

Futurists predict new youth vocations

CEYLAN YEĞİNSU

ISTANBUL - Hurriyet Daily News

The financial downturn and the consequent lack of job opportunities has made it difficult for youths to see their future, but such obstacles have not stood in the way of the vision of futurists, who anticipated new types of vocations in the launch of their "future talks" series at Istanbul's Bahçeşehir University.

In an initiative to encourage people to think about the direction of their futures, the Turkish Futurists Association has started "future talks" in which futurists hold open discussions about the future of current pressing global issues. The first installment, which debuted in Istanbul last week, focused upon employment and future vocations. Brightwell Holdings Chairman Alphan Manas and Unilever Turkey Vice Chairman Cem Tank predict that leading vocations for the future will be in areas of "professional creatorship, confidentiality protection, Internet marketing, work therapy, consultancy and health quarantine."

According to Manas, it will be important for university students to enroll in joint honors degree programs. "Covering a broad level of study will better the chances of students getting better jobs," Manas said, speaking at future talks last week, adding that law and

psychology are key subjects to be taken as a second degree program. Manas predicts that the growth of businesses will slow down because there will be more variety within various products and concepts. "People need to consistently work upon self development in order to keep with the vast changes in the world," Manas said.

On the subject of development, Tank highlighted the importance of technology development in the future. "There might come a day where Google as a search engine becomes something of the past and people carry out searches through holographic depot technology that will be loaded into their brains," Tank said. According to Tank, this system could be put into place in the near future. Tank predicts that fragmentation, globalization, localization and digitalization will all come together in one trend. The service sector will deliver a much more personalized service, according to Tank, who says that even toy dolls will no longer be sold generically; instead people will order personalized toys that will have the option to be dressed by designers.

Future talks will be held six times a year by the Turkish Futurists Organization covering a wide range of subjects in the context of the future. The organization invites people to become members and share a futuristic vision.