

#MEDICINE

Bees And Cancer

Bee Venom cures Breast Cancer: A Natural Breakthrough in Modern Medicine



In a remarkable fusion of natural biology and cutting-edge science, researchers have uncovered a stunning potential cancer treatment, bee venom. In laboratory studies, scientists found that venom from honeybees can eliminate 100% of aggressive breast cancer cells in under 60 minutes, offering a promising glimpse into a new class of cancer-fighting therapies.

At the heart of this discovery is melittin, a potent natural compound found in bee venom. Melittin works by targeting the membranes of cancer cells, punching holes in them and effectively stopping their growth and survival, without causing significant harm to surrounding healthy cells. This precise mechanism makes it especially intriguing for treating aggressive subtypes of breast cancer, including triple-negative breast cancer (TNBC), which is notoriously difficult to treat with current therapies.

"Melittin acts incredibly fast," noted one of the lead researchers. "It attacks cancer cell membranes within minutes and disrupts key signaling pathways that help tumors grow." What sets this research apart is its potential to lead to targeted cancer therapies that are not only more effective but also less toxic than conventional treatments like chemotherapy or radiation. While current methods often harm healthy tissue, melittin-based therapies could focus on malignant cells with greater precision.

It's important to note that this research is still in early experimental stages. The findings were conducted in controlled lab settings using cell cultures, and more studies, including clinical trials, are needed before bee venom-based treatments can be safely used in humans.

Still, the implications are exciting. This discovery adds to a growing body of evidence suggesting that nature holds untapped solutions to some of medicine's most complex challenges. From rainforest plants to oceanic microbes, and now, the humble honeybee, the natural world continues to inspire innovative approaches to health and healing.

One day, the sting of a bee may no longer symbolize pain or fear, but rather, hope, resilience, and recovery in the ongoing fight against cancer.



Volodymyr Zelenskyy Authenticity and performance



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The Russian audience has an opinion about their opponent, and it would be predictable also, interesting to know it in fact. Some ascorbic contents are here for us to read from a news read, read on.

A close reading of Ukrainian President Volodymyr Zelenskyy's self-produced social media content alongside Western news outlets' profiles of Zelenskyy from the first months of the Russian invasion of Ukraine in 2022 illuminates a symbiotic relationship of drama-making that is mutually beneficial for Zelenskyy's military and the West's journalistic interests. Performing as a scrappy underdog turned brilliant military mind, Zelenskyy provides the Western press with an authentic protagonist figure, who makes ideal fodder for a Western news style steeped in drama-making and a natural fit for the individualized storytelling core to the genre of the profile piece. While genre is an aesthetic categorizing tool, it is also a signal of the sociohistorical conditions of texts' production and circulation. Thus, taken as products of their moment, the profile pieces and their interplay with Western news outlets, seemingly grassroots social media videos are revealing of the value system underpinning journalism in the West, and the society it reflects.



Zelenskyy, capturing (journalists') hearts and minds

With Ukraine an increasingly partisan issue for the US, and a significantly less visible one, taking a backseat against the unfolding crisis in the Middle East, it might be hard to remember back the early days of Russia's invasion in spring 2022 when the country was ubiquitous in mainstream Western news. In those months, it was nearly impossible to follow the news without seeing similar stories across outlets: 'How Zelenskyy Found His Roar' (The Economist Staff) or 'How Volodymyr Zelenskyy Defended Ukraine and United the World' (Shuster), detailing Ukrainian President Volodymyr Zelenskyy's response to Russia's invasion of Ukraine. A major shift in the global order, in which war came to Europe's doorstep for the first time in decades, it makes sense that the invasion of Ukraine made headline news in Western markets. However, the sheer volume of coverage trained on not just the country, but specifically its leader, raises questions about what makes Zelenskyy, the man, the leader and the citizen, such a keen object of interest for journalists and why Western news outlets thoroughly strapped for resources and time would cover the same man, in the same way, so many times.

The genre of the 'profile piece' emerges as a meaningful site of inquiry for understanding what it is about Zelenskyy that captured the hearts and minds of Western journalists (and publics) in those early days. Following the logic of journalistic 'scoop,' profiles are often proprietary; in other words, while celebrities and politicians might receive

Zelenskyy's content: A masterful performance of authenticity

When Russia invaded Ukraine on 24 February 2022, experts in the region gave Kyiv only a matter of hours before falling to Putin's troops. While Ukraine's forces were far stronger than expected, it was clear in the early days of the attack that they would not be able to sustain their hold on the country without outside support. Ukraine being a small country about the size of the US state of Texas and Russia a powerhouse. To put a finer point on the kind of support Ukraine requires, since the invasion, the US has appropriated more than \$175 billion in aid to the country, the large majority of which supports military efforts. This context helps to explain Zelenskyy's instantaneous transformation into character, what we might also think of as the launch of

his 'charm offensive,' as Ukraine's rugged, tireless, and fearless leader. 'Instantaneous' is not an exaggeration; in fact, as of early February 2022, Zelenskyy presented as one would expect the leader of a country to look, his X profile picturing him in a sharp pressed suit, shaking hands with other world leaders, and attending 'official' events. However, as soon as the invasion began, Zelenskyy's posts shifted in tone, picturing him in his now infamous green t-shirt, seated behind his desk, poring over his computer or bundled in rugged outerwear surveying the state of Ukraine's capital, Kyiv.

At a moment when the fate of his country was hanging in the balance, Zelenskyy's rapid transformation can be understood as an attempt to

secure the support of the Western world in Ukraine's favour. Zelenskyy's rapid change into character can be read as impression management, in this case rooted in an attempt to secure international, financial, military, and moral support for Ukraine's fight against Russia. The logic might go: if Zelenskyy appears disheveled but dogged in his commitment to fight Russia, dressing in military attire and staying alongside his countrymen, perhaps, global leaders would take the situation as seriously as he does.

In a video from the day after the invasion began, Zelenskyy now-famously addressed Ukrainians and the world in a quick announcement recorded from his cellphone: "Good morning to all Ukrainians! There

are a lot of fakes out there... but I am here." From his (purposefully) disheveled look to his scorn for those who are 'fake,' Zelenskyy tells his viewers that he is to be believed because he is 'real' while others are not.

Internet influencers are a helpful comparison here, fostering a sense of intimacy that creates (artificial) closeness with their followers. For Zelenskyy, the cultivation of this closeness started immediately when the invasion began. On the night of Russia's advance, President Zelenskyy and members of his cabinet posted a video from the governmental district of Kyiv, in which Zelenskyy repeatedly named members of his cabinet followed by the declaration 'here' (0:03:0-22), confirming that the Ukrainian government

remained standing. In the video, Zelenskyy appears to hold his cell phone out in front of him to record the video, the other government officials gathered closely around him. They are all wearing rugged cold-weather gear. His colleagues appear serious, but Zelenskyy is smirking slightly, appearing proud and defiant. Standing in sharp contrast to highly polished, public relations-approved materials one is used to seeing from a politician, the shaky-cam quality of the video, the leaders' casual dress, and the fact that Zelenskyy was clearly filming the video as a 'selfie' gives viewers the impression of a backstage moment.

No doubt, familiar with the dynamics of front and backstage, it matters that Zelenskyy is a professionally trained and experienced

actor, in addition to President of Ukraine, not because it explains why he is so adept at performing this particular authenticity, but because it lends credence to others' interpretations of his behaviour as authentic, describes this phenomenon, in which theater and life appear indistinguishable, arguing:

"So, there is theater in the theater; theater in ordinary life; events in ordinary life that can be interpreted as theater; events from ordinary life that can be brought into the theater where they exist both as theater and as continuations of ordinary life... For some drama is the motor underlying social processes and crisis management. For others, like Goffman, all human behavior has a strong performative quality."



This story arc, from doubt to belief, echoes throughout the Zelenskyy profiles, a repeated narrative that sutures Zelenskyy's authenticity as 'true.' Echoing Shuster's display of distant skepticism to believer, Robin Glynn begins her column for the Washington Post by signaling that she sees Zelenskyy's performance as exactly that: a highly honed skillset from a man who has 'mastered' the art of the 'direct appeal.' However, by the end of her piece, she is receptive to the appeal. Her analysis becomes enmeshed with Zelenskyy's own performance, her final paragraph invoking Zelenskyy's words from an earlier video: "The president was here. And he was still working."

Zelenskyy's authenticity as brand lies in his affective resonance with his audience, a 'charm' that enables proximity (Shomvend) by connecting on a core level with the largely Eurocentric, anti-Russian (anti-communist more broadly), ruggedly individualistic, patriarchal society of the West. Zelenskyy's embrace of the 'dirty work' of war signals a conventional masculinity that Western culture has long privileged, one, again, that the West's arch enemy Vladimir Putin has eschewed (Litvinova). In fact, much about Zelenskyy's

brand of dogged determination that has won the hearts and minds of Western journalists. His ubiquity in Western news profile pieces can not be disentangled from his mastery of self-branding via social media, nor from the logics of the profile genre, which rely on the kind of personal, individually focused narrative storytelling that his social media performance provides. A confluence of form and subjecthood help to explain Zelenskyy's resonant authenticity; the symbiosis of Zelenskyy's performance on social media and the Western profiles is rooted in Zelenskyy's believability as an authentic storyteller.



Waffle Wonders



bserved on August 24th, National Waffle Day pays tribute to one of the world's most beloved breakfast staples. The day marks the anniversary of the first U.S. waffle iron patent, granted in 1869. From crispy Belgian waffles to soft, buttery classics topped with fruit, syrup, or whipped cream, waffles have evolved into a versatile treat enjoyed at any time of day. Celebrations often include waffle-themed brunches, creative toppings, and even waffle-making competitions. Whether sweet or savory, National Waffle Day is the perfect excuse to indulge in this golden, grid-patterned delight that continues to warm hearts and plates alike.

#PERSONA

Theoretical framework and methodological approach

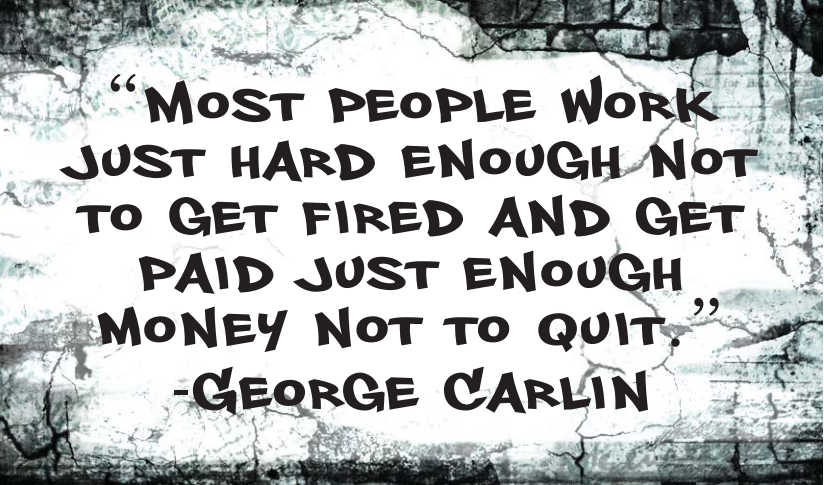


authenticity, Zelenskyy enacts the exact story Western news wants to tell, the sheer number of profile pieces emerging in such a truncated period, suggesting that the story Zelenskyy provides is a marketable one. Performing as a scrappy underdog turned bril-

liant military mind, Zelenskyy provides the Western press with a bildungsroman-style protagonist figure who makes ideal fodder for a Western news style steeped in drama-making. Zelenskyy is not a 'traditional' Western leader; his country has long existed on the margins of the West, as its struggle to join NATO, especially since the invasion has made clear. Zelenskyy is also in an unusual position as a Jewish leader of a majority Christian country; he is from a working-class family, several members of which tragically died in the Holocaust. And his background as a comedian and actor is atypical (though perhaps not to the US, which has seen the likes of Ronald Reagan, Arnold Schwarzenegger and Donald Trump rise to the highest offices in the land). However, far from disqualifying, the factors that distinguish Zelenskyy are also part of what make him so enticing to Western news, unusual enough to be eye-catching, but proximate enough to Western myths of bootstrap social climbing and intrepid male heroism to be extraordinarily digestible. Zelenskyy's authenticity is complex, yet nearly perfectly suited (or intentionally tailored) to Western news audiences for the way it engages Western society's deepest held myths.

This institutionalization allows certain experiences, bodies, language and ways of thinking/knowing the world to emerge as dominant, and it is through this default, or unmarked, state that I understand 'mainstream.' It is to Zelenskyy's performances that serve as fodder for these mainstream Western media texts that I turn below.

THE WALL



BABY BLUES



By Rick Kirkman & Jerry Scott



ZITS



By Jerry Scott & Jim Borgman