

THE ADVOCATE

William Aberhart High School
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Chicken Wings Are Better Than Valentine's Day

by MONIQUE VIGNEAULT

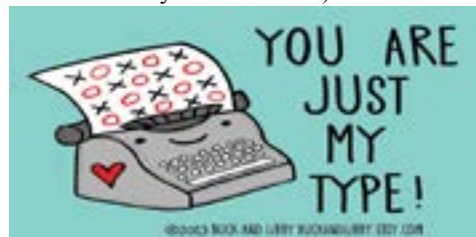


Ah, Valentine's Day; nothing more comforting than yet another Christian holiday superimposed over a Pagan one!

It's the day where everyone thinks, "This year, I won't be huddled by my xbox playing "Call of Duty" while eating chicken wings alone. No, this year I will spend with my true love!"

Well, mostly everyone. Frankly, I find one of the most desirable things in a man is a chicken wing. Chicken wings are often hot, if not very hot, and -- nevermind. It's a chicken wing, why wouldn't you like it; I don't need to explain it to you.

As this so-called "Holiday" rapidly approaches, the panic among millennials begins. (To the aunts, uncles or parents who may be distressed by teenagers who post overly dramatic Facebook statuses or spontaneously burst into tears over unnecessary punny valentines day cards, relax. This is standard procedure as this terrible, terrible holiday draws nearer.)



Cards that may induce this type of self-loathing and emotional outbursts may look like this:



There are many things that people anathematize about this particular day. There's the overwhelming number of memes, statuses, merchandise and marketing, but there's also the dark history behind this whole day.

While researching for this article, I cringed looking at the search results as they appeared on my search bar; Valentine's Day is one shady day. First of all, when this day was first celebrated, men attempted to hit on women, by -- hitting them with stones?

Communication really has gone a long way if those stones over time have turned to chocolate and flowers. For once you can actually thank Shakespeare for his writings -- because stones are in no way romantic.

Besides the obvious misogyny behind this, there's the newly adopted arbitrary customs that make little to no sense. There's that little guy, Cupid, who apparently flies around on this day shooting you with arrows and somehow you become enamoured with the first person you see. Still, not romantic.

Then there's the fact that the Catholic Church itself has dropped Valentine's Day as a true religious festivity. Even the parents of Valentine's Day want absolutely nothing to do with it.

Basically, this holiday is the Donald Trump of all holidays; nobody wants anything to do with it, it's totally inaccurate, misogynistic, sexist; yet we still continue to pay attention to it.

And that -- is why Chicken Wings are better than Valentine's Day.



EDITORIAL

Pluralism v. Assimilation

by JORDAN BUNKE

Immigrating to a new country can be influenced by a myriad of factors which most notably include escaping war as a refugee and seeking better opportunities, whether they are economic, cultural or improvements in another aspect of one's quality of life. However, the attitude that many immigrants have towards both their status as a newcomer and the country that they have come to can vary greatly and can be placed on a spectrum that generally ranges from a total eagerness to assimilate to an unrelenting desire to preserve one's native culture. With the Syrian refugee crisis, immigration is currently a global priority, whose importance is stoked by the weight that it carries in the platforms and discussion surrounding the upcoming American presidential election. While diplomats and world leaders are contemplating the morally sound, but logistically difficult dilemma of whether or not to admit said refugees into their borders, the world's immigrants have to ask themselves a much more personal question: "To what extent do I want to acclimatize to a new society?"

An integral component of the current maelstrom of hysteria that is fuelling the American presidential election is anti-immigrant hostility, with foreign terrorism being the most commonly discussed issue in the GOP debates, according to the Washington Post. This has created a far too common trend of Islamophobia and other, less pronounced forms of cultural and ethnic discrimination, a beast that is only being fed by fear-mongering candidates. When asked about hostilities that GOP messaging had been perpetuating

towards Muslims, Ben Carson responded by claiming that he welcomed people of all races and cultures to America, but added the stipulation that they had to "accept our values and our laws." He continued, "if not, they can stay where they are." This statement harkens back to a dilemma as old as cultural displacement itself. One that pits conformity and acceptance against cultural pluralism and preservation of culture. Especially in America, where the "American Dream" is a generation-spanning promise to eager people hoping to emigrate from abroad and have a better life, there is a certain acclimatization process that most immigrants are willing, and even eager to undergo.

However, one should not undergo assimilation to the extent where one's heritage and native culture is abandoned or neglected. Presidential candidate Ted Cruz, for example, was born Rafael Edward Cruz to Cuban-American and Spanish-American parents. Since college, however, he has dropped the "Rafael" from the name that he goes by, and has since been called Ted. Both Cruz and Marco Rubio are both leading campaigns that are very conditional and based on a certain cultural shift, with Rubio taking a similar position as Ben Carson, stating that "our legal immigration system from now on has to be merit-based. It has to be based on what skills you have, what you can contribute economically and most important of all, on whether or not you're coming here to become an American, not just live in America, but be an American." Being the two most prominent candidates with Latin-American heritage, both Cruz and Rubio have been heavily criticized for staining their parents' immigrant legacies and neglecting their heritage in favour of pandering to the lowest common denominator.

In a time when acceptance and fitting in as

a visible minority are regarded as necessary requirements for one to be allowed to legally immigrate, one must ask oneself if a nation has the right to superimpose a cultural archetype and blueprint for all citizens of various backgrounds to comply with and accept, or whether cultural pluralism and acceptance should be paramount, and that the cultivation of minority cultures should be encouraged and sought after.



The Advocate wants YOU!

Do you like to write?

Do you like to take pictures?

Do you have a special affinity for organizing and laying out massive amounts of material?

More importantly,

do you want to wield PERSUASIVE POWERS you never thought possible?

If you answered YES to any of these questions, we want YOU!

We're looking for journalists, columnists, cartoonists, photographers, and layout lackeys to help us with *The Advocate* this year.

Email your submissions and letters to the editor to advocateabe@gmail.com!

THE ADVOCATE

THE ADVOCATE is the official newspaper of William Aberhart High School. We publish on a bi-weekly basis and encourage letters to the Editor of THE ADVOCATE.

THE ADVOCATE is meant as a forum for student expression and is published to inform and entertain the students and the entire school community.

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ORANGE PULP

Living in a Commercial

by YUSEF ZIA

The Super Bowl has come and gone and I couldn't help but notice how major companies have managed to get their brands all over the event. Part of the reason that the Super Bowl is one of the most watched annual sporting events in the world is because of the unique commercials that collectively premier before, during and after the game. The brands, sponsoring and endorsements are everywhere. I saw about 30 different labels and logos while watching the Super Bowl, but who really opened my eyes to our consumerist society was Peyton Manning. After the game, a reporter asked if he was going to retire after having won his second Super Bowl. Manning didn't give a straight answer, but in his reply he said he'll "be drinking a lot of Budweiser tonight." Not beer, Budweiser. I could have easily dismissed this until it happened again, moments later. Manning was asked the same question, but this time it was on stage. His reply was more or less the same, except Manning said he'd be drinking "beer" then, as if remembering something, corrected himself and said "Budweiser." I saw Manning spending what may be his last moments on television as an NFL player selling a product.

In our society, branding is everything. The quality of a product falls second to the logo it brandishes. For a major business, marketing is everything. Most people won't care about the quality of the products they purchase, as long as they are accepted by everyone around them. As a result,

companies are finding more creative ways to shove their products down our welcoming throats. We are essentially brainwashed into what to wear, what to drive, what cell phones to use and what to drink. It's become part of our everyday lives to run into advertisements all the time and it is working for the businesses behind them. Take Coca-Cola for example; Pepsi is preferred in blind taste tests, but most people favor Coca-Cola. Coke has managed to triumph over Pepsi, primarily because of their marketing. Until Coke came along, Santa was green.

Every day, we are bombarded with advertisements, telling us how to live our lives. You can't go on any form of media without running into an ad of some sort. Even people have become advertisements. Celebrities get endorsed and will spread publicity for certain products. Ryan Seacrest is making millions off of the Kardashians because he marketed them very well. We as consumers have to be conscious of what we're buying. We cannot allow ourselves to be brainwashed, and we must ensure that we think for ourselves. There once was a time when innovation was what sold, but now that is muffled by the popularity of a possibly inferior product. Instead of doing as we're told and making sure the companies on top stay there, we should put thought behind every purchase. That is the only way to ensure capitalism works as it should and that the success of a business is determined by quality, not a badge.



PLAYLIST

Cupid Should've Used a Gun

Bleeding Love - Leona Lewis*Just the way you are* - Bruno Mars*All of me* - John Legend*Nothing on you* - B.o.B*No Scrubs* - TLC*Someone like you* - Adele*True Love* - P!nk*Can't Help Falling In Love With You* - Elvis Presley*Under Mountain, Under Ground* - The Lighthouse and the Whaler*I Will Always Love You* - Whitney Houston*Hero* - Enrique Iglesias*I'm your angel* - Celine Dion*Human Nature* - Michael Jackson*Heaven* - Bryan Adams*Like I'm Gonna Lose You* - Meghan Trainor*Georgia* - Vance Joy*Baby I'm Yours* - Arctic Monkeys*Drops of Jupiter* - Train

The Reasons Why..

Valentine's Day is Awesome

by KAARI HALL

It's finally February and you know what that means; Valentine's Day! Valentine's Day is the only good day in February and every other day just lives to remind us that no matter how short this month is, it's going to feel as if it's taken 5 years. Everyone loves Valentine's Day, even if they say they don't. Stop lying to yourself and get some chocolate. Here are the five reasons why Valentine's Day is amazing:

1. First of all, the whole thing that Valentine's Day is a hallmark holiday is only slightly true. That is what it developed into but not necessarily how it started. Saint Valentinus was a man who lived in the High Middle Ages (as in the 12th-13th century) and illegally performed weddings for Christians, who were absolutely despised in Rome and forbidden to marry. Because of the idea that 'love will always win' (which they somehow garnered from the execution of Saint Valentinus) the day developed into a holiday of love and romance. Of course later on, big corporations found out how much money could be made from this day and exploited it to make profits. Then again, the same thing is done for every other holiday as well.

2. Chocolate is wonderful. The way it just melts in your mouth and how there's so many different flavours and types and you can put it in anything. Chocolate muffins? Yes. Chocolate ice cream? Yes. Chocolate cake? Yes! There's a reason why Bruce Bogtrotter risked his life for some of Ms Trunchbull's cake, and why Augustus Gloop didn't care that he got sucked up by a chocolate tube and almost eaten by Oompa Loompas (that's how it went right?) Plus, the day after all the chocolate is 50% off. Guess where I'm going on the 15th

3. Valentine's Day isn't just for couples or romantic love; it's for all sorts of love. Platonic love and familial love are also celebrated as well. Really it's just a day to be with the people you actually care about and eat chocolate (mmmm). Plus, seeing peoples' reaction when you get them a gift brightens your day, no matter how cheesy and heart filled that gift is.

4. So much candy. Another point, everything is cherry and cinnamon flavoured. Gummies, candy hearts (be mine or else), cinnamon lips (and more chocolate). It's basically Halloween for grownups and sad

teenagers who aren't allowed to trick or treat anymore.

5. Finally, Valentine's Day movie marathons are so much fun. This is the season for terribly cheesy movies where the main plot involves star-crossed lovers and disapproving parents. Anything by Nicholas Spark (like *The Notebook*) is great for this day, even if it's terrible every other month of the month (why are they birds?). Or, if you want to go into the '3 deaths in 5 days' kind of love stories, just watch *Romeo and Juliet* and wonder why they didn't discuss the whole faking their deaths thing beforehand. Or why Romeo was creeping on a thirteen year old girl while he was anywhere between 17-23. These are the real questions.

At the end of the day, Valentine's is a lot of fun, however you chose to celebrate it. Also, pink and red look so good together it's ridiculous.



The Unorthodox Chimichanga

by RILEY MARTENS

There is high competition between Warner Bros. and Disney for profits at the box office with various intellectual properties, especially the subsidiaries DC comics and Marvel comics, owned by Warner Bros. and Disney respectively. Superhero movies are by far some of the most consistently successful movies critically and profit-wise, pleasing hardcore fans and casual moviegoers alike. It is clear why large media conglomerates want to ensure their share of profits for this rising genre of movies through characters like Batman and Captain America. Since 2008's release of *Iron Man*, Marvel has had nearly unchallenged reign of the box office for super-movies. This year however, DC is launching *Batman Vs Superman* with Marvel countering with *Captain America: Civil War*.

The other Marvel comic based movie that is poised to launch is *Deadpool*. For several years since the release of the unpopular *X-men Origins: Wolverine*, Wade Wilson actor, Ryan Reynolds, had been trying to star in an

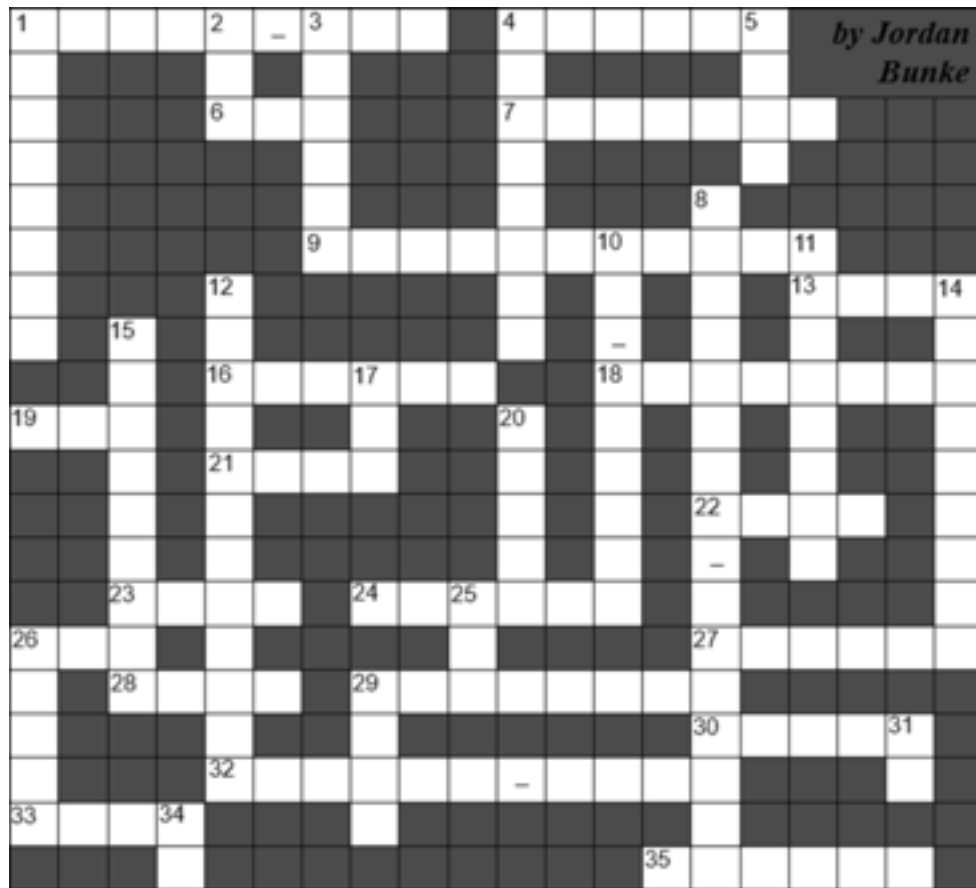
authentic *Deadpool Origins* movie.

After successfully getting a movie project started for *Deadpool* in 2012 and being dated for release this weekend, there have been many interesting and unorthodox teasers and clips for Marvel's iconic character. These have ranged from a billboard with a skull, a dung emoji and letter L, to a *Deadpool* backed breast cancer commercial. The unorthodox marketing strategies of *Deadpool* have been key in getting a certain level of excitement for the movie and ensuring a decent level of success. One of the more outlandish ways of marketing *Deadpool* has been during a Christmas web release known as the *Twelve Days of Deadpool* where the studio released new *Deadpool* footage every day for twelve days during Christmas. Other strategies include the R rated trailers with a profound amount of profanity and gore, which fans have been wanting to represent a true *Deadpool* character and a clip showing Ryan Reynolds in costume explaining Australia day and breaking the fourth wall, something the "Merc with the Mouth" is known to do in the comics.

With Ryan Reynolds starring as the titular character and crude and deceptive humour true to the original character, this is a movie fans have desired for a while. Another spoof of marketing for *Deadpool* has been to portray the movie as a romantic comedy for its near release on Valentine's Day instead of the more action packed and swearing superhero movie it is. The movie has tried to stay true to the origins in the comics with details such as a Wade Wilson having cancer and his usage of the word chimichanga. The marketing strategies ensure success for the movie and befits the off-beat humour of the character. Despite some critics of the marketing methods few superhero movies in the future will have the same impact with their marketing as *Deadpool* and all to support the personality of the beloved comic character.



Crossword



Across:

1. Self-proclaimed "Sun King"; French monarch
4. "The Origin of Species" author Charles _
6. A dark mixture of hydrocarbons and free carbon; _ pit
7. Term for a tombstone inscription
9. Synonym for excessive, with a Clark Kent associated prefix
13. Swedish pop group active during the '70s and early '80s
16. Greek mathematician referred to by some as the "father of geometry"
18. Synonym for clean
19. Spike Jonze film starring Joaquin Phoenix and Scarlett Johansson
21. Russian/German disk jockey (DJ) whose artistic mononym reflects how Canadians pronounce the alphabet's last letter
22. Danish brick building toy company
23. _ Ness monster
24. Roman politician, orator and prose stylist known and revered for his eloquence and mastery of language
26. 21st letter of the Greek alphabet, used in mathematics to represent the golden ratio.
27. Synonym for exquisite
28. Comic book legend _ Lee
29. Sailor and author of "Moby-Dick; or, The Whale"

30. An object, idea, or phenomenon that is both strange and frightening can be described as this; one consonant

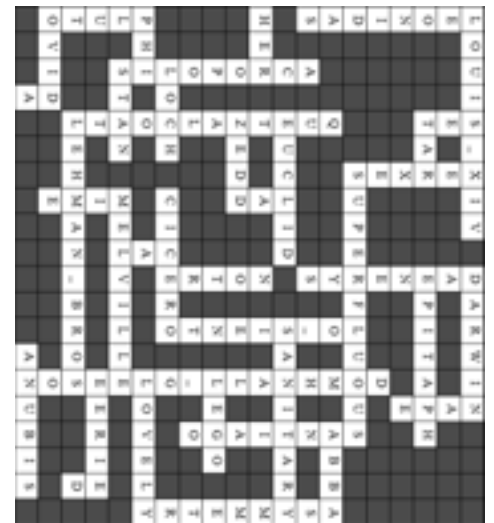
32. Investment bank that was largely responsible for the 2008 mortgage crisis, and subsequently filed for bankruptcy
33. Roman poet active during the reign of Augustus

35. Ancient Egyptian deity; usually depicted as a canine

Down:

1. Commander of the losing side of the Battle of Thermopylae
2. Ancient Egyptian deity; god of chaos and brother of Osiris
3. Leader of the winning side of the Battle of Thermopylae
4. Given name of A Song of Ice and Fire's Khaleesi; _ Targaryen
5. The back of one's neck
8. Irish actor who has notably played Bill Weasley, General Hux, and the lead in "Ex Machina" and "About Time".
10. I'm sorry – translated into Spanish
11. Capital of Chile
12. Aztec deity and harbinger of doom; the "feathered serpent"
14. A lack of geometrical equality between two sides
15. Ancient Athenian citadel that, most notably, contains the Parthenon

17. Stereotypically British term for a young man or friend
20. "Our" – French; Our Lady -> _ Dame
25. Colloquial term for the University of California, Berkeley
26. Recently downgraded from Earth's equal its underling
29. Performance centered around suggesting action without words, relying primarily on gestures; panto-
31. Given name of "Thinking Out Loud" singer
34. Acronym of the organization that Harry Potter founded alongside Hermione Granger and Ron Weasley in their fifth year at Hogwarts



HOROSCOPES

by TWINKLEGAZE ASTROPANTS



Aries (March 21 - April 19)



After realizing the deep spiritual impact the poo emoji had on you, you will be inspired to write a poem to enter in a street level slam poetry contest about you and your poo emoji. You will explain how the prose was inspired by how the emoji's eyes follow you everywhere.

Taurus (April 20 - May 20)



After laughing at the immature emoji, you realize that if you squint or say it right immature actually becomes 'I'm mature.' This just proves how smart and MATURE you really are! It's true because I'm always right.

Gemini (May 21 - June 20)



After watching *Star Wars* thrice and binge-watching over exam break because netflix is chill, you realize that the ability to spoil the *Star Wars* episode 7 is a great power you have over others. Kylo Ren kills his own father, Han Solo. See what I did there? May the mass times acceleration be with you!

Cancer (June 21 - July 22)



After studying biology you ask yourself, "how do plants reproduce?" This mystery befuddles your brain for many seconds. How do things that don't move do the thing? You remember your science teacher emphasizing their inability to move and how you thought it was hilarious. You're hilarious because everyone was wrong, plants are just demented megaladons. You are now a plant sexpert. Oops spelling mistake.

Virgo (August 23 - Sept 22)



You have an urge to join the steampunk rebellion where to support the right to vote for air conditioners and desk fans is cool because they're cool people too. You probably don't understand this because you are not a fan of AC. Go talk to one. They are advanced beings. I am more so.

Leo (July 23 - August 22)



Look into my face. Look deep into my face and you will realize I am a chin farmer. This crystal ball is from the dollar world, a bargain brand dollarama. I have questionable features and a gold headscarf, henceforth I am always, always exonerate. I just used this word because I read the dictionary backwards. Ha, you just tried to read it backwards, get exonerated! You will breathe soon!

Libra (Sept 23 - Oct 22)



The love of your life has returned from some university in British Columbia with flowing locks of mighty hair. Oh, I love redundant redundancy! Oh! The humanity! This love of yours clearly has demonstrated the ability to be nicknamed by his last name. You know who you are, whoever you might be, but they have returned for study week. The patron saint of Paris. How the hun fears you!

Scorpio (Oct 23 - Nov 21)



After scrolling through the internet, you realize your deepest fear! Swimming sloths! How they move slowly like furry alligators with their deceptively innocent features. Terrifying!

Sagittarius (Nov 22 - Dec 21)



After watching the Superbowl commercials and Peton Manning advertising his love for Budweiser, you will have a deep yearning to become a CEO or President or somebody important to make money and rule the world! Vive les corporations!

This message was brought to you by Tim Hortons. Try the new Febreeze wet mop!

Capricorn (Dec 22 - Jan 19)



Once again who thought of the Capricorn? It's like all the lame things a chimera could have been! You will develop the need to defend your sign by dying your hair pink. Schüsse abgefeuert! Translator!

Aquarius (Jan 20 - Feb 18)



I see into the future all the time and that many of you will play the water harp by gurgling water jello. But first some of you will have to invent and create jello water by using a paperclip and a pint of engine coolant. *DO NOT DRINK!

Pisces (Feb 19 - March 20)



To celebrate lunar new year you try to eat fish but then have an identity crisis because it is self-cannabilism with your astrological sign! The trouble with being two fish at once. Go google translate! chúc mừng năm mới

When you're done, please pass this on or recycle. Thanks!

The Advocate's Policy on Letters to the Editor

The Advocate encourages signed letters to the editor and prints both positive and negative comment.

Anonymous letters will not be published.

Letters to the editor are published as written by the author.

Spelling and grammar are not corrected.

Occasionally, letters will be edited for length and/or inappropriate language.

Editorial responses are not printed.

We reserve the right not to print letters that do not bring new light to an issue.