appear to be making us sicker. A new study by academics Tom Hunt and Harry Pickard suggests that “working with high intensity” increases the likelihood of people reporting stress, depression and burnout. They are also more likely to work when sick. Data from the UK Health and Safety Executive shows that the proportion of people suffering from work-related stress, depression or anxiety was rising even before the pandemic hit. What can be done? It would be tricky to wind back the various factors that have combined to intensify work. In the absence of simple policy solutions, it is easy to see why the campaign for a four-day week has gained momentum, with a trial beginning in UK workplaces this week. If we can’t work less hard, perhaps we should just work less.

THE IMPORTANCE OF A TO-DO LIST

A to-do list can help you improve your professional and personal life, decrease stress, and do more in less time. One of the most important benefits of keeping a to-do list is that it helps you stay organized. When you write out all of your tasks, they become more manageable. It is easier to keep focused when you have a clear overview of the tasks you need to perform and those you've already completed. Furthermore, when you cross items off your to-do list, you will experience a sense of accomplishment and progress that you may have missed when rushing from one activity to the next. The realization that you are making progress will encourage you to keep going forward. Making a list of all your tasks will help you to settle down and plan. According to studies, fifteen minutes of planning can save an hour of implementation time.

However, that is not the only reason why keeping a to-do list is essential. Here are a few more examples:

Enhances Memory

A to-do list serves as an external memory assist. Only a few pieces of information can be stored at once. A to-do list can help you keep track of everything, rather than just a few of the things you need to complete. Your to-do list will also serve as a reminder of the information, making it less likely that you will forget something.

Increases Productivity

When recording all your tasks in a to-do list, you can easily review the list and prioritize the most important tasks. Which simply means that having a to do list allows you to prioritize your most important tasks. Saving time on activities that do not require quick attention. Helping you to stay focused on the most important tasks.



Makes you more purposeful

Making a to-do list allows you to keep your priorities in mind, which allows you to be more intentional. You don't just scurry through the day unorganized; you have a strategy and are deliberate about everything on your to-do list. Having a to-do list allows you to be prepared for the tasks ahead.

Helps with motivation

To-do lists are a great motivational tool because you can use them to clarify your goals. You can divide your long-term goal into smaller, more achievable short-term goals and as you tick each one off your list, your confidence will increase.



Saves Time

Another benefit of having a to-do list is the amount of time you save. Often, 15 minutes of planning can save you an hour or more of execution time. A to-do list makes it easy to see the foundations of your task at hand. Also, when you do not have a to-do list, you can waste time thinking about your next steps instead of taking them.

Helps you be more reliable

Having a to-do list helps you remember things and stick to deadlines. Keeping track of your responsibilities and tasks make you a dependable team member, manager, and friend. It also opens up a lot of opportunities for advancement in your work. In addition, having a to-do list will help you manage your workload better and let you know how much you need to do in order to plan ahead.

I wish I was more organized! My work wouldn't pile up like this

Thank God I have all my tasks properly planned out. I have been so productive!



Helps you achieve your big goals

It is sometimes tough to achieve your goals when they seem to overwhelm you, and when this happens, we tend to procrastinate on them. One of the best ways to solve this problem is by breaking down a large goal into smaller parts. This is where a to-do list becomes significant. It lets you make large and overwhelming tasks or goals manageable. Once you have a list of things you need to do, it becomes much easier to prioritize the tasks on it. This way, you always will be working on the proper projects or tasks. Otherwise, you may find yourself stuck in a cycle of doing whatever seems most convenient and unnecessary.

Succeeding requires proper planning because often times, there are too many projects and tasks to manage. With new activities coming every day, things can get overwhelming. Having a to-do list can make things much easier. Whether you are looking to achieve more of your goals or controlling your time better, a to-do list will help you.

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Food & Recipes



In this segment

If you want to switch up your diet and try new and healthy meals this summer, we have you covered.

Quick Vegan Dinner Recipes

We all know that being vegan entails eating a plant-based diet and avoiding anything originating from animals, such as meat, fish, eggs, dairy, and honey. This could be due to religious or cultural beliefs, health reasons or a personal preference to avoid animal-based foods.

Veganism is associated with lots of benefits and may help in the prevention of chronic diseases such as heart disease and diabetes. Here are some quick dinner recipes vegans should try. They're not only delicious, but they're also quick to prepare, taking only 30 minutes or less.



Black-Eyed Pea Salad

Ingredients:

- 1 can of black-eyed peas, alternatively cooked
- ½ can corn, rinsed
- ½ red onion bulb, diced
- 1 red bell pepper, diced
- 2tbsp. apple cider vinegar
- 1/4tbsp.minced garlic
- 1 tbsp. lime juice
- Handful of cilantro leaves
- 1 tbsp. olive oil
- Chilli powder to taste
- Salt to taste



Prep time: 15 mins Total time: 15 mins Servings: 2



Instructions:

- Salad:** In a large mixing bowl, combine the corn, beans, onions, pepper, chili, and cilantro.
- Dressing:** Whisk together the vinegar, lime, oil, salt, and garlic in a separate bowl.
- Pour the dressing over the salad and combine. Taste for seasoning adjustment.
- Serve and enjoy, ideally one hour after the combination has been mixed to allow the flavors to circulate.

Mushroom Stir-Fry

Ingredients:

6 ounce of mushrooms, sliced

1 tbsp. oil of your choice

1 clove of garlic, minced

1 tbsp. grated ginger

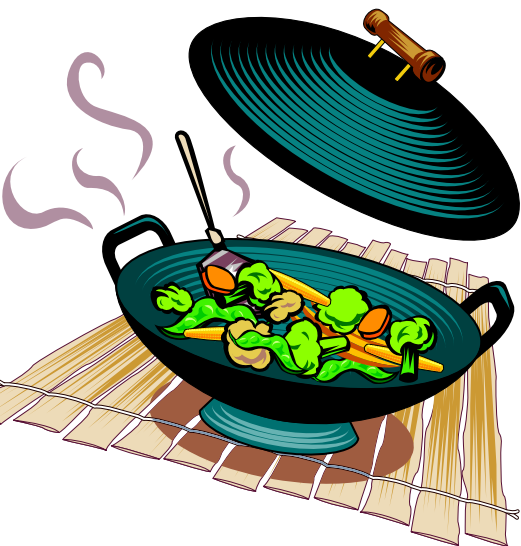
1 big red bell pepper

Green onion, chopped

Sesame oil

Salt to taste

Chopped greens of your choice, for garnish



Prep Time: 15 mins

Cooking Time: 10 mins

Servings: 2



Instructions:

- Heat the oil in a pan over medium heat.
- Sauté mushrooms, red pepper and green onions in oil until they are somewhat tender.
- Add garlic and ginger, mix for a minute. Season to taste.
- Remove from the heat, drizzle with sesame oil, and top with your favorite vegetable.



AMALA & EWEDU

the easy way

The famous Amala dish is loved by many Nigerians, but also considered sometimes to be highly overrated by some. If you are an Amala lover that wants to learn how to enjoy it at home, we have got you covered. Ewedu is a super easy soup to make and pairs perfectly with delicious yam flour-based food.

Ingredients:

- 1 bunch of ewedu
- 1 cup of water
- 1/4 chopped onion
- 1 small piece of koun
- 1 tablespoon of locust beans
- 1 full spoon of ground crayfish
- 1 spoon of ground egusi
- 1 cube of food seasoning
- 1 bowl of yam flour
- Water

Directions:

1. Pick the ewedu leaves off the sticks
2. Thoroughly rinse the leaves to avoid cooking them simultaneously with dirt. Rinse them twice to be extra cautious.
3. Pour the cup of water into a medium size pot and then leave to boil.
4. Cut leaves into the boiling water and add some chopped onions to give a pleasant taste.
5. Sprinkle water on the grinded melon seeds and add the locust beans into the boiling leaves. Let this boil for 10 seconds.
6. You could either manually mash the leaves with a small broom stick called ljabe, or you could use an electric blender.
7. Return to the pot and add the seasoning cube and ground crayfish. Add a pinch of salt if it doesn't taste well-seasoned.
8. Mix all together and boil for 30 seconds and that's your soup done!
9. To make Amala , bring 2 cups of water to a boil.
10. Pour the yam flour into the boiling water and stir swiftly and gently with a stirring stick until it thickens and smooths out. Note: To ensure there are no lumps, whisk the mixture again once it has been removed from the heat.
11. Add another half cup of water into the mixed yam flour. Then, allow this mixture cook for 10-15 seconds. Then mix together until smooth. Serve it together with your ewedu soup, while adding stew, chicken and ponmo.



And that's it! It's time to enjoy your perfect meal.



Self-care

&

Beauty



In this segment

We present useful skincare and beauty tips for the summer holiday. Selfcare is the best care!

Makeup Tips for

Hot Weather



When it's hot outside, the last thing women want is to feel makeup caked on their skin. With the tips provided below, you can say goodbye to foundation melting off your face, and super smudged eyeliner and sticky lipstick.

Use the right moisturiser

Prepping your skin for makeup will determine the outcome of your final makeup look. When the weather is hot, an oil-free moisturizer is less likely to leave your face looking greasy throughout the day.

Use the right sunscreen

A lot of sunscreens are greasy, heavy and generally do not work well under makeup. This points back to the point made in step one, that skin prep can make or break your final makeup look. The last thing you want is your sunscreen pilling under your makeup. Pilling is when the sunscreen starts to ball up and the efficacy is reduced. To avoid this, opt for a sunscreen that does not pill and is lightweight. You can then follow this up with a sunscreen spray or powder.



Invest in a good primer

Primers go on before makeup and they help to hold makeup in place. They provide a flawless base before the face makeup is applied. The key is to opt for a primer that is lightweight and will not make you feel like you are wearing an extra layer. A primer does not only hold makeup in place, but it also blurs imperfections and smooths fine lines.

Less is More

If you want to prevent makeup melting off your face or creasing and caking, wear less makeup. Makeup often moves around when it's hot and you cannot always avoid this. So it is best to just wear less of it. For example, you can skip foundation all together and apply concealer where you have blemishes or imperfections that need covering.

Cream blush all the way

Blush adds that extra glow to the face but powder blush can give your makeup a cakey and heavy look, so it is better to go for a luminous cream blush that will blend into your skin like a dream.



Bronzer is your best friend

To secure all your hard work, it is important to seal the deal with a setting spray. It is important to opt for one that has a light mist that won't break down your makeup.

Opt for a lightweight powder

Skip the heavy powder foundations and reach for a light finishing powder to lock all your cream products in. The idea is to keep everything as light as possible but still look put together. Even though they may not give you a lot of coverage, finishing powders help lock everything in place and they give an airbrushed look to your makeup.



Invest in a powerhouse setting spray



To secure all your hard work, it is important to seal the deal with a setting spray. It is important to opt for one that has a light mist that won't break down your makeup.

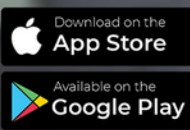


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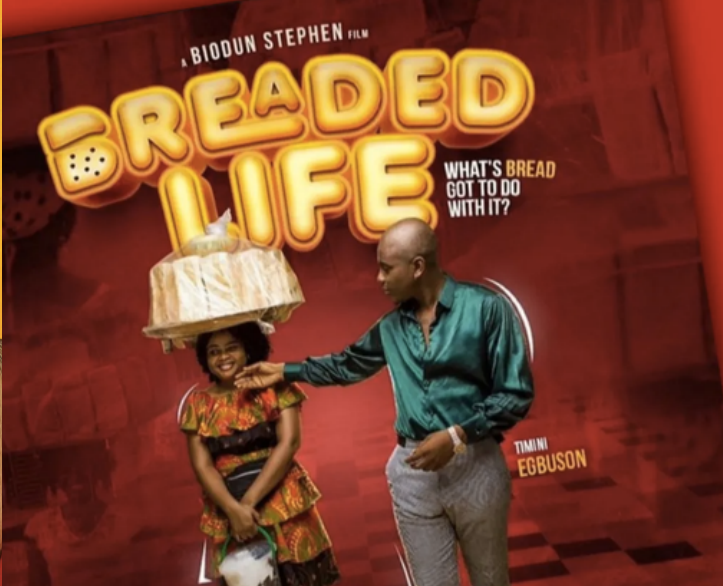


Entertainment



In this chapter

Understanding that all of your accessories must function together is crucial when selecting them. You can't pick them one at a time.



OUR NETFLIX NAIJA RECOMMENDATIONS

NOLLYWOOD KEEPS GETTING BETTER

Nollywood is really understanding the assignment these days. The quality of the TV shows and movies coming out right now is mind blowing. From the storylines, to the casting and the general production- just WOW! Here are a few Netflix Naija shows that we have watched recently and we are now recommending to you.

BLOOD SISTERS

This Ebony Life production is packed with drama! It also happens to be the first Nigerian Netflix original series. The series is set in Lagos and tells the story of two best friends, Sarah (Ini Dima-Okojie) and Kemi (Nancy Isime) as they prepare for a wedding that eventually turns into a nightmare.



This show definitely taught us that not everything that glitters is gold as Kemi and her affluent fiancé, Kola (Deyemi Okanlawon) seemed to be the perfect couple. Then comes their traditional wedding and everything starts to unravel. It also highlights the importance of having ride or die friends. We can't give too much away but this is a show you definitely have to see.



MAN OF GOD

This movie was an absolute pleasure to watch. The main man in this movie, Akah Nnani really shocked us! In a good way. This drama centers on a boy named Samuel that was raised by a religious disciplinarian father. He eventually turns his back on this harsh religious upbringing to live his own life. However, he eventually turns back to the faith he once left behind, but not in the way you think. That is all we will give away for now, you need to see this.

BREADED LIFE

This one is a classic romance story of rich boy meets poor girl and they fall magically in love. However, the plot showcases out-of-the-box thinking by adding a special twist. We really enjoyed the rapport between the two main stars, Timini Egbuson and Bimbo Ademoye. There were really sweet romantic moments in this, but there were also many comedic moments that made us burst out in laughter. Special thanks to the excellent Lateef Adedimeji.



The movie relays the story of an irresponsible young man (played by Egbuson) who never seemed to take his life seriously. Then by some unusual means, he meets a hardworking bread seller and the rest we will keep under wraps.

AYINLA

Ayinla tells the story of the late Nigerian musician, Ayinla Omowura (Egunmogaji), who is well known for using 'Apala' music to address societal issues. Apala is a percussion-based style of music that was developed by the Yorubas in the 1930s. This film was in honor of the late talent that was sadly killed by one of his band members at the peak of his career.



Popular Nollywood actor, Lateef Adedimeji smashed the role of Ayinla in this film. From the life-like performances, mannerisms and almost perfect lip-syncing. There is a lot of Yoruba spoken in this but there are subtitles to help those who don't speak the language. The music made watching this film particularly enjoyable, and therefore is highly recommended by us.



DAZZLING MIRAGE

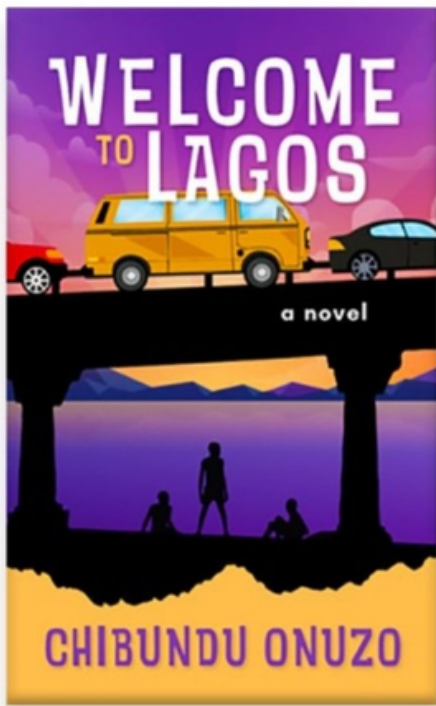
Unlike the other shows and movies on this list, this film actually came out in 2014. However, Netflix only just released it on the platform. It is just so goofy that we had to add it on this list. This is one of those older Nollywood movies that remains a classic. The acting in this is just superb and this is probably why Netflix brought it back on our screens.

Dazzling Mirage is a movie about a young woman with sickle cell anemia that refuses to let it define her life. She fought against prejudice and social stigmas for a career, marriage and motherhood. It was truly inspiring watching this and we think this is a must watch for all.



NOVELS TO READ THIS SUMMER

Summer is here and that means going to the beach, cinema, and generally having all sorts of fun. One way many people choose to have fun is to get engrossed in a good book. There is nothing quite like the feeling of allowing yourself to be transported to a whole new world through the vehicle that is your own imagination and the words of an excellent author. Here are some of the best novels to read over the summer.

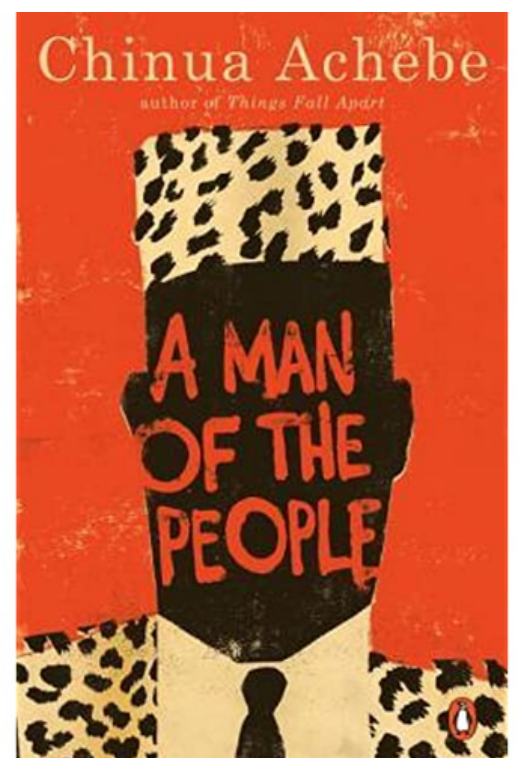


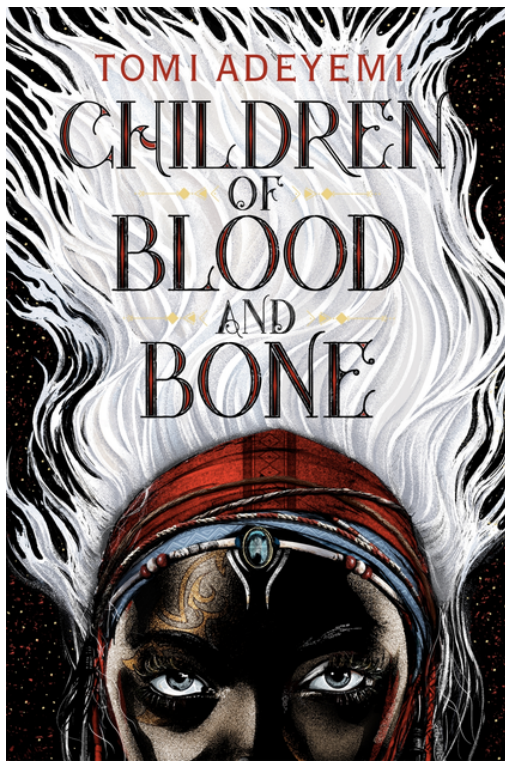
Welcome to Lagos - Chibundu Onuzo

This book follows the story of Officer Chike Ameobi who deserts the army and sets out to Lagos. He is joined along the way by an unruly private, a naive militant, a vulnerable young woman and a runaway wife. Though they may be different, this unlikely group shares the common goal of freedom and new beginnings. As they strive to find their places in the city of Lagos, the group gets caught in a political scandal. Welcome to Lagos is a spectacular depiction of an astonishing city, and of seven lives that interconnect in an amazing story of survival and bravery.

A man of the people - Chinua Achebe

Chinua Achebe is a legend of Nigerian literature, responsible for some of the greatest literary pieces to come from the continent, and 'A Man of the People' is no exception. The story is written as a satirical piece and is told from the point of view of Odili, a young and educated narrator, regarding his conflict with Chief Nanga, his former teacher who enters a career in politics in an unnamed fictional 20th century African country. Odili is representative of the changing younger generation and Nanga represents traditional West African customs, inspired by that of Nigeria.





Children of blood and bone - Tomi Adeyemi

This is a young adult fantasy novel set in a fictional West African society called Orisha. In a world where magic has been outlawed by the monarchy, a young girl called Zelig Adebola sets out on a journey to restore magic to the land and strike back against the monarchy. She must journey across the land of Orisha where fantastical beasts prowl and spirits run amok.

Lagoon - Nnedi Okorafor

After an enormous unidentified object mysteriously crashes into the ocean off the coast of Lagos, three individuals who just so happened to have been wandering along Bar Beach – Agu, a disturbed soldier; Adaora, a marine biologist; and Anthony, a famous musician; are caught in a race against time to save their country and the world. Lagoon is a story told from multiple view points and features intertwining narratives. It combines aspects of various genres including Nigerian mythology and superheroes to deliver a compelling tale.





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SPORTS

SEGMENT



MARCUS RASHFORD


A game changer on & off the pitch

(Culled from FC Business UK)

Marcus Rashford has rightly received universal praise for his life-changing campaign that has set a new benchmark for footballer-led activism in the UK. Rashford's crusade prompted a government U-turn that will see parents claim vouchers for 1.3 million children in England during the summer holidays, after earlier helping the FareShare charity raise £20m and supply 3 million meals a week to vulnerable people across the UK.

It has been another exceptional example of the power and influence footballers wield that can enable change when they utilise their platforms to reach the masses. Having worked in the sports industry for more than 20 years with some of the World's best-known personalities, there is no surprise to me in what Marcus has been able to achieve.

I've witnessed first-hand the influence that high-profile footballers can have. Never more so than when David Beckham became an ambassador for the Chinese Super League and during a tour of the country British diplomats thanked us at every dinner for opening doors to Chinese politicians and powerbrokers that were previously inaccessible. I've seen the joy David has brought to millions of children and adults around the world, but this was another level of impact.



Today, top-level footballers are publishing moguls in their own right, with bigger followings, reach and influence than most traditional media and an unfiltered platform to share their thoughts and feelings. Quite simply, they have never held more influence in their hands, and, in times of tragedy and injustice, the power of social media is never more evident. You only have to look at the reaction from the sport, it's stars and associations, to the Black Lives Matter movement to realise that it's no longer enough to be silent on such endemic social issues. Harnessing and utilising this power is becoming increasingly common, as sportspeople become empowered by events happening around the world and inspired by the likes of Colin Kaepernick, LeBron James, Megan Rapinoe, Raheem Sterling and many more who are taking a stand, and the knee.

Against this backdrop, Health Secretary Matt Hancock picked the wrong target when during the early stages of the coronavirus pandemic he lazily called out footballers saying they should take a pay cut and play their part. Football, and its players, are often used as scapegoats for the rich and famous and Hancock was guilty of pandering and deflecting from Governments handling of COVID-19. In truth, football and footballers have for decades played their part in supporting charitable causes, both financially and in time spent activating community-based initiatives. The first FA Charity Shield fixture took place as long ago as 1908 and through a combination of The FA, Premier League, EFL, individual clubs and players, upwards of £200m goes in to community and grassroots initiatives every season. This often goes overlooked.

In launching #PlayersTogether - a collective project to help generate funds for the NHS - Premier League players provided the perfect riposte to Hancock's criticism. Following this, we saw England captain Harry Kane join forces with Leyton Orient, sponsoring their shirts and donating the space to three charitable causes.

It was around this time that Rashford was stepping up his support of FareShare, having initially set a goal of raising £100,000 and feeding 400,000 children after partnering with the food poverty and waste charity in April. By mid-June, Rashford had helped raise £20m and set his sights on a new target as he penned an open letter to the Government. The genius of Rashford's campaign was its simplicity. It was textbook in its strategy, tactics and execution. It starts with a clear positioning based on his personal experience: no one can question his motive or accuse him of jumping on a bandwagon. It is built on personal insights from all the unreported and unheralded work he had been doing to help the FareShare charity over several months.

The cause is inclusive and was not initially about politics. It is about human rights and children having food to eat. He isolated his argument to a place where it cannot be questioned and is universally supported- children should not go hungry. He consistently used his personal platforms to keep up the momentum and drive awareness, mixing this with traditional media interviews to reach the widest possible audience. Finally, when he had forced the hand of Government in to making the policy U-turn, he displayed humility. There has been no basking in the moment, rather he is already talking about the further steps that need to be taken.

SHOWDOWN IN QATAR 2022: THE 22ND WORLD CUP

The FIFA World Cup is an international football tournament and one of the biggest sporting events in the world. Members of the Federation International de Football Association (FIFA) compete every four years for the title of the World Cup Champions. The first world cup championship was held in 1930 and follow-up tournaments have been held every four years since, with the exceptions of 1942 and 1946 due to World War II. Qatar hosts the 22nd World Cup from November 21 to December 17, 2022, which will witness 32 countries competing for the silverware. Qatar 2022 will be the first time the event has been hosted by a Middle Eastern Country.

Qatar 2022 promises to be a mix of potential final appearances for a group of iconic stars, combined with the emergence of an exciting new generation of talent. The stage is set for what is likely to be the final World Cup battle between Lionel Messi and Cristiano Ronaldo, with the Manchester United man due to be 41 by the time of the 2026 tournament.

CAN UEFA MAINTAIN THE MOMENTUM??

Europe is the most successful continent in the World Cup Championship, winning 12 out of the last 20 outings and 7 out of the last 10. Germany and Italy have won the tournament 4 times each. The European countries that will be participating in the tournament are Belgium, Croatia, Denmark, England, France, Germany, Serbia, Spain, Switzerland, Portugal, and Poland. This will be the second successive time the continent's representatives will be without the four-time champion, Italy after it failed to qualify for the tournament in 2018 and 2022. The continent has been arguably considered the one with the finest players in the world. With the likes of Cristiano Ronaldo, Kylian Mbappe, Kevin De Bruyne, Lukas Modric, Bukayo Saka, and Harry Kane, the Continent may win the tournament for the fifth successive time. Although, any country from the continent could win the contest, France is considered the most favourable team from Europe to win the cup and if it does win, it will be its second and third country to have won the tournament 2 successive times after Italy and Brazil. Other countries from Europe to watch out for in Qatar 2022 are Belgium, England, and Croatia. With England searching for its second World Cup win since 1966, the "three Lion" will want to do everything to redeem its image after losing out in the final to Italy in Euro 2020.

CAN CAF SPRING ANY SURPRISE??

African countries have been participating in the FIFA world since 1934 but have yet to win the tournament. Africa will be without Nigeria which has been the most consistent African country in the tournament after the Super Eagle failed to qualify for its 4 successive World Cup outings.

The highest any African county had gone in the tournament was the Quarter final; with Ghana, Senegal, and Cameroon being the only countries that have reached that stage. Cameroon is the country in the continent with the highest appearances; it has appeared 8 times in the tournament. Ghana, Senegal, Tunisia, Morocco, and Cameroon are the countries that are representing Africa in the tournament, Qatar 2022. Sadio Mane, Vincent Aboukar, Thomas Partey Arhaf Hakimi, and Youssef Msakni are the African players to watch out for in Qatar. African countries are expected to change the cause of their misfortune and expected to spring up some surprises in the tournament. Senegal is a team to watch out for; the African champion is expected to set a new record for Africa. Hopefully, Africa is not running faster to stand still in Qatar 2022.



CAN AFC MAKE A BETTER RUN THIS TIME AROUND??

Qatar will be hosting and playing its first World Cup ever, as the Asian countries are in search of their first gold in the history of the tournament. This is the second time the tournament is being played in Asia. Asia like Africa has not been successful in the World Cup tournament. The highest success the continent has recorded in the tournament was the semi-final by South Korea in 2002 when the tournament was hosted by the continent (Korea-Japan 2002). Most Asian teams have players plying their trade at top European clubs, led by the brilliant Son Heung-min who recently won the Premier League golden boot while playing for Tottenham Hotspur. The Asian teams have already shown their ability against traditional footballing nations. Qatar, set to appear for the first time in a World Cup, reached the semifinal of the CONCACAF Gold Cup last year. They also managed to hold Paraguay and were only narrowly beaten by Argentina. Qatar also managed to beat European sides like Luxembourg and Azerbaijan. They also held Ireland in a friendly. Will Asia be able to clinch their first ever World Cup? Only time will tell.

CAN CONMEBOL PUT MORE PRESSURE ON UEFA??

With Brazil leading the frontline of the South American teams to Qatar 2022. The Seleção has won the tournament 5 times, the highest in the history of the tournament. After Europe, South America is the second most successful Continent in the World Cup championship. The continent has won the cup 9 times with Brazil, Argentina, and Uruguay winning 5, 2, and 2 respectively. The last 21 World Cups had either been won by a country from Europe or South America. With Brazil coming back to the World Cup Championship after it has failed to qualify for the tournament in Russia 2018, the 5-time champion is more than prepared to win its sixth of the tournament and increases the gap between it and Germany and Italy which have won the competition 4 times each. With South America being represented in Qatar 2022 by Brazil, Argentina, Uruguay, and Ecuador, the continent is believed to have what it takes to win 2022 final. Players to watch out for from the continent in Qatar 2022 are the 6-time Ballon d'Or winner, Lionel Messi, who is likely playing his last World cup, Neymar, Romario Iberra and Diego Rosi. Will CONMEBOL be able to close the gap between it and UEFA? We are watching!

CAN CONCACAF CONQUER THE WORLD AS IT DOES IN BASKET BALL??



North America like Africa and Asia is yet to register a significant impact at the World Cup championship. The most successful country on the Continent is the United States which came third in 1930, the first time the tournament was played. The North American teams are becoming formidable in recent times with Mexico leading the line. The “El Tri” has made 17 appearances and has reached the quarter-final on one occasion. The CONCACAF will be represented in Qatar by Canada, which is registering its second appearance in the tournament, the United States, Costal Rica, and Mexico. North America will be led by players like Christian Pulistic and Raul Jimenez. Will CONCACAF make new history at Qatar 2022? Time will definitely tell!

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