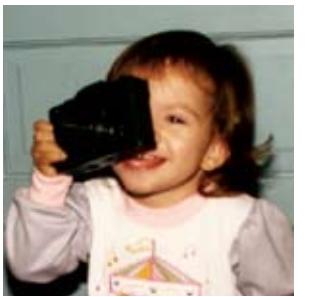


DIRTY GENERATION



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"Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation."

- Robert Francis Kennedy

During such a pivotal point in history, "Our Generation" seemed like the most appropriate theme for this semester's issue of Tempo. Being that our generation is so multifaceted, choosing the right selection of stories was anticipated to be quite a task. Yet, when we first released the theme to our contributors, many of them were eager to express their thoughts. This issue is not only meant to reflect the interests of the student body, but also to characterize and inspire our generation.

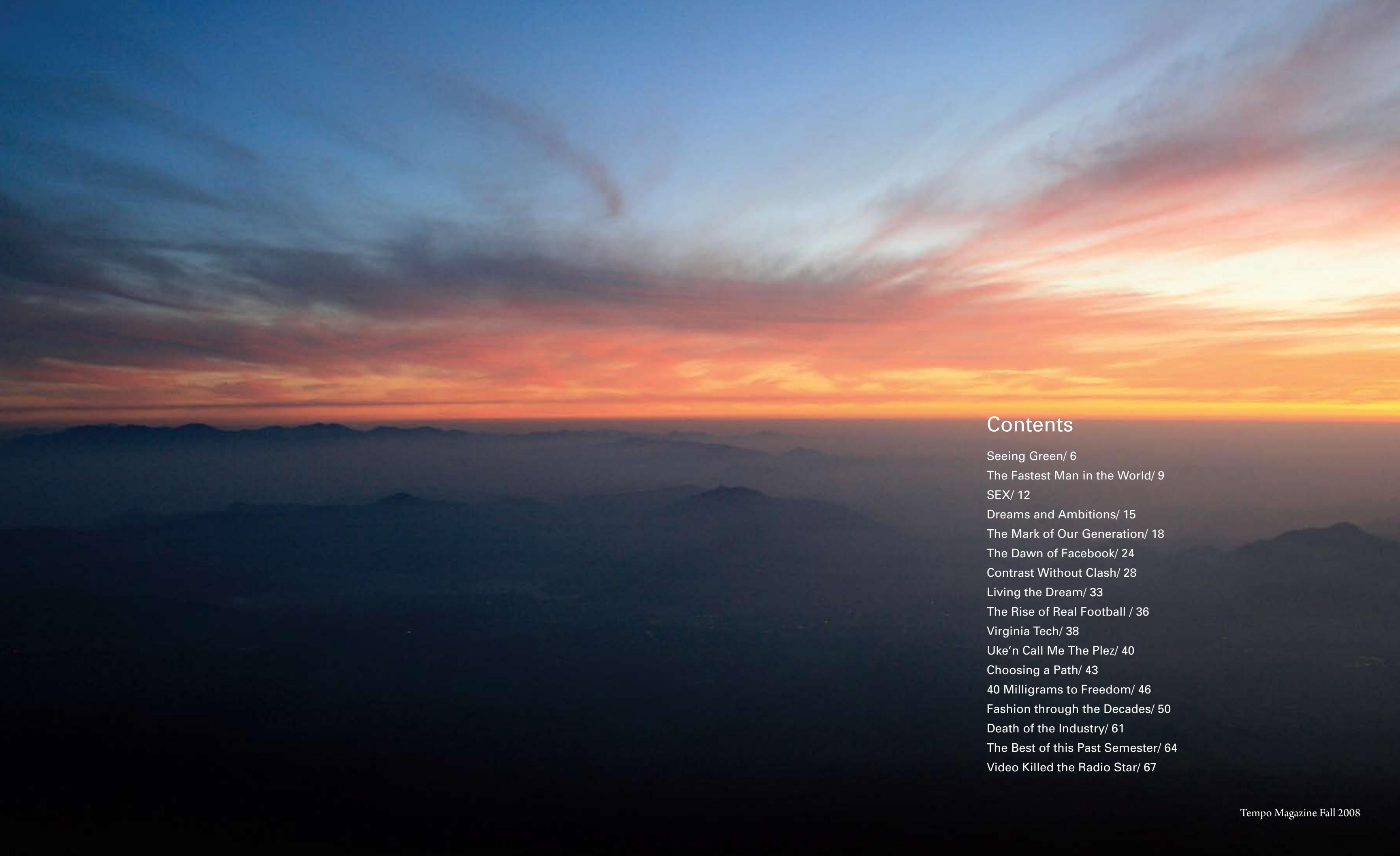
This is an important time for not only our country, but for the world. Changes must be made to better our future. With this responsibility hanging over our heads, it is increasingly difficult for us to manage the more common tasks associated with being college students. However, the majority of our generation stands up to this challenge. Through events like the recent presidential election, we have proven that we are willing to participate in this challenge.

Even as you read this, history is in the making. This generation is tested in more ways than one. We are currently gathering all the tools necessary to pass these tests. With influence from past generations as well as our own, we can build a brighter future.

Lauryn & Amanda

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Seeing Green

Words/ Darrin Cripe

Our generation truly faces the first worldwide environmental crisis in recorded history. This new genre of environmental threats is global in scale and could affect the very viability of life on earth. Through our industrial way of life, our species has affected the biochemistry of our entire planet. If we were to measure human accomplishments in terms of sheer

impact global warming, ozone depletion, acid rain and species extinction may well be considered among the greatest in the human race.

Scientists now predict a four to nine degree Fahrenheit rise in the Earth's surface temperature over the next 50 years as we continue to release carbon dioxide, methane, chlorofluorocarbons and nitrous oxides into the atmosphere, blocking solar heat from escaping the planet. Just as every living species inhabits itself within a narrow temperature band, so does the earth. Our planet is a living organism, an extremely complex, self-regulating system of interrelated biochemical processes. Keep in mind, the Earth's temperature has not varied more than about four degrees Fahrenheit since the last ice age some 18,000 years ago. The implications are far reaching and potentially catastrophic.

As the Earth's atmosphere continues to deteriorate, the flora and fauna of the planet are being destroyed at an overwhelming pace. Millions of acres of tropical rain forest in Central and South America, Africa and Asia are being razed to provide lumber and paper products and range land for cattle. Thousands of rare plant and animal species are being destroyed in the process. Scientists now

estimate we destroy a species every 60 minutes. The environmental and economic consequences of this mass genocide of the Earth's biotic community are beyond calculation.

Through our profligate way of life, we have squandered the Earth's environment, stripped the forest to feed our insatiable demands for lumber and paper products, overgrazed rangelands to satisfy our meat addiction and poisoned the air with the exhaust fumes of over 140 mil-

lion automobiles to meet our demands for greater personal mobility. We boast that we are the first consumer society in history and even tout a consumer movement, apparently unaware of the irony implicit in the word. The word 'consumer' dates back to the 14th century. In both its English and French form, the term meant "to devour," "to lay waste," "to destroy" and "to exhaust." Only in the past several decades of the 20th century has the word been elevated to its present lofty status.

Today, the consumer is someone who participates in the good life and enjoys the material benefits of the 'Age of Progress.'

We have attempted to mask the conse-

quences of the consumer society, refusing to acknowledge the relationship that exists between over consumption and the depletion and pollution of the earth around us.

Global warming, ozone depletion, acid rain and species extinction are not simply by-products of poor management decisions or callous government policies. Today's global environmental crisis is the inevitable result of a unique way of thinking about humanity's relationship

eyes that respect the delicate and complex evolutionary wisdom of the natural world and working with it as a participant rather than an usurper and detached observer. We need to extend ourselves to the environment as we do our loved ones, meeting nature as a partner, accepting and respecting the natural world on its own terms. When we engage with nature on an intimate level, the relationship grows, deepens and becomes more secure.

How do we take responsibility and

Fellow earthlings, we need a new, more sophisticated vision if we are to revitalize our relationship with the earth. ,

to nature. Environmental relationships are similar to personal relationships. By attempting to subdue nature, by refusing to accept it on its own terms, by manipulating it to serve expedient short term material ends, we have made our long term relationship with the environment less secure; and, we now face the prospect of a wholesale depreciation of the life-supporting processes of the planet. Our current relationship with the environment is focused on that of empathy as opposed to subjugation over it. Fellow earthlings, we need a new, more sophisticated vision if we are to revitalize our relationship with the earth. This vision would see through

begin the bonding session? First, we have to realize that in our daily lives we each make choices that cumulatively have a significant impact on the environment. How we heat our homes and wash our clothes, the cars we drive, the products we buy, the companies we invest in, the paper we use in the office-- all of these decisions directly affect the planet. Once we earnestly ask ourselves whether or not our actions are benefiting or hurting the environment, the correct choices need to be made. There are many minor changes to your daily routine that can lead to a more interdependent and eco-friendly lifestyle.

-When shopping for appliances, look for the Energy-Guide label, required by law on each appliance. The Energy-Guide information is useful in determining the efficiency and cost of running the appliance. If there is not an Energy-Guide label available for the appliance, don't buy it.

-Use compact fluorescent lighting instead of incandescent bulbs. Lighting accounts for 25 percent of U. S. electrical use. If we're going to reduce emission of greenhouse gases, saving lighting energy in the home is crucial. Making this simple switch can keep a half-ton of CO₂ out of the atmosphere over the life of one bulb. This means a saving of 60 to 80 percent on lighting costs.

-Buy recycled and recyclable packaging wherever possible. Packaging accounts for 50 percent of all paper produced in the U.S., 90 percent of all glass, and 11 percent of aluminum. These also account for the vast majority of the solid waste stream in the U. S.

-Don't use plastic bags. Insist on paper at the check-out. Better yet, reuse paper bags or bring your own tote bag.

-Avoid buying foods out of season. The production and transport of out-of-season products requires excessive energy consumption. These products are often contaminated with preservatives, pesticides, and herbicides primarily to increase shelf life and to enhance appearance. (If you don't know, ask your local grocer which food items are in season.)

-Arrange or join a car pool for commuting. The automobile addiction will not be easy to overcome. In the U.S., we'd save 33 million gallons of gasoline each day if the average commuter passenger load were increased by one person. Many states have a car pool information number linked to a computer network of commuters who car pool to work in your area. Carpooling is also listed in the *Yellow Pages*.

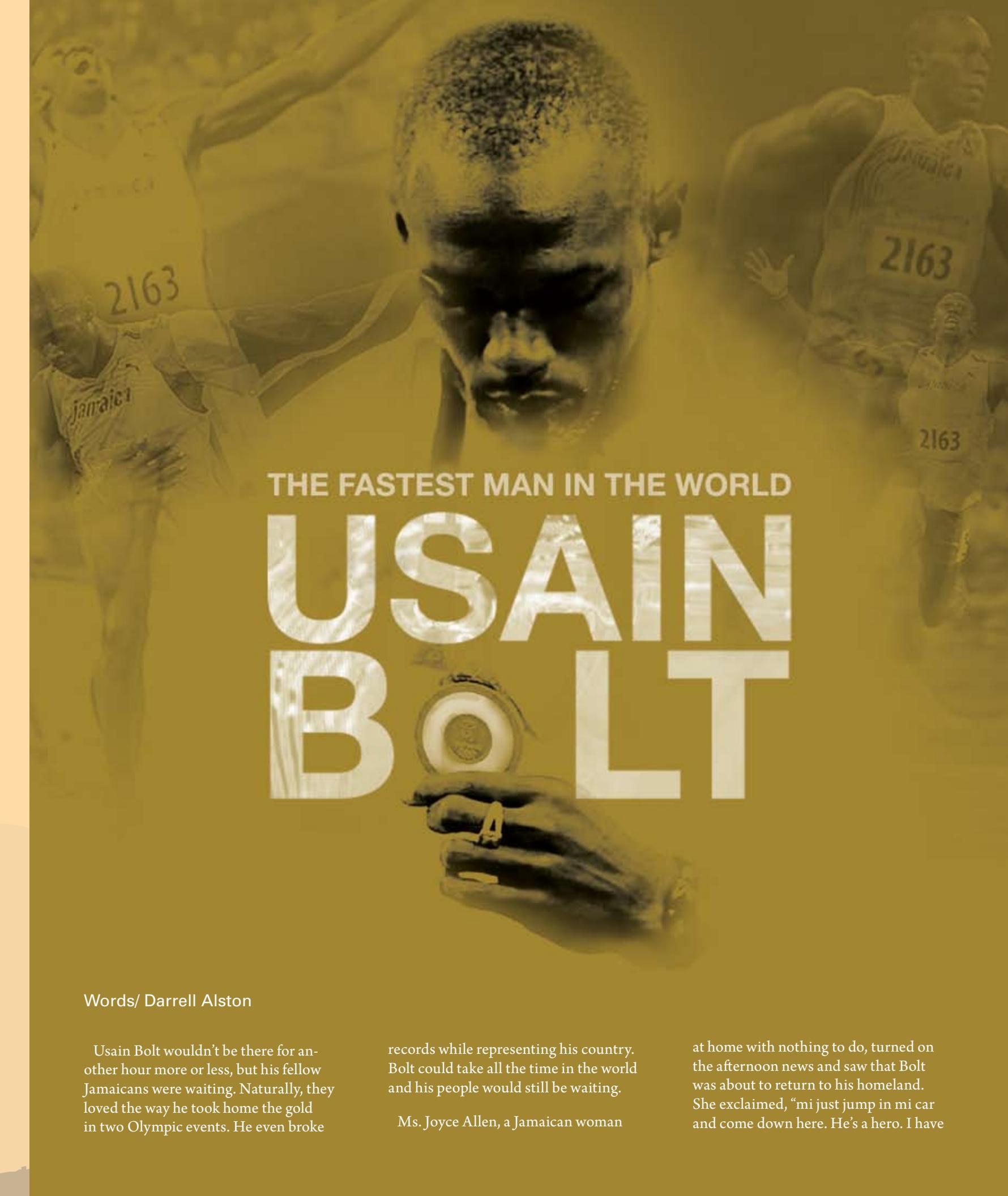
-Set up a recycling bin in your office or living quarters. Recycle all household goods, not just the obvious items. Don't stop there, set up a system educate and encourage those under your roof and office on how much recycling can help. Americans throw away enough office and writing paper each year to build a wall 12 feet high stretching from Los Angeles to New York City. One more whammy for you, every Sunday, more than 500,000 trees are used to produce the 88 percent of newspapers that are never recycled.

-Make conscious food choices with every meal. Eat less processed sugar. Avoid additives and processed foods. Approximately 3,000 chemicals are added to foods during processing. Packaging and spraying are thought to be responsible for 10,000 more chemicals entering into our foods. The production of just one pound of steak requires as much water as a typical household uses in a whole month, which is enough to make one consider vegetarianism. The energy costs for meat are also enormous; to produce a one-pound steak that provides approximately 500 food calories requires the expenditure of 20,000 calories of fossil fuel energy.

-Plant a tree. The potential environmental impact is significant. Trees act as living air conditioners that cool Earth by evaporating water into the atmosphere. Planting 100 million trees would roughly result in an annual saving of \$4 billion in air conditioning costs.

-Realize that we are connected as a whole. Each breath of air we inhale contains a quadrillion or 10^{15} atoms that have been breathed by the rest of mankind within the past few weeks, and more than a million atoms breathed by each and every person on Earth. Of course, our linkages with the earth and each other are really deeper than whatever atoms we may share. We are connected to the world and to others by more than molecules; we are bound together by mind and consciousness. To deeply realize this global connection, we must go beyond the person. It means giving up the precious notion that our consciousness is limited to the self, unconfined to specific points in time and space, is unbounded. And if unbounded, it is ultimately one, not many.

As you can see, without strong, ongoing citizen advocacy for change, our environmental deficit will only increase. It is possible to thrive on Earth in an ecologically sustainable manner. Implementing these eco-friendly practices is definitely a step in the right direction. Let's get together, help one another and start our revolution in saving our beautiful planet.



THE FASTEST MAN IN THE WORLD USAIN BOLT

Words/ Darrell Alston

Usain Bolt wouldn't be there for another hour more or less, but his fellow Jamaicans were waiting. Naturally, they loved the way he took home the gold in two Olympic events. He even broke

records while representing his country. Bolt could take all the time in the world and his people would still be waiting.

Ms. Joyce Allen, a Jamaican woman

at home with nothing to do, turned on the afternoon news and saw that Bolt was about to return to his homeland. She exclaimed, "mi just jump in mi car and come down here. He's a hero. I have

heard so much about him, and I just want to see him in person." Another Bolt fan worked through lunch just to get off early to watch him enter the Jamaica Pegasus Hotel. Even here in America people are going crazy about just how fast this guy can run. Bolt broke the world record, running the 100-meter dash approximately 11 seconds faster than today's average runner. That is pure phenomenon.

Bolt has been described as a "lightning bolt" which is also a nickname he attained during childhood. Bolt, along

just come out of nowhere and won these titles, however. He has been working up to them since he was just 10-years-old and in primary school. On July 19, 2002 during the IAAF World Junior Championships in Jamaica, Bolt broke the 200-meter record by finishing first. In doing so, he also became the youngest male World Junior Champion at 15 years and 332 days old. Bolt went on to set World Youth and World Junior records at 15 and 16-years-old. One of his first real titles was attained on April 11, 2004 at age 17 when he broke the World Junior

record," or, "the person that achieved that outstanding feat is my age!" Usain Bolt is a prime example, but far from being the only one of his kind, accomplishing a great athletic achievement at such a young age.

As with every great athlete, Bolt's accomplishments came with some failure. In 2005, he qualified for the Worlds in Helsinki 200-meter final, yet finished last. In the Athens Olympics in 2004, Bolt was eliminated from the qualifying rounds for the 200-meter race due to

standards built for us in the past. We are making global change and advancing in more than just technology. Adolescents are impacting the world in ways our elders couldn't fathom. Furthermore, the ability of these up-and-coming athletes is showing us that we can do the same; we can blow up in the rap industry, we can be the country's next big actor, singer or producer, the up-and-coming industrialist or chemist. We have the ability to be the next world record breaker. Nothing can stop us except for ourselves.

Those of us aspiring for something great in life will get stressed out under all of the pressure, we will hear others telling us "you can't," but it is up to us to fight through it and prove them wrong. We just have to try. As Michael Jordan once said, "I can't accept not trying." Giving up is a natural reaction that comes with the fear of failure. Our generation absolutely should not abandon our dreams, because we have too much potential. Many star athletes, much like Bolt, are emerging at 18 to 23-years-old and dominating at the start of their careers. Thus, we can easily say that young adults are making a huge mark on this era.

Bolt showed the ability to break a record within a record by being the first

person, since Carl Lewis in 1984, to gain the gold medals for the "sprint double." People may ask, "How can such a young person do this?" Well, the answer lies within the man: practice and dedication. Bolt knows what it takes to get to this stage, and he understands that it will be even more of a challenge to withhold this title. He is more than willing to compete against the top runners of the world in order to maintain his new, world-renowned reputation, and he'll "be ready," as he said in a Jamaican Gleaner article.

As an athlete, Bolt has to be ready; and, as the next record breakers world leaders, politicians, inventors and entrepreneurs—the rest of our generation has to be ready. We must be ready to face the challenges that lie ahead and continue to towards our dreams. People like Bolt only prove that it is possible. They show us the results we can achieve through the dedication to the fields in which we strive to excel; and, in the process, they represent our generation with vigor. There are countless Bolts in the world. We already have the talent, the heart, the passion, the motivation and the potential to push ourselves to the top of our game. We should do our best to positively represent the generation to come, just as Bolt does. As Bolt's fellow countrymen say, "Bolt to di worl'!"

We have the ability to be the next world record breaker. Nothing can stop us except for ourselves.

with most of today's young athletes, didn't get where he is today by being lazy, of course. Achievements like his take dedication, passion, endurance and consistency. Our generation is full of aspiring athletes and people who want to make a difference, not just the indolent, obese or steroid addicted individuals that the media portrays. In order to make great gains like Bolt, we must follow the advice he gave in an interview with the International Association of Athletics Federations (IAAF), "If you want to be a champion you have to be serious, buckle down and do the work required." In order for our generation to succeed (whether it be in sports, politics, world affairs or anything of the like), we have to step up; and, Usain Bolt is an excellent example of this.

Many people know the legend, but not the man. In short, Bolt is still just another athlete to some, a runner who has a "hunger for a title under his belt;" many of which he since digested. Bolt has not

record, making him the first and only teenager to run a 200-meter race in under 20 seconds.

Our generation—not just here in the United States but all over the world—is setting new standards. We are reaching new heights and going beyond boundaries. In essence, there are girls in China aged anywhere from 13 to 17-years-old winning medals for gymnastics against full-grown adults who have been doing it for decades. College basketball players like, Jason Humphrey, are hitting nine 3-pointers in one game, practically scorching the net off the basket a couple of years back; a terrific feat for any basketball player. A student from a class of 2007 High School graduates, Jerome Livingston, entered the North-South football game hosted at Clemson University and came out with a full ride to college. These achievements of our generation are things we can pride our fellow peers for. So many of us can say, "I know the guy out there breaking that

the affects of a hamstring injury earlier that spring. However, these so-called failures and setbacks did not stop him; his "hunger" kept him striking. Much of this generation's achievers do the same. It is important for today's youth to believe in their abilities to excel and understand it won't be easy to gain accomplishment. They must realize that in order to achieve their goals they absolutely cannot give up. Many people have dreams, but few of them put in the effort to make those dreams into realities. We are a generation who knows how to get what we want, we rebel against being held back, we don't care what conditions we must practice in to get better; we will just do it. Bolt illustrates and illuminates this experience in our youth today by racing only three 100-meter dashes at an international level before breaking the world record on May 31, 2008.

This representation of athletes competing at higher levels at younger ages is a show of how we are overcoming average



Words/ Claire Arambula
& Ashleey Williamson

It is 1965. Welcome to the era of sex, drugs, rock n' roll and ... sex. No longer a taboo act, sex is accepted; sex is fun; sex is casual; sex is everywhere.

Although sex was highly related to the counter-culture of the hippie revolution, with the open mentality circulating around: 'make love not war,' several other trends also dominated the baby boomer generation.

Teenagers, as well as women and men in their 20s, illustrated the idea of free-spiritedness. They did so with not only sexual freedom, but also with lingo, fashion, drugs and the entire culture that surrounded those in the 60s.

Headbands, beads, bellbottoms, platform shoes, tie dye and mini skirts engulfed this era as means of freedom, expression and rebellion from the norms of traditional America. The outrageous accessories of these times were more than just a fashion statement; these trends represented much more.

Rebels of normalcy during this time also participated in liberal and excessive drug use. Taking acid, smoking pot, snorting cocaine, injecting heroin and ingesting pills was as habitual to hippies as waking up every morning and going to sleep every night.

But like most fads, the concepts of fashion and drugs in the 60s came and went with the times. Trends such as these were enforced by young people for the sake of rebellion, independence and freedom. Among these liberties included an act that for so many years was considered sacred and reserved for marriage—'free love.'

According to hippie.com, 'free love' is the "idealistic concept embraced by the hippies that love needn't be bound by convention. People are free to love whom-ever they please, whenever they please, wherever they please, without attachment or commitment."

In the way of reoccurring trends—along with the bellbottoms, platform shoes, drugs and lingo—'free love' has made its way back into American culture and is more prevalent and accepted than ever.

Whore, slut, easy piece of ass – everybody has heard these terms, and many women can recall at least one incident in which they have been referred to as such. But does partaking in 'free love' truly make an individual deserve to be branded with these highly degrading connotations? At one point in time, maybe; but today, absolutely not. We are living in a generation in which history has indeed repeated itself; and, cultural trends, most predominantly sexual liberty, have reintroduced themselves to the youth of America.

We are living in a world where gay marriage has been legalized; where abortions are federally regulated only after the first

trimester; where birth control pills are available in middle schools; where the president of the United States—for the first time in history—is not Caucasian; where in certain states the age of consent for sex is 14 years old; where AIDS is killing off continents of people; where wars are being fought by children at the tender age of 7; where one in every five adults is infected with herpes and other sexually transmitted diseases; where studies show that children in grammar school are not only fully and completely knowledgeable of sexual acts, but also participating in them as well.

he or she has every right to indulge in his or her own natural desire, instinct and freedom of sexuality. Who is to say he or she is wrong for doing it?

The reason that the right to sex is available today is because the media of today's youth has desensitized people to the idea. A movie or TV series is not considered enjoyable or 'addicting' unless there is sexual tension or at least a little bit of lust. The youth of today will be the first to admit, "sex is good."

'Shagging' has become vital to the youth

In the past, people were quieter about personal sexual relations, but now, thanks to the media, educational institutions and peer influences, sex is even popular among children who play with Barbie and Ken dolls.

While people are trying to restrict sex to conservative ways, this generation is so numb to the idea of sex, the concept no longer needs to even be censored anymore. Youth are so far past postmodern times that debauchery and sexual freedom are not only ramped, but have caused children to enter the world of sex-mania. With hookers and pornographies on every corner, sex runs the country.

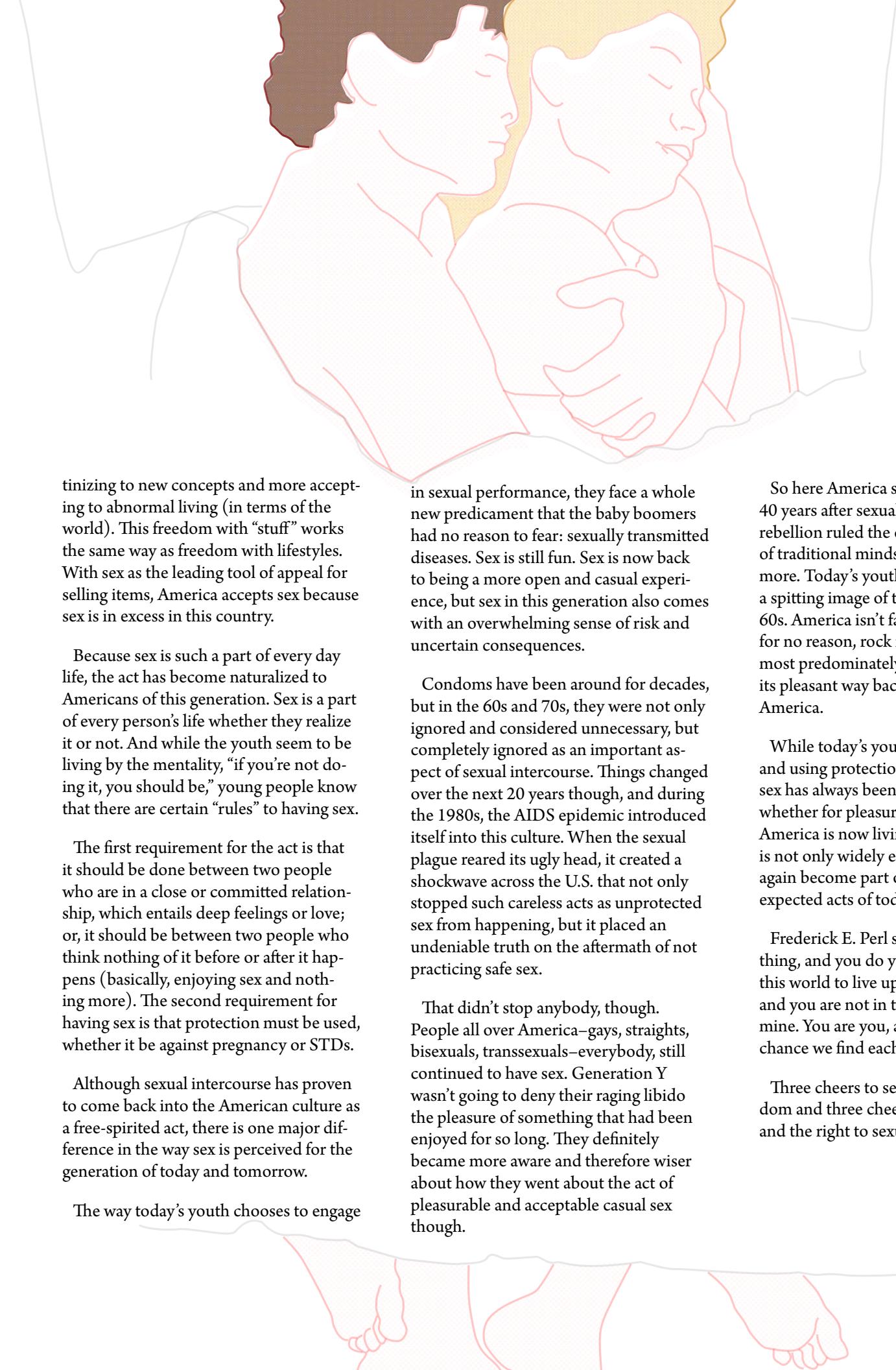
Turn on the television and see how long it takes for a sitcom, a commercial or a late-night talk show to somehow entice the audience with some type of sexual innuendo. It's simple, sex sells. From shaving cream, to cars, to Red Bull, to Victoria's Secret lingerie, it seems the world of materialistic items has become "sexified."

Bottom line, casual sex is alive and well in this country today. If someone is not committed to another person, and he or she chooses to engage in any type of sexual intercourse with one or more people,

of America because young people live in a time where sex is part of their element. The act has even become medicinal to some. In today's day and age, sex is not a taboo act but openly accepted by most.

In the past, people were quieter about personal sexual relations. Now, thanks to the media, educational institutions and peer influences, sex is even popular among children who play with Barbie and Ken dolls. Have you ever considered the attire that Barbie wears when she is sold to children? If a teenaged girl were to walk around in the clothes that Barbie is clad in, in her pink cardboard packaging, ready to be sold to youngsters, she would more than likely be labeled a "slut."

America is a country of excess. From fast food joints to houses to toys to money, the American society lives with more than necessary and certainly more than other countries survive with. The excess of materialistic items makes people less scrupulous.



tinizing to new concepts and more accepting to abnormal living (in terms of the world). This freedom with "stuff" works the same way as freedom with lifestyles. With sex as the leading tool of appeal for selling items, America accepts sex because sex is in excess in this country.

Because sex is such a part of every day life, the act has become naturalized to Americans of this generation. Sex is a part of every person's life whether they realize it or not. And while the youth seem to be living by the mentality, "if you're not doing it, you should be," young people know that there are certain "rules" to having sex.

The first requirement for the act is that it should be done between two people who are in a close or committed relationship, which entails deep feelings or love; or, it should be between two people who think nothing of it before or after it happens (basically, enjoying sex and nothing more). The second requirement for having sex is that protection must be used, whether it be against pregnancy or STDs.

Although sexual intercourse has proven to come back into the American culture as a free-spirited act, there is one major difference in the way sex is perceived for the generation of today and tomorrow.

The way today's youth chooses to engage

in sexual performance, they face a whole new predicament that the baby boomers had no reason to fear: sexually transmitted diseases. Sex is still fun. Sex is now back to being a more open and casual experience, but sex in this generation also comes with an overwhelming sense of risk and uncertain consequences.

Condoms have been around for decades, but in the 60s and 70s, they were not only ignored and considered unnecessary, but completely ignored as an important aspect of sexual intercourse. Things changed over the next 20 years though, and during the 1980s, the AIDS epidemic introduced itself into this culture. When the sexual plague reared its ugly head, it created a shockwave across the U.S. that not only stopped such careless acts as unprotected sex from happening, but it placed an undeniable truth on the aftermath of not practicing safe sex.

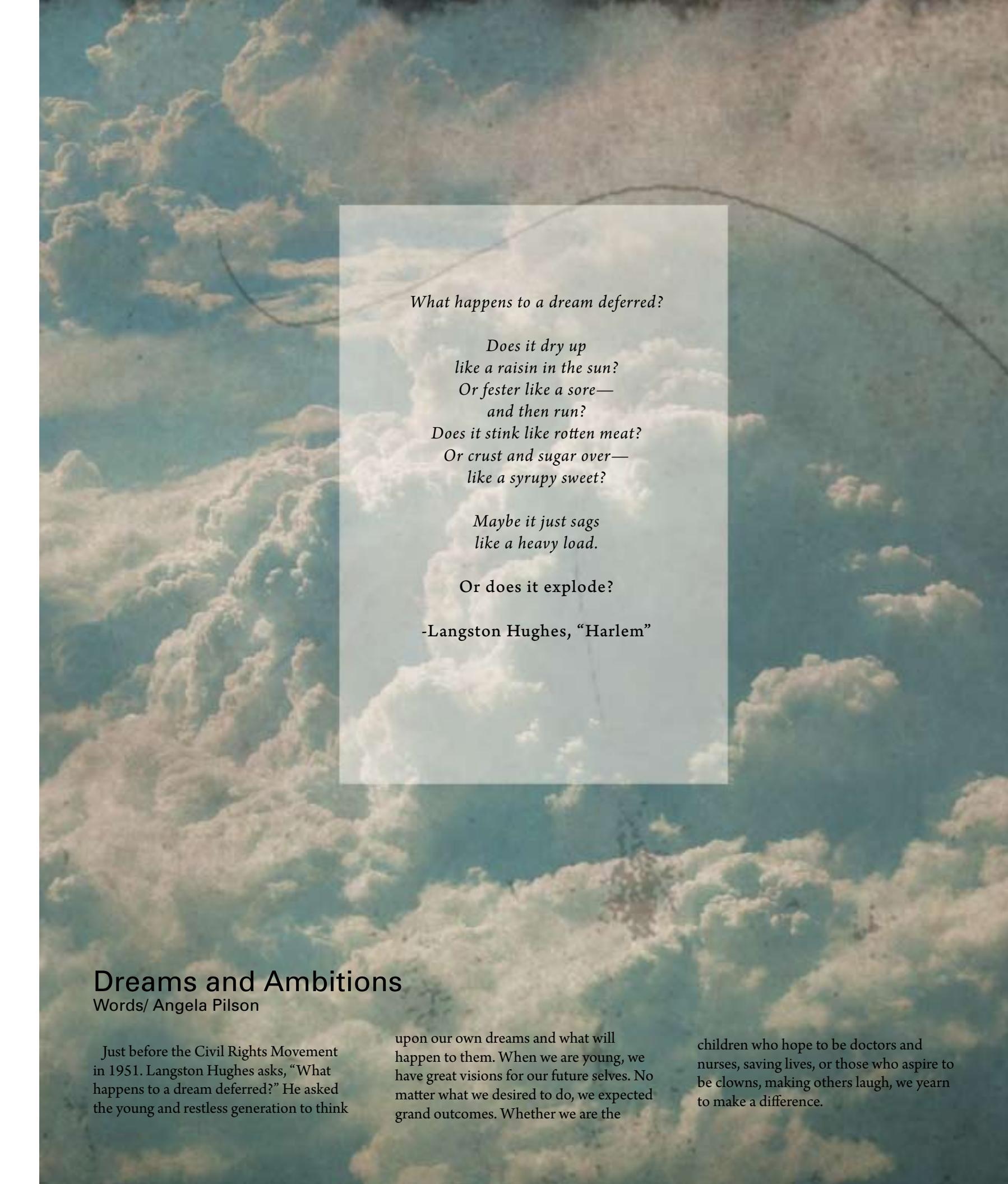
That didn't stop anybody, though. People all over America—gays, straights, bisexuals, transsexuals—everybody, still continued to have sex. Generation Y wasn't going to deny their raging libido the pleasure of something that had been enjoyed for so long. They definitely became more aware and therefore wiser about how they went about the act of pleasurable and acceptable casual sex though.

So here America stands; more than 40 years after sexual liberty and cultural rebellion ruled the country. The hiatus of traditional mindsets and actions is no more. Today's youth are nothing less than a spitting image of those groovin' in the 60s. America isn't facing a war on drugs for no reason, rock n' roll is still alive and, most predominately, casual sex has made its pleasant way back into the youth of America.

While today's youth may be smarter and using protection, one truth remains: sex has always been a part of humanity, whether for pleasure or reproduction. America is now living in an era where sex is not only widely embraced, but has once again become part of the acceptable and expected acts of today's generation.

Frederick E. Perl said it best, "I do my thing, and you do your thing. I am not in this world to live up to your expectations, and you are not in this world to live up to mine. You are you, and I am I, and if by chance we find each other, it's beautiful."

Three cheers to sex, three cheers to freedom and three cheers to a new generation and the right to sexual liberation.



While in college, we are working to pursue those dreams, striving to make our lives meaningful in the larger scheme of the world. So why is it that more than half of the students that graduate from college will not get a career in the field pertaining to their major? What has happened to alter our course so dramatically that a student who graduated with a concentration in biology is now working in communications?

In my First-Year Experience class, which helps freshmen become acquainted with campus activities and policies, the professor asked us why we are at college. Twelve out of fifteen answered, "To get a better job." Why is college viewed as the epitome of knowledge, when the majority of attendees just want to learn how to obtain a larger paycheck? Money and a solid education do not go hand-in-hand, so why are our dreams shoved to the back burner?

As a college freshman, I cannot get these questions out of my head. It frightens me that I could be one of the thousands of young graduates who end up not following his or her dreams. What does it mean for our society that its inhabitants are falling away from what inspires and arouses them, what they are passionate about? I can't think of a reasonable, viable answer. 'Money' just isn't enough of a response to satisfy my hungry mind. I have thought

and thought on it, but the answers I receive are stale and banal.

When I meet new people and make new friends, I love listening to what they want to do with their lives after college and what they plan to accomplish. I hear great ambitions about young adults becoming biologists, musicians, actors, teachers, entrepreneurs and many, many more; and, I envision them accomplishing something fantastic that changes humanity. I also love the ambiguity of the 'Undeclared'. They are the ones who have the most freedom at the university and are released from the structure of foundation courses and major requirements. If I had the opportunity, I'd go through life as 'Undeclared'. That way, I'd never have to limit myself to one or two fields. I would live by one of my favorite quotes from the movie *Under the Tuscan Sun*: "You must live spherically in many directions."

I haven't yet had the luxury of living life 'Undeclared'. I have always had one—or multiple—answers whenever someone asked me what I wanted to be when I grew up, and it always included being a published writer. Do you remember the first answer you gave to someone who asked you what you wanted to be? I know that my response was about a page long if I were to write it out. I wanted to be a scuba diver, a veterinarian, a writer, a jockey,

a farmer, an acrobat, a softball coach, an entrepreneur, a bookshop owner, a princess, a barista and a few other things I can no longer recall. I knew no vocational limitations when I grew up. Can you think of any one occupation you would like to do for the rest of your life?

Do you recall in high school when they made you take a placement test? Supposedly, it was a test that determined what career field you were best suited for, and it would decipher your strengths and weaknesses. Well, I hated that test. It took away the beauty and fun of discovering passion. There was no trial and error, no mistakes, no life-altering catastrophes or crises from which to learn. You just answered a few questions and boom! There was your ideal career field. It drives me crazy thinking that the little girls who had always wanted to be a veterinarian are told by a computer generated test that they are best suited for a career in education. Sure, it probably clears up a few questions these children have, but mostly it strips some students of potentially amazing future experiences.

I recently had to take one of those tests for my University 110 class. I could not even decipher the wheel of colors and letters. It made no sense to me until we discussed it in class. Ultimately, it said I should be dealing with the arts and with

people. That is nothing new to me but it limited me to two fields. Why? I was immediately overwhelmed with a sense of defiance, and then I wondered, "Why do we, as a society, limit ourselves to labels?"

Coastal Carolina University's atmosphere is teeming with creativity, with the swirls and brush strokes of the imagination, and it is intoxicating. Theatre, writing, painting, sculpting, photography and other arts are ripe and alive at our university. Since my enrollment, I have been drunk on the arts and on life.

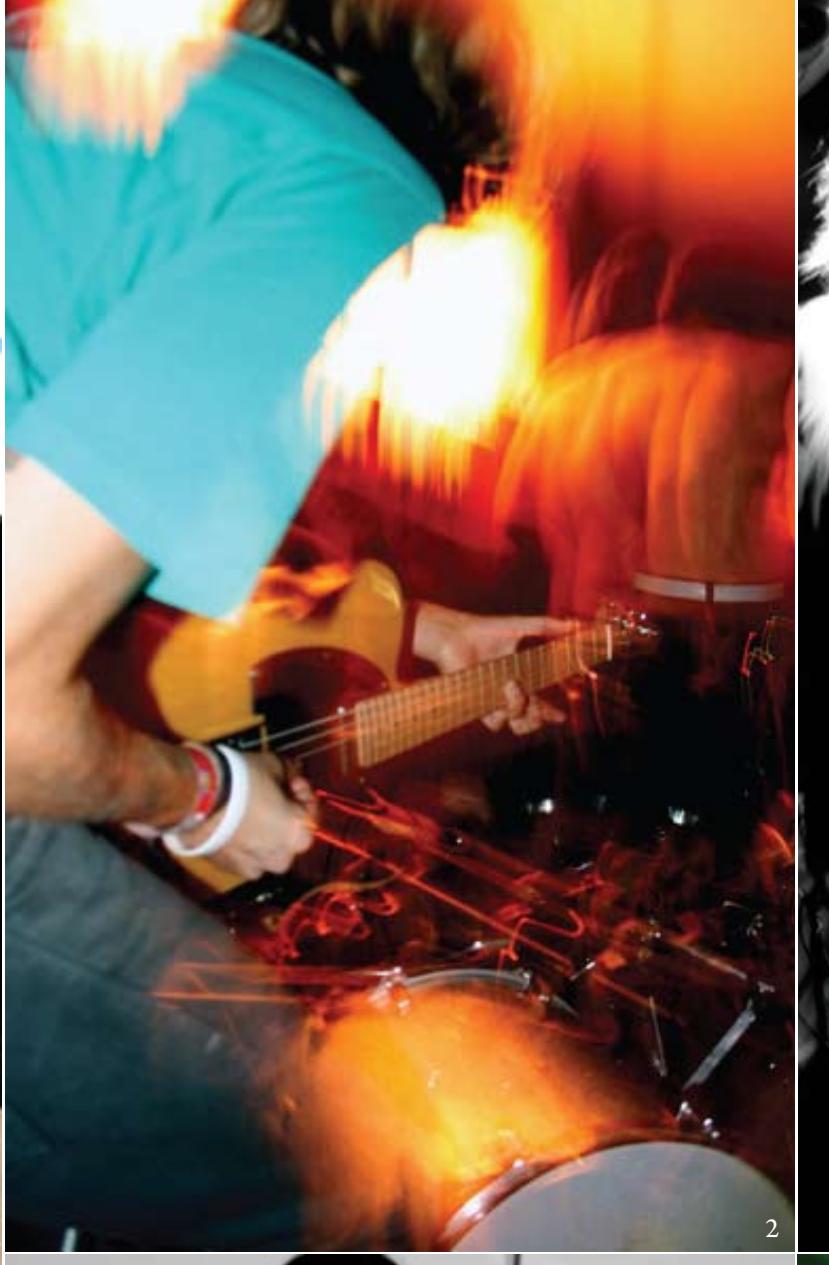
Charles Baudelaire said, "You have to always be drunk. That's all there is to it—it's the only way... But on what? Wine, poetry or virtue, as you wish. But be drunk... 'So as not to be the martyred slaves of time, be drunk, be continually drunk!'" He is screaming for you to come alive and to sense the world with all you can! Baudelaire knows that to be drunk with something you have to have passion, and with that passion comes a fresh perspective on life.

Walt Whitman answers his own question in this quote: "That you are here—that life exists, and identity; that the powerful play goes on, and you will contribute a verse." Whitman encourages you to

experience life and be a part of this "play" that is much larger than anything we will ever know or understand. Imagine how great it would be to someday be a part of NASA when they create a community on Mars, or be in a Broadway musical, or teach a child to read, which opens the door of the world to them. After imagining that, how can you deny yourself the 'verse' you will contribute?

My friends and fellow students, I am not asking you to go find the cure to cancer, but I am asking you to go and experience life with all that you can. Don't just test the waters with your toes, dive in and let the world envelope you. You have no idea what you are missing until you step out of Plato's cave and into the light of the sun. Make the most of what you have today, right now, because tomorrow may be too late.

"You have to always be drunk. That's all there is to it—it's the only way... But on what? Wine, poetry or virtue, as you wish. But be drunk... 'So as not to be the martyred slaves of time, be drunk, be continually drunk!'"



The Mark of Our Generation

A Photography Collection

Work By:

Rob Byrd #7, 37-43

Chris Sanford #5

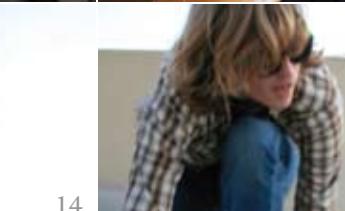
Lauren Formalarie #30, 33-35

Stephanie Hutto #31, 32, 36

Cari Zourdos #18, 34

Amanda Kraft # 1-4, 6, 8-15, 19-27

Kirstyn Kristiansen #16, 16



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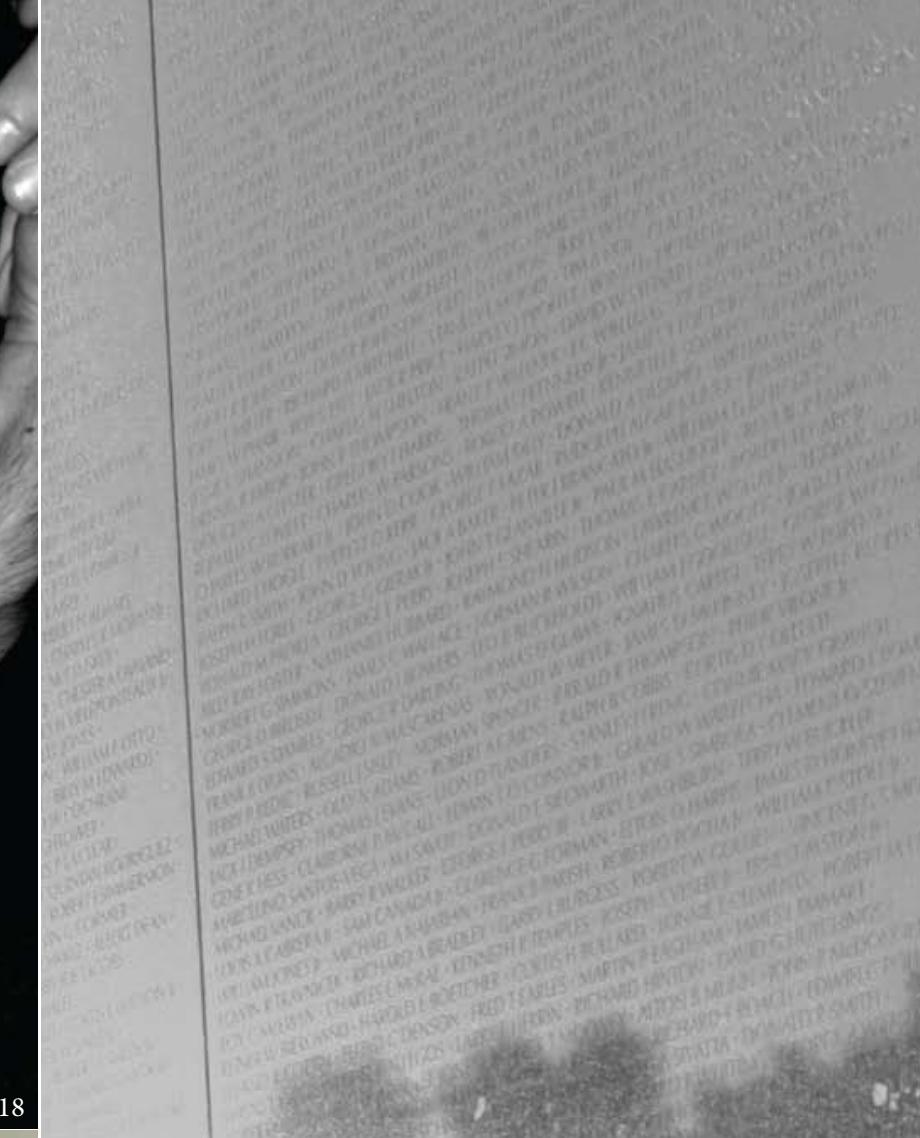
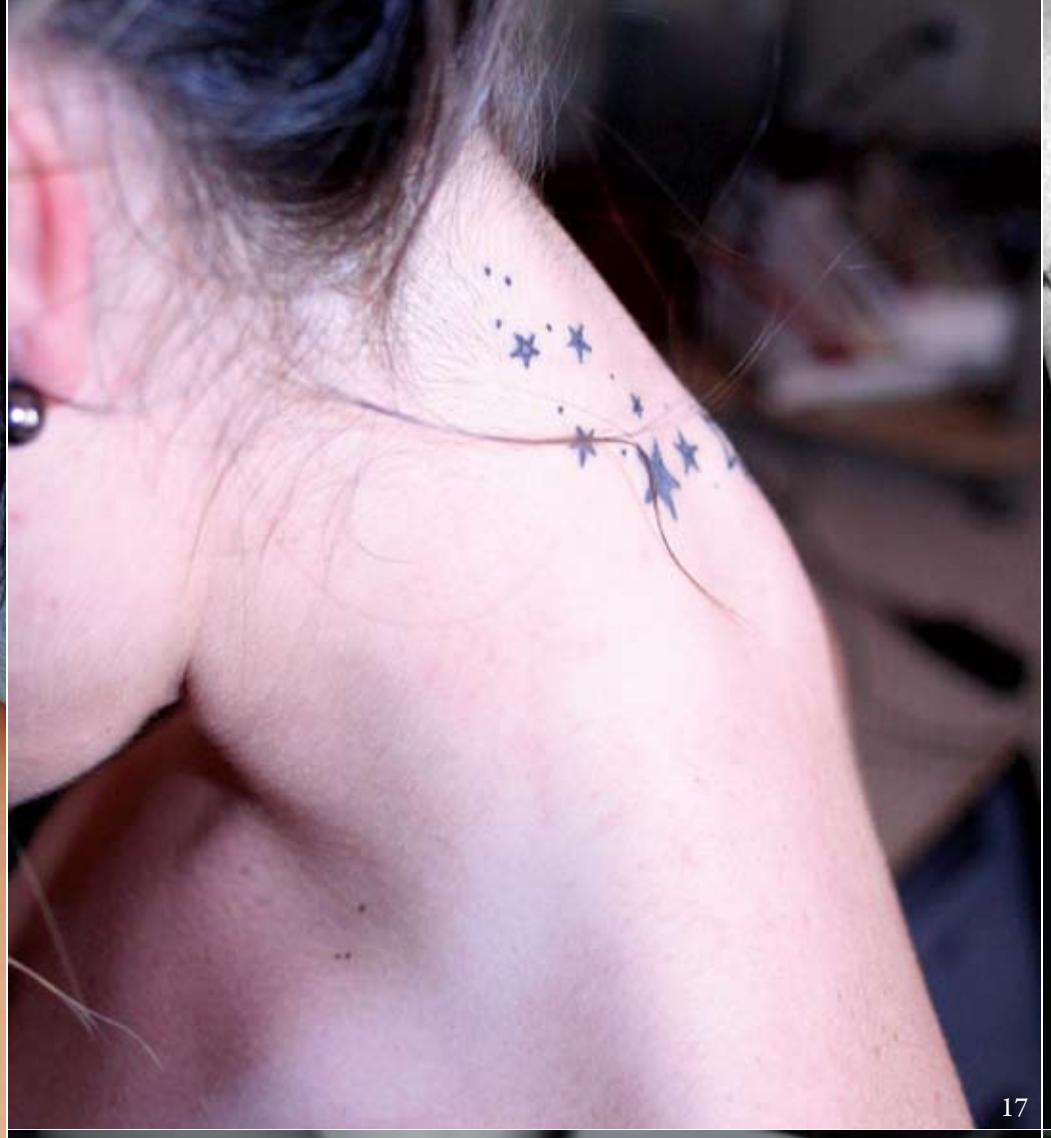
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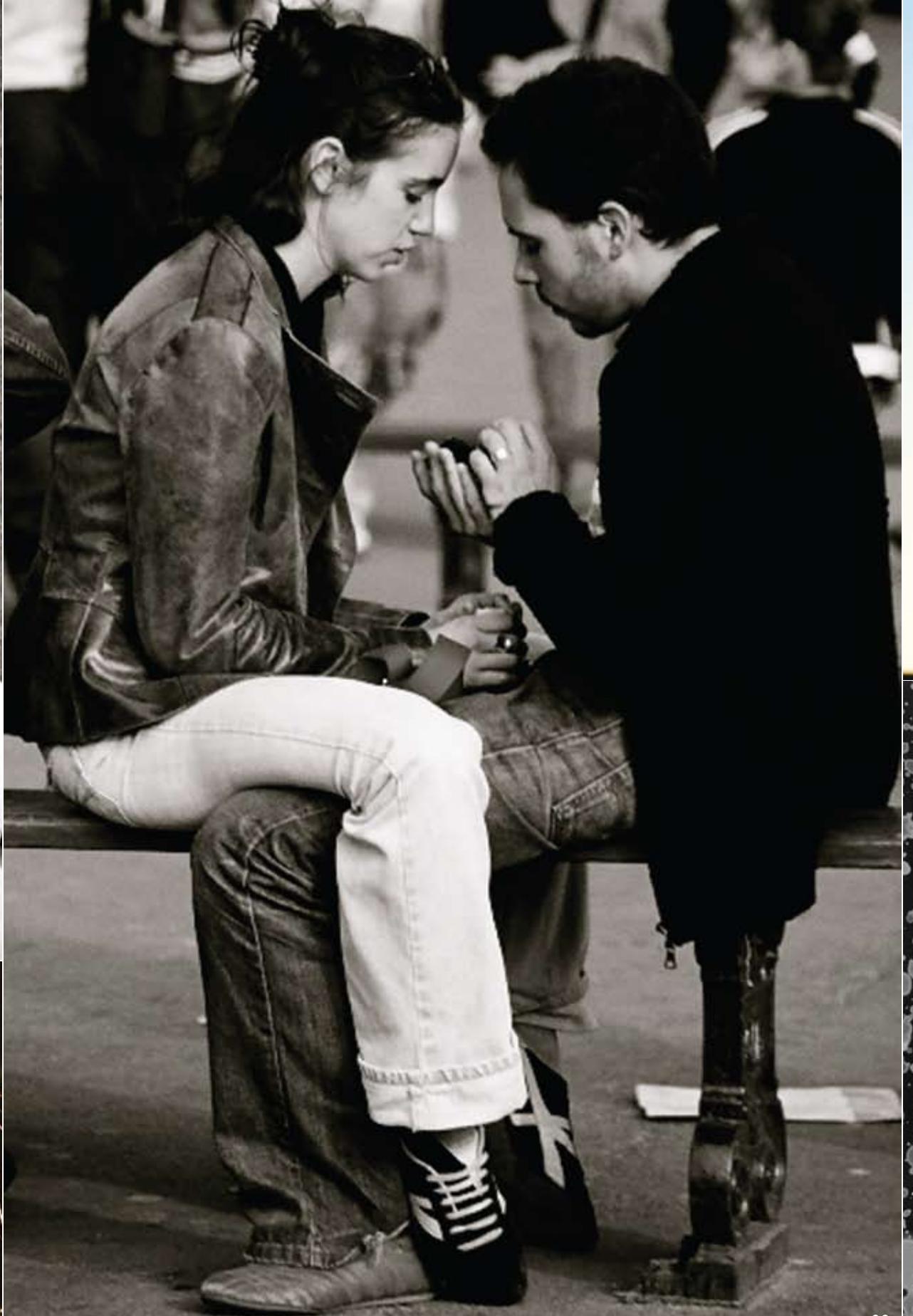
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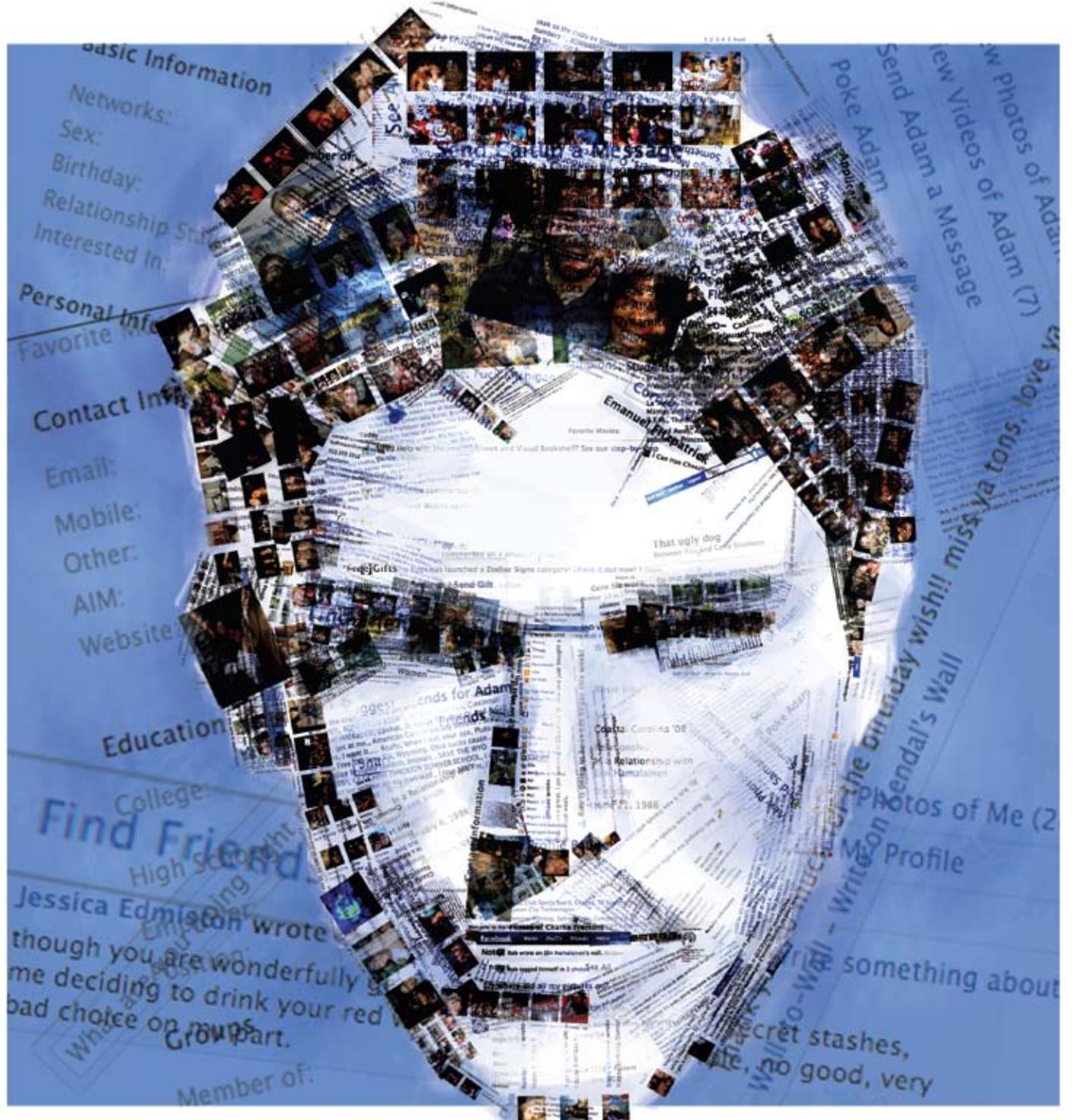
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The Dawn of Facebook

Words/ Lauren Formalarie

You have been 'SuperPoked!'

The subject of your e-mail informs you of this exhilarating news. The blue Facebook link glows so brightly on your computer screen you can't help but to click on it. After logging in, the most

important of all pages on your account becomes present to you: 'Notifications'. At the top of the list is your most recent news. You wonder, "Who would 'Super-Poke!' me?" Could it be a secret crush?

The little box of a person becomes visible on your screen. Disappointed yet still curious, you go over the unfamiliar name again and again in your head. After some major mind-rummaging, it comes to you

that he is the boy who sat next to you in the first grade and you had not spoken to him in all these years. After all this time of being unacquainted, you meet again; only this time in an entirely new setting, electronically.

Have you checked *your* Facebook page today?

If you have, (which is most likely the case) you've noticed which of your friends has also been on their page with the help of 'Newsfeed,' Facebook's home-page feature informing you of any and all updates

Facebook is our new drug of choice. It is the quick fix we must get frequently throughout the day in order to feel complete and in-the-loop; and, if any of our friends don't have it, we will see to it they do in a matter of time.

immediately upon logging in. During your visit, the page lets you know the recent activity of every one of your 'Friends' and lets you comment on actions. At this time, you can see any new photos and add your own; contributing to the over 30 million photos uploaded daily to Facebook. Additionally, you can chat live with any friends who are currently logged onto their page, a fairly recent feature of the site. Or, perhaps you were just checking your account to see what time the party is tonight, which of your friend's birthday is today or what your latest wall posting says. This barely skims the surface of the immense online social world that is Facebook.

The networking site provides us with a way to prioritize and organize our social lives. Something our age group has always done, only not quite so formally. Facebook has ingeniously allowed us to keep up with our fast-paced selves, and enjoy all of our social thrills entirely through the technology we already find ourselves craving. Originally a mere social utility, Facebook started as a Web site on which you could provide and share information about yourself with friends. The program has grown into such a massive organization, it is used by companies as a personal-

ity assessment; by organizations in order to organize and raise money for events; by corporations and individuals to advertise, buy and sell products. The list goes on and where will it stop? The candidates of the 2008 Presidential election even used Facebook to campaign and gain publicity from the younger population. Students weren't afraid to voice their opinions about the election as they discussed it in their status, exchanged bumper stickers, wrote notes and created multiple groups in relation to it.

that lives on MySpace and uses a photo of a model," Lorenzen said in a *New York Times* article. Although Facebook has lifted many of its recent security controls, it did so slowly overtime and everyone who has an account is required to have some form of identity, like attending college or having a valid e-mail address, as opposed to the entirely open MySpace. Many advocates say Facebook will soon enough be number one, especially if they decide to "open it up to the industry," the term professionals use to describe taking away the need for an identity in order to

have an account.

With over 120 million active users worldwide and being the second largest online social network (MySpace is the first), Facebook is an Internet breakthrough at the forefront of social Web sites. According to comScore, Internet marketing research company, Facebook is the most-trafficked social media site in the world. In order to keep up with our changing society, the site is constantly becoming modernized. Every day you open your account there are new applications—140 new ones a day, according to their pressroom. Our industrious age group is keeping up very well with what has become so much more than an online social tool.

Since Facebook is currently second to MySpace, the two Web sites have undoubtedly become rivals. So why so much buzz about the next in line as opposed to number one? Mr. Lorenzen and other Silicon Valley investors are often unconcerned with MySpace, because they see it as the superficial version of online social systems. "MySpace is not based on authentic identities. Facebook is based on who you really are and who your friends really are. That is who marketers really want to reach, not the fantasy you

In 2004, Harvard student, Mark Zucker-

berg, created ‘thefacebook’ from his dorm room as a hobby, with financial assistance from Eduardo Saverin. Originally, it was a network of Harvard students who could chat with each other through the program without ever having to leave their room on campus. The Web site spread throughout the dorms before extending to Columbia, Stanford and Yale, and then reached multiple Boston-based colleges and eventually all Ivy League schools; all

he'd changed his lifestyle after becoming wealthy. He showed up to the interview in a sweatshirt and sandals, similar attire to what he wears daily. “No, I’m not buying really expensive clothes,” Zuckerberg told Stahl. “Yeah. No, I have a little, like one bedroom apartment with a mattress on the floor. That’s where I live.” Mark Zuckerberg is the same kid we all are at heart, just looking for the best way to stay in touch with our friends.

Facebook is certainly not benefiting you when “Saturday Night Shit Show” is the first album popping up in your profile.

of whom seemed to be impressed with the tool. It wasn’t long before Zuckerberg decided to drop out of Harvard and fully devote himself to the business on a national level. In what seemed like no time, he was acquiring financial support from several outlets that saw the potential of the site. Before he knew it, Zuckerberg was bringing home the dough, in the millions.

Some people insist Facebook has created a discrepancy in our ability to socialize in person and is turning us into technological crack addicts. Whether or not people choose to accept this new phenomenon one thing is for certain, Mark Zuckerberg is a genius; and if you’re like most of us, you’re wishing you thought of the idea first. Who wouldn’t want to be a multi-billionaire college dropout at the age of 24? Yet, Zuckerberg doesn’t lead the lavish life most of us would imagine. In a CBS 60 Minutes interview, Lesley Stahl asked the young entrepreneur if

How did we maintain friendships without these social networking tools? Try to imagine a completely hypothetical scenario (unthinkable realistically, of course): the horror of logging onto your Facebook or MySpace page and reading the word: Unavailable, because the Web site has been permanently terminated.

This occasion would not leave us saying, “I just need one night to find a rebound, eat a pint of Ben and Jerry’s and tomorrow I’ll be golden.” No, I think it is safe to say representing a large number of Americans aged 14 to 25, living on without these so-called ‘social-networks,’ would be the equivalent of getting over an almost five year relationship, as Facebook has with its users. This would be a long, strenuous journey of rebuilding ourselves and replacing the new gaps in our lives with the next best thing, which will never be quite as good as the last.

Facebook is our new drug of choice. It

is the quick fix we must get frequently throughout the day in order to feel complete and in-the-loop; and, if any of our friends don’t have it, we will see to it they do in a matter of time. We have been building a new reality for ourselves in a conscious effort to evolve, the world of technology. And, we have come to rely on it entirely in the process. Critics argue that Web sites like Facebook are not helping us evolve socially and technologically, but instead hampering what little face-to-face interaction skills we have left. In an interview with Web 2.0 host, John Battelle, Zuckerberg referred to the Web site as an ‘ecosystem.’ Facebook’s users are the puppets in a social experiment that its creators are unintentionally stringing us along, and in the process, we are becoming increasingly more involved and addicted. In a Media Ecology article posted on medialiteracy.com, the question was asked, how does media affect us?

(A question that has been asked since the creation of media outlets in the 1950’s and 60’s.) The answer, nobody knows. “Media consumers are guinea pigs in a global experiment that nobody’s in charge of,” the article stated. The Zuckerbergs of the world are just doing what they do best, and we the consumers, are eating up the trail of breadcrumbs all along the way.

Tyler Durden described it best in Fight Club, “Everywhere I travel, tiny life.... They’re single-serving friends.” We have more friends on Facebook than songs on our iPods and they can’t possibly all be accounted for. In essence, our generation is starting to develop a disposable society. Just like the recyclable items we so easily throw away, everything in our generation is ‘single-serving,’ before it can get too old and worn out, we need the latest version from the store. Facebook is no different. It must keep up with us by constantly

progressing itself, and it is creating an completely new way we go about our social lives in the process.

For those of us who crave the attention and the “Status” Facebook provides, it is an exceptional show of our social evolving. For others, not so much. “We had to get people feeling comfortable with putting information on the Internet first and the way we did that was by having really good security controls.” Zuckerberg said in his interview with Web 2.0’s Battelle who chimed in saying, “Ya, and not always used. I have a google news alert for Facebook and today it noted three people who got fired, because of what they put on their profile including a Patriots cheerleader and a backup center for the Texas Longhorns, it was a bad day for stupid drunk Facebook photos.”

With the threat of potential employers tracking your quite intoxicated night at the bar, Facebook is certainly not benefiting you when “Saturday Night Shit Show” is the first album popping up in your profile. Not to mention once you do (or don’t) get the job, the threat of having the social networking utility readily available is constantly there when your work involves a computer with Internet access. We are a generation of fast-paced Internet addicts with very short attention spans due to constant innovations being thrown at us, in multiple forms. [Editor’s Note: Speaking of short attention spans, congrats to all of you that made it this far in this story.] Work is bound to get boring enough for you to wonder if Ryan is going to be at Sarah’s birthday party tonight and feel the inconceivable urge to check, with the temptation so easily accessible at your fingertips. A lot of industries want to ban the Web site but they don’t have the firewall understandings to do so. Recently,

the Army’s Chief Information Officer wanted to ban Facebook, because it was becoming a problem. “Around 50 percent of our users are active every day,” Zuckerberg says, and it isn’t always from the comfort of our personal computers.

After the success of Facebook, Mark Zuckerberg and his fellow Facebook staffers are certainly not facing the same economic struggles as the rest of us are these days. For a free Internet service, Facebook is bringing in quite the revenue. But where does the money come from? Investors and advertisements, naturally. At the time Facebook was used by a mere 9 million people in 2006, the company decided to take on a “strategic alliance” with Microsoft Corporation. It was only after Zuckerberg turned down offers rumored to be in the billions of dollars

from Yahoo and Google, that he signed on

with Microsoft for a measly \$240 Million stake in Facebook. “Fearing it might lose control over the next generation of computer users, Microsoft has been trying to match and in some cases block Google’s plans, even if that effort is costly,” New York Times Brad Stone said about the situation.

So, just how much is Facebook worth now? The answer is difficult to find, since that information is kept somewhat under wraps. Maybe that’s because of Facebook’s connections to the Central Intelligence Agency. As outrageous as that sounds, numerous blogger comments on the issue have been popping up on the Internet over the years. The explanation is pretty out there, but is clearly concerning some people. The second round of funding (\$12.7 million to be exact) ever contributed to Facebook came from a venture capital firm, Accel Partners, which is managed by James Breyer. Breyer, prior to

signing on with Accel served on the board of a similar venture capital firm, only this one was established by the CIA in 1999. Breyer also served on a board for a technology research and development firm, BBN Technologies, alongside Dr. Anita Jones. Dr. Jones was once the director of Defense Research and Engineering for the U.S. Department of Defense as well as a an advisor to the Secretary of Defense. If that isn’t enough to make you ‘untag’ your photos of illegal activity, check out the CIA’s very own Facebook page; or browse through the ads created on the CIA’s Web site exclusively designed for Facebook to recruit members. You definitely want to make sure you’ve rid your page sketchy activity if you plan on working for the top-secret agency, as you must provide them with your Facebook information upon applying.

Maybe the U.S. Government is overseeing our drunken photos, questionable wall comments and 3am Facebook visits. But, for as long as the social application leaves itself open to us to say, act, show and publish what we please, (with pages of fine print boundaries that none of us read, of course) we will do so. And we’ll do it with no regard to who’s looking. That is what our generation is about: crossing lines, overstepping our boundaries and showing just how over-the-top we are capable of being. It is impossible to predict what Facebook has in store for its hundreds of millions of users. It’s apparent though that when you do check your Facebook page next, it will have updated itself, and fast. You can always be assured that there will be new applications, groups, photos, postings and notes when you open your account next. You may even receive a surprise ‘SuperPoke!’ from a friend. But hey, who doesn’t appreciate a good ‘b!*\$% Slap’ or ‘sucker punch’ sometimes?

 More than 120 million active users

 Facebook is the 4th most-trafficked website worldwide *

 Facebook is the most-trafficked social media site worldwide *

 More than half of Facebook users are outside of college

 The fastest growing demographic is those 25 years and older

 No. 1 photo sharing application on the Web *

 More than 10 billion photos uploaded to the site

 More than 30 million photos uploaded daily

 More than 400,000 developers and entrepreneurs

 Over 24,000 applications have been built on Facebook

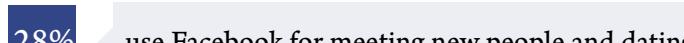
 31 140 new applications added per day

 Facebook currently has 700+ employees

* information from comScore

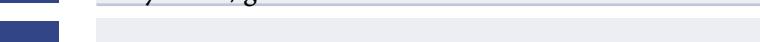
58%  said Facebook is saved to their “favorites”

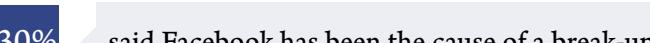
50%  said they check their Facebook page 5-8 times daily on average

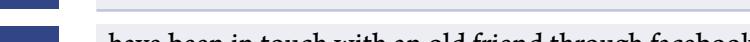
28%  use Facebook for meeting new people and dating

46%  use Facebook for the purpose of networking, employment, academics

69%  said Facebook has been the cause of a fight with a boyfriend/girlfriend

66%  said Facebook has been the cause of a fight with a friend

30%  said Facebook has been the cause of a break-up

98%  have been in touch with an old friend through facebook they otherwise never would have been in touch with

* Statistics based on 100 polled Coastal Students

Contrast Without Clash

Generations of Japanese Culture
Words & Photography/ Amanda Kraft

*Each person is like a link in a chain—a chain that extends from the distant past into the future.
Human greatness lies in not regarding one's existence pessimistically as merely a link in the chain*
-- Ryōtarō Shiba (司馬 遼太郎, Shiba Ryōtarō), "The Magnificence of Humanity"

Humans live by helping one another. When I look at the character for person, hito, I am frequently moved. It is composed of two slanting lines supporting each other. As we can understand from this too, human beings live by forming a society. A society refers to an arrangement of mutual support.

--Ryōtarō Shiba (司馬 遼太郎, Shiba Ryōtarō), "To You Who Will Live in the 21st Century"

It's mid-afternoon, Tokyo-time. After a long morning of bus trips and train rides, I am finally waiting at my gate at the Narita International Airport, just outside of the city. In between chapters of David Mura's *Turning Japanese*, I text message my last goodbyes to the friends I left outside my apartment building back in Nisshin. I'll soon be on a plane to New York City and in less than 24-hours, I will be home. I can't concentrate on my book. I had been trying to finish it for the entire duration of my study abroad.

When I lift my eyes, I'm surprised to see a young, blonde woman from the other side of the gate staring right at me. She's about my age, maybe a little older, blue-eyed and looks almost as if she is dressed for bed in her hooded sweatshirt, lounge pants and sneakers. Her thick, wavy hair is pulled back, so there is no confusion in which direction she is looking. I'm not sure why, but her gaze makes me incredibly nervous. I immediately tilt my head downward and lower my eyes again, allowing my vision of the chair directly ahead of me to go fuzzy. But still, I feel her looking at me. I briefly glance back at her, making eye contact for the second time, yet she doesn't break her blank stare.

There is no detectable emotion in her face.

This ambiguous interaction between us happens in a matter of seconds, but that's all it takes to make me feel extremely uncomfortable. I make a very quiet, involuntary sigh and mumble, "Americans are so rude." I awkwardly pick up my things, and make my way to the nearest airport konbini for some snacks.

Regardless of this ephemeral moment and the series of similar incidences soon to come after my return to the States, my main focus is not the obvious differences between Eastern and Western etiquette. I do not aim to simply compare and contrast social conventions, explain the details of culture shock or even offer advice on coping with the less popular topic of reverse-culture shock. Those issues have been discussed again and again by many students interested in foreign affairs and international travel. My concern is how harmony is achieved within a diverse society and, more importantly, the consequences that may have for humanity. A nation as old as Japan, where traditional culture remains preserved through generations and generations of innovation





and modernization, can easily serve as an example to the world.

The details of my individual experience, however small and subjective, most definitely aid in the understanding of contemporary society abroad. What basic aspects of Japanese culture maintain the sense of humility and respect for privacy throughout generations? On the surface, traditional culture and modern Japan appear to be very different, but there is very rarely a clash between them. What many people do not realize is that homogenous Japan is actually quite diverse.

Most obviously, the island of Japan varies geographically. The landscape quickly changes from mountainous, rural farms lands of endless rice paddies to hustling and bustling cities that are lit up like amusement parks 24-hours



a day. Anyone headed for Tokyo from the smaller city of Nagoya or the Kansai region (Osaka, Nara and Kyoto) via the high-speed Shinkansen can witness the ever-changing vista that is Nippon. Those passengers paying attention on the left side of the bullet train will notice the outline of Mt. Fuji from their window. The shadow of Japan's most sacred mountain looms in the distance for only a short while, and then the scene almost immediately transforms into the heavily populated suburbs of Tokyo.

The social activities, hobbies and daily rituals of Japanese people, young and old, vary just as much as the scenery. The country's most populated cities are speckled with tattoo shops, 24-hour manga stores and Internet cafés, 4-story porn stores painted bright pink, neon lit-advertised sex clubs, *talk* cafés and *love*

hotels. These same cities are chockfull of ancient shrines, temples and even larger national parks. A completely industrialized city street will sometimes have the smallest Buddhist monastery discreetly tucked in between skyscrapers. Because of both past and present urban expansion, many Shinto shrines fall into city limits. It is not uncommon for these religious monuments and memorials to be relocated (elevated) to tops of the new buildings that come to inhabit their sacred space. This compromise may initially strike those of us in the Western world as odd or unusual, but seems like a natural solution to the Japanese. In their culture, development and tradition need not conflict each other.

A common portrait of modern-day, technologically advanced Japan would not be complete without *keitai* (cellular

phones). On trains, you constantly see the Japanese e-mailing text and photos (and even overly-creative combinations of both) to each other from their cell phones. Emojis, the Japanese equivalent of Western emoticons and animated gif files, flies back and forth not only between teens and college-aged people, but also salarymen (Japanese businessmen) and housewives. Even the elderly have numerous charms featuring cute and cuddly Pokémon characters suspended from their mobile phones. It's a modest society that thoroughly enjoys novelty.

Flashy, over-the-top fashion in a society that almost refuses to notice each other publicly seems ironic, but it somehow fits into their culture, a culture that seeps into each generation and over the lines of tradition and modern trends. Japanese teenagers and young adults do not simply

have style, they follow it. A fashionable look requires maintenance and, therefore, a lot of effort. In order to keep up with a certain style one must be diligent and committed. This is more than just an observation of contemporary Japan; it is a cultural concept.

In Japan the formal exercise known as *kata* is not just applied to martial arts. It is the disciplined practice of a specific ritual or concentration on a required procedure. Kata is a critical concept in customs such as *chanoyu* (tea ceremony), *ikebana* (botanical/floral arrangement) and *Kabuki* theatre. All of which are still widely practiced today. In addition to these cultural arts, however, kata continues to influence contemporary cultural behavior. Naturally, it is the backbone of job training, especially in retail and customer service positions. Employers typically require a

particular pitch to be used when reciting the required dialogue (which is actually more like a monologue). The angle of the bow is greatly important as well. There is a certain way to address certain acquaintances, as there are anticipated greetings and expected expressions at funerals and weddings. There are even instructional videos available that describe exactly how one is expected to behave at an immediate family member's funeral. In short, *kata* gives a whole new meaning to the English expression "going through the motions," and it is an excellent example of how traditional culture influences the very modern and innovative Japan.

During national holidays and local festivals (some with Shinto influence, some secular), it is not uncommon to experience subways jam-packed wall-to-wall with young Japanese men and women, dressed in full kimonos and decorative





yukatas, cell phones at their ears and tiny digital cameras dangling from their wrists. These matsuri (holidays and festivals) are various and occur year-round. Many foreigners are surprised to find that there is rarely a time when some part of Japan is not partaking in some matsuri. Many of these celebrated festivals and holidays observed are hundreds of years old and everyone, young and old, has something to celebrate. When I partook in the local festivals during my study abroad in Nagoya, I felt like I was commemorating my city.

Two or three weeks after I returned home, my Japanese professor came to my job say both hello and goodbye. In a couple weeks, he would return to Japan on a fellowship to receive his second Masters Degree. This time he would be studying Peace and Conflict Studies. Initially, we talked about all the things I mentioned above, all the sights and sounds, the craziness that most people associate with Japan, the surface barely scratched

by American movies and television. We discussed his decision to return home. We also spoke of the feeling still lingering within me.

It would be too simple and cliché to say that Japan changed me; but, when I first returned the United States, I more than saw the world through different eyes, I interpreted my surroundings and social interaction in a different way. Society became humanity.

My professor gave me a few small gifts upon his going away including a bilingual book of three short essays by Japanese, historical novelist Ryōtarō Shiba. The book (originally written in Japanese and translated into English) is titled *To You Who Will Live in the 21st Century*. It was only recently that I picked it up simply to skim, but I was overly moved when I discovered that someone had actually put my cross-cultural response and newfound social awareness into words. In the second essay, which shares the book's title, it is

written: "When [the] root of sentiment takes a firm root within your self, a feeling of compassion towards other races will spring forth. So long as you make that kind of self, the 21st century will surely become an age in which mankind will be able to live in harmony." In my opinion, this single statement and the monumental concept that it implies could most definitely change the world for the better. It connects human experience with understanding.

I believe that the closest humanity will ever come to utopia will be in a world where both cultural and generational difference is understood, celebrated and respected. In this potential future world, I imagine that national boundaries fade away and culture clash no longer exists. If Japan can live in harmony and yet retain the traditions of so many generations past, so can we. I'm still trying to finish Turning Japanese.



Living the Dream

Words/ Amber White

I have a dream that one day this nation will rise up and live out the true meaning of its creed: We hold these truths to be self-evident; that all men are created equal.
- Dr. Martin Luther King Jr.



Living in this fast-paced society, our generation is faced every day with the question, "What's next?" Being that we are the next employees, entrepreneurs, CEOs and presidents of tomorrow, it is important to slow down our fast-paced lives and take in what is happening *now*. What events in our lives are going to represent our generation? What are we going to teach our children and our children's children about our impact on the world? When you realize how much one generation affects the next, you can see just how much we've accomplished as a nation.

I thought of how important every generation's actions are for the future and realized how far we've come since the time of events like Women's Suffrage, Martin Luther King's "I Have a Dream" speech and the Million Man March. We are the babies of the '80's and early '90's, and already, we have watched history in the making. There have been events in our lives that impact us so greatly we should feel a passionate desire to be a part of them; we have lived to see occurrences in our nation's progression that will go down in our children's history books. This year, we witnessed a vast change with the 2008 presidential election that we have never before seen in our country, and it is up to

us to take charge of that change and move it forward even further.

Tuesday, November 4 was the first time in my life that the news made me cry, jump for joy and thank God all at the same time. Hearing that Barack Obama would be our president for the next four years made my heart swell with excitement. As the tears streamed down my face in delight, I watched them also fall from the face of early civil rights activist, Jesse Jackson, as he became as overwhelmed with the moment as I was. "It's been a long time coming, but tonight, because of what we did on this date in this election at this defining moment, change has come to America," Barack Obama said in his victory speech on election night. Change has come, yes it has. Who would have thought even just ten years ago that we would have an African American man become our 44th president?

As a first time voter, I brought snacks and a good book to read just in case I was in for a long wait but lucky for me, my wait lasted only about 20 minutes. Yet for other voters, the wait was anywhere from an hour to five hours and there were times when lines went out of doorways, wrapped around buildings and extended into parking lots. Election Day this year made me proud to be an American, as it demonstrated the unity that our country has prided itself on for so many years now. "That's the true genius of America: that

America can change. Our union can be perfected. What we've already achieved gives us hope for what we can and must achieve tomorrow," said Obama in his presidential acceptance speech.

Our grandparents should no longer wonder if all the fighting they did during the Civil Rights Movement was in vain. Their generation's fight has given us something to rejoice about, change. Having an African-American as president shows our country's progression and how one generation of people can have such a lasting effect on the next generation.

Years ago, few people might have seen the U.S. as "The Land of the Free," where many would risk their lives to become a citizen. Yet in many ways today, the U.S. is still the land of Democratic suppression. Now is the time to use this newfound change, to grab a hold of it and develop it even further. We can use this recent election as the stepping-stone to a new way of life, a vision for Americans. "I'm asking you to believe. Not just in my ability to bring about real change in Washington... I'm asking you to believe in yours," said Obama.

As an African-American woman who has grown up in a generation that somewhat lacked "equality among all," this election showed me that with a little work, the glass ceilings could be shattered. On Obama and Biden's official campaign Web site, the Ranting Keyboard, it was stated,

"The Democratic Presidential campaign has been all about breaking glass ceilings. Barack Obama broke one when he became the first African-American ever nominated as the Democratic Party's choice for president." Obama has been proclaimed to have finally broken this barrier of discrimination, following a dream that King and many of his supporters once had. If one man can break the glass and make dreams come true, we all can.

Every generation has momentous events that mark a point in time and make history. Hopefully, this election has overshadowed our generations' most recent tragic marking points such as 9/11 and the various terrorist attacks in Europe, Hurricane Katrina and the tsunamis in both Sri Lanka and Thailand, by shedding a positive light in our window of history. This election was a turning point for the youth of our generation. Thinking that my vote helped bring a man into office that has changed the face of our country, brings me so much hope. This 2008 presidential campaign has not only made history with diversity, but has exceeded the support of the previously smallest group of voters aged 18 to 27. The youth of our country is finally speaking up.

We are actually making King's, August 23, 1963, "I Have a Dream" speech come true. African-Americans went from once being slaves to having equal protection under the law to having rights and owning their own businesses; now, having

the opportunity to run for president of the U.S. and even win. King said, "I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood." This opened up a door to me and other African-Americans that had previously been shut. Knowing I now have a chance to one day be president, I feel I have more of a chance now to be recognized for something monumental in my generation. After years of oppression, discrimination and protesting, the events of the 21st century will be the crossroad not just for our parents' lives, but for our own. Being able to watch an African-American become the 44th president is astounding. It was an event that we will tell our children and our children's children.

It is truly our generation's time to step up, and in more ways than one. In a similar struggle of equality years ago, women couldn't partake in politics let alone run for presidency or vice presidency. Women have impacted the world in unimaginable ways as opposed to the ways of life, historically. Many brilliant American women have contributed to the first, second and third waves of Feminism; now, as women, we are able to directly involve ourselves in politics, have equal employment opportunities and have a strong chance at becoming the next President of the United States. Some female leaders in this country already have come further than any man in their position. Some develop-

ing countries are now only beginning to grasp the idea of human rights; but, others have already had some very influential, female prime ministers and movement leaders. In our great country, we are finally catching up.

This election has broken down barriers and hopefully started a new trend for the world to see. As King looks down on us, he can smile at our nation of equality that people fought so hard for, at our nation where people are not judged "by the color of their skin but by the content of their character." King said, "And when this happens, and when we allow freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, 'Free at last! Free at last! Thank God Almighty, we are free at last!' Our generation has seen a presidential election that will go down in history books as a monumental occasion. We are ready now, for the next "greatest demonstration for freedom in the history of our nation."

Soccer has had a rough time in America. Sports fans in the country seem generally disgusted with the sport; it doesn't help that it's oddly associated with communistic beliefs and often connected with being played by "wimps" (we'll leave it with that PG term). However, gradual as it may be, soccer is slowly making its way to the mainstream here. Many factors go into why we have always chosen to dislike the game. One myth is that America is simply not good at it. Contrary to popular belief, figures show that the U.S. men's national team isn't doing too badly for themselves, and, the women's national team, having won the World Cup on multiple occasions, are ranked number one in the world.

Another common belief for people's dissatisfaction with the game is that the score remains too low. A game that can quite commonly end with a score of 2-1 can result in lengthy blocks of time passing with the score remaining unaffected. Despite being low, these numbers however are more sufficient to an avid soccer fan than anyone else. Football, America's favorite sport, only appears to have higher scoring games when in reality the actual number of touchdowns is minuscule compared with the number on the score board.

The radical behavior of soccer fans overseas doesn't exactly appeal to Americans either. The majority of U.S. sports fans would much rather be throwing back a couple of beers during a Monday night game than vandalizing property over their

team's poor performance. Soccer fans are often stereotyped as angry, out-of-control rioters.

More and more, these legends are starting to be ignored and soccer's popularity is growing due to some key elements. One of the major factors in this change is David Beckham.

In January 2007, it was announced that the famed English soccer player would be leaving his current team in Madrid to become part of Major League Soccer, America's professional soccer league, and join the Los Angeles Galaxy. Instantly,

shirts and jerseys appeared on shelves of sports stores everywhere and just as quickly sold out. The hype from fans fueled the media, making Beckham an international celebrity. Continuous injury led Beckham to fade out just as quickly as he blew up, forcing him to play less than 15 minutes a game and accomplishing little-to-nothing on the field. As quickly as he helped bring soccer to America's mainstream, he crushed the game's potential, disappointing his faithful fans.

Now there was once a Brazilian man who had a similar effect as Beckham. Edison Arantes do Nascimento (better known simply as Pelé) left his homeland Brazil in 1975 in order to join a defunct soccer team. He played only three seasons. He world discovered Pelé in Sweden in 1958 as the 17-year-old who brought home the first of an unprecedented three

World Cup titles to his homeland. WHen he finished his renowned career almost 20 years later, with an outstanding record. Pelé wasn't best known for soccer skills however, but for his sportsmanship and charisma on and off the field. In 1987 he received the International Peace Award and in 1980 an international panel named him Sportsman of the Century. What is most significant about him though is the lasting change he left on the game, and the generation that would be born a few years later in the 1980s: today's college students.

As children, many of us grew up playing soccer. Youth soccer is a simple concept. You buy a soccer ball, shin guards and a pair of cleats, and find an open field. The notion of the game is fairly easy to pick up on as well: get the ball in the other team's goal without using your hands. That is pretty much all you need to grasp, as a 5-year-old. Sports organizations and the appropriately titled "soccer moms" have taken note of this and one of youth's most played sports in America today is believed to be soccer.

When did this surge of the game fuse with young Americans? The answer is the 1990s, just when those of us born in the 80s became old enough to start running in circles on a field. According to National Intramural-Recreational Sports Association, soccer had some major increases in interest between 1990 and 1999.

The number of players increased by 76 percent for U.S. Youth Soccer Association programs and by 65 percent on the high school level. Also, the number of so-called frequent players, people who played at least 52 times a year, increased by 45 percent.

Coastal Carolina University has even seen a slight rise in interest among the men's soccer team. The team, which recently had a NCAA ranking of No. 8 in the country, has had a mediocre season thus far filled with both upsets and victories. Being a fall sport, the team has tough competition trying to attract an audience with the other popular sports such as football and volleyball. "The average turnout for the games is good," said men's soccer head coach, Shaun Docking. "I think the more successful our program is the more excited people get about

winning and supporting their team. The student body does a good job of supporting all the programs here at CCU, and it is like playing with an extra man on the field when we get great support from our students and fans.

Docking has been part of the program since 1998 and originally knew the game of soccer as football, since he hails from Southampton, England. He works alongside Assistant Coach, Paul Leese from Liverpool, England. The women's Head Coach, Rohan Naraine, who grew up in London, England, makes the women's assistant coach, Tracey Leipold, the sole American coaching CCU soccer. With three out of the soccer coaches being from outside of the country, it only further confirms that soccer is still primarily popular overseas. CCU soccer players

are slowly starting to create a change in the trend by exceeding expectations with their high skill levels. "We have produced many good soccer players that have gone on to play at the professional level over the years," said Docking. "Most notably, Joseph Ngwenya, who is currently signed with Bayern Munich, and is on loan to a team in Turkey; also, Kheli Dube, is starting for the New England Revolution in MLS, as well as Boyzzz Khumalo, who is starting in MLS for the D.C. United in MLS."

"As we continue to develop our program and improve the level of our players each year, we will continue to see the program win games and play an attractive style of soccer," added Docking. We can only hope the result will be that more people will watch and play the sport making soccer continue to grow in popularity at CCU and in the U.S.

So, the bottom line is that soccer has hope in the U.S. As the world becomes more and more globalized, Americans can't cling to their pigskin forever. Maybe it's time to move over and make some room for the real 'football' as it may very well be this generation's game.

The Rise of Real Football Our Generation's Game

Words/ Alex Murphy
Photography/ Rob Byrd & Lauren Formalarie

"Message to all rioters: put down your brick, put away the spray paint, and leave the cop cars alone; you're acting like soccer fans! It's embarrassing."

- Jim Rome, ESPN talk show host



Virginia Tech

When They Fell Apart, We Came Together

Words/ Ashleey Williamson
Photography/ Rob Byrd

I'll never forget the Monday morning I received the phone call from my mother. For me, it was the beginning of another typical week in April; the end of the school year was nearing and the chilly spring weather was slowly warming up as summer approached. Life was good as I anticipated the summer break ahead. I never expected the phone call informing me of the event that would leave that day etched in my mind for the rest of my life, as it did for others across America.

Shootings? Virginia Tech? I had no idea what my mother was talking about. I immediately turned on the news, and it was then that I received the call from my boyfriend at the time, the biggest Virginia Tech fan I have ever known. He had received a call from his mother as well informing him of the tragedies. He was emotionally disturbed and affected by what I would soon learn was the worst and most prolific fatal shooting rampage in the nation's history of school violence.

I turned on the news and watched the event details unfold minute by minute. I watched intensely, as the news anchor continued to gather information on the number of gunmen involved, and how many students and faculty had been injured. I remember the deafening silence in my room after she announced that at least 30 people were dead.

The imagery of the school's catastrophe dominated the news networks: students running from buildings, swarms of police escorting out the injured and countless

scenes of students coming together. They appeared to be holding each other in tears while trying to figure out what in the world had just happened on their campus, in their community, their home. They clearly understood now what was occurring at their college and by that point, I did too.

The first event that came to my mind was April 20, 1999. I was 12 years old and I got to miss school that day to go with my oldest brother to watch him get a new tattoo. The initial details are vague, but I remember the news being on when we got to the shop, and I overheard the artists talking about some shooting at a school in Colorado. I never watched the news as a child; to me it was all about politics and I rarely understood it. This newscast was different though. I could not take my eyes off of that screen.

For the hour and a half I sat with my brother as he got his tattoo, I was watching the most violent and serious event unfold that I would ever see in my childhood.

Surrounded by visually stimulating art from wall to wall, rock 'n' roll music playing in the background and hearing the incessant buzz as the tattoo needle continued to make its mark on my brother's arm, I watched in awe the live footage at Columbine High School, where Eric Harris and Dylan Klebold had just gone on a shooting spree murdering a dozen students and a teacher. After murdering 13 people and injuring 23 more, the mur-

derers killed themselves.

As my brother and the artist maintained casual conversation, I occasionally looked down at the progress of his new tattoo, but nothing could keep my eyes from the TV for more than a second. I couldn't believe what I was seeing and I couldn't help being confused and impacted by this inconceivable occurrence. I was only in middle school, but I still had the insight to wonder. I couldn't help but think, 'What if?' What if this was my school? What if it were my cousins', my friends'? What if this happens again - only next time, closer to home?'

The pain I felt in my heart and soul that day was immediately brought back almost exactly eight years later when I heard of the Virginia Tech shootings; but this time, I felt anger too. I could feel so much anger running through my veins that day.

I wasn't 12 anymore; I understood the concept of what this twisted individual planned and proceeded to carry out. And the person responsible for these deaths wasn't an adolescent with an excuse of being "bullied in high school." This time, the person responsible for these deaths, Seung-Hui Cho, was a 23-year-old man.

So why? I kept asking why. I wept that day. I wasn't a Virginia Tech fan; hell, I had never even been to the state of Virginia and sports are the last thing in the world I care to watch, talk, write or hear about. But, all I could think was that a college campus hundreds of miles away from my own had just been hit with the

most devastating pain any member of any school could ever imagine. And, I felt that pain too.

Within 24 hours of the news, several bumper stickers on Facebook and images on MySpace were posted with various colleges' logos underneath that of Virginia Tech's, with the words "Today, we are all Hokies" written underneath. And that day, we were.

On the day of the Virginia Tech shootings, I saw something happen that I had rarely seen before. People from all over the country united. There was no rivalry between college football teams, no 'our mascot can beat up your mascot' attitudes that our college is always proud to gloat about. The minds and hearts of just about every college student and American in this country were focused on this one tragic event.

How did this amazing unification occur? How can a country that finds itself divided in so many ways join over one single event? In retrospect, I've come to realize what caused the people of America to suddenly come together. Ernest Bormann, a professor at the University of Minnesota, developed a theory called Symbolic Convergence. This theory maintains that when any group of people gather together and begin thinking, talking and pondering over the same topic, they will inevitably come together under one common fantasy theme.

In Em Griffin's A First Look at Com-

munication Theory, Bormann defines the fantasy as "the creative and imaginative interpretation of events that fulfills a psychological or rhetorical need." In layman's terms: Bormann theorized that a group of people, no matter how well they know each other, will ultimately come together when they find themselves talking about and experiencing familiar events. The shootings at Virginia Tech and the overwhelming sense of emotion felt by everybody in this country exemplified Bormann's theory.

The day Virginia Tech was faced with the most horrific tragedy in the history of all school-related violence, Americans came together under a common fantasy theme: feelings of loss, grief and anger, but most of all, an idea of togetherness and camaraderie we otherwise never would have thought possible.

The day of the shootings and even in the days that followed, we came together as a nation because of this event. Was it a event that affected everybody in the country? Maybe not. But it was an episode in our homeland that was impossible to go unnoticed, creating a nationwide group of individuals connecting under one fantasy theme. Together we dealt with the horror, angst and sorrow through grief, tears and memorials; and together, we slowly began healing.

People like me wept for those lost and for their families. Rival football teams sported ribbons to show their support and empathy for the nationwide loss of

32 individual lives – 32 lives who made up the student body at Virginia Tech; 32 lives who made up the college population in the United States; 32 lives who played a part in this country we all call home.

I wore my boyfriend's Virginia Tech shirt to work sometime that week. When fellow employees asked if I was a VT fan, I told them I wasn't at all. My wearing of the shirt was for a completely different reason, and I was proud to be wearing it. I was proud to be part of a nation who came together when one school, in one state, was going through the hardest time in its 135 years, and that school was not alone.

Griffin concluded in his book that through symbolic convergence, there is no more individual in the situation at hand. There is no you, there is no I, there is no me or mine. There is only us; we take up a joint endeavor. A very wise woman once said, "Without you all, I am worthless. Without me, you are all worthless. There is no system - nothing worthwhile, unless we are joined together as an integral part of one giant system." Her name was Dr. Deborah Walker, a Communication professor at Coastal Carolina University.

The mourning and overwhelming sense of emotions I felt that day and the days to come were not mine alone; these emotions were ours. We came together when Virginia Tech fell apart, and that day, today and in some way always, we will forever be a Hokie nation.



Scott Pleasant has mad skills.

Six years ago, the English professor discovered he was very good at something other than teaching – the ukulele.

Always knowing he would be a teacher, Pleasant followed his father's example.

"My dad was a teacher, so I wanted to be one too. I was a bad student in high school, but I always knew I'd be a teacher."

Hailing from Johnson City, Tenn., Pleasant began his teaching career at Auburn University, and later relocated to East Tennessee State University. Pleasant now teaches business and professional communication, composition and American literature courses, among others, at Coastal Carolina University.

Words/ Claire Armabula

Photography/ Rob Byrd & Lauren Formalarie



"I came to [CCU] because I knew Dan Ennis and some other people. I always wanted to come here, and I'm happy to get the chance," said Pleasant.

What makes Pleasant different from most other professors though, is his unusual proficiency in playing Hawaii's most popular instrument.

"It was kind of a rule in our house that you had to be playing an instrument at all times," said Pleasant. "You could give one up, but it meant you had to adopt something else."

There were all kinds of instruments lying around the house when Pleasant was a kid. Autoharps, an organ, a piano, a violin, guitars and percussion instruments could be found. And although the instruments were not really expensive

ones, they were real.

"It was important to my folks that we kids played music," said Pleasant.

Pleasant's father, in addition to teaching, played the viola in a local symphony, while his mother played the organ and piano and held a degree in music education.

Pleasant began his music career playing the triangle.

"Our family, we would go around to nursing homes and I remember they would put a triangle in my hand," said Pleasant, laughing. "No, the first thing seriously was my dad gave me violin lessons."

Pleasant's introduction to the ukulele was due to a musical lifestyle growing up.

"They [ukes] were always around the house, but I wouldn't say I played them then," explained Pleasant. "It was about six years ago when I picked it up. Now, there's always one in the corner."

Pleasant also learned to play the guitar from his older brother Carroll, which ultimately led him to mini-size it and take on the household item.

"You transfer so much from the guitar that you can already play the ukulele. You can transfer it, but to really play it right there are subtleties to it."

There are many stories of how the ukulele got its name and how and where it originated. One version is that the playing of the ukulele originated in Honolulu in the late 1800s. The word "ukulele," pronounced in Hawaii as "oo-kulele," translates into English as "jumping flea," because of the quickness of string plucking and finger movements.

Today, the ukulele comes in four different sizes. The classic size is called the soprano ukulele. These types are built to be around 21 inches long. The next size up is the concert ukulele. There is also the tenor and baritone, and other makes and models include the banjo, the pineapple and the armadillo ukulele. While the armadillo is actually made from the animal, the pineapple uke is not made from a pineapple.

Pleasant generally plays a soprano ukulele but admits that it's not very difficult to switch it up. While all ukes are pretty similar, they have their slight differences. For example, there are eight-string ukes, 6-strings, 5-strings, but they vary only slightly in sound and ease in playing.

Pleasant is involved in playing local shows with the ukulele. Because there is not a lot of money in the instrument, like there is in rock and roll, shows are usually restricted to Friday nights at Croissants, the bakery on 38th avenue in Myrtle Beach. However, Pleasant does put on a few benefit shows here and there. He also played a uke show in Tennessee this past summer.

The musician said that when he gets up

on stage, the reaction from the crowd is what makes him so comfortable.

"They usually just kind of stare at uke," explained Pleasant of the audience. "I like that. It takes the focus off me. People make little jokes, 'It's so small and cute.'"

Other local ukulele performers include Pleasant's friends Eric Holland of the

"Uke N' Call Me The Plez" is Pleasant's latest creation. The album features Pleasant and has a relaxed, Hawaiian sound. Pleasant's vibes have been compared to Willie Nelson, George Harrison, James Taylor and Randy Newman, among others, though Pleasant does not necessarily agree.

While Pleasant plays covers for tons of

It was kind of a rule in our house that you had to be playing an instrument at all times," said Pleasant. "You could give one up, but it meant you had to adopt something else.

songs, he said his favorite song to play is the old '20s tune, "Ain't She Sweet" by Milton Ager and Jack Yellen.

"When I pick up the uke, that's just what I start to play," said Pleasant.

Additionally, "The Plez" is a high school nickname that Pleasant still goes by today.

Each year, Pleasant presents at CCU's Celebration of Inquiry, sharing information, history and sweet sounds on his uke with students and faculty.

When Pleasant is not focusing on teaching or music, however, he is doing his favorite pastime – watching football.

"I'm a college football fan, an Auburn fan. I'm pretty normal."

Pleasant also enjoys playing video games.

"There is this racing game called "Project Gotham." I've finished all the races and won all the cars," said Pleasant, laughing. "I just love that thing. I've got to get an Xbox 360. I'm seriously behind."

Additionally, Pleasant stays busy by watching and playing tennis, recording music and rocking out to AC?DC.

While Pleasant puts a lot of energy into his Hawaiian ukulele music, he has never actually been to the Pacific Islands.

"No, I've never been to Hawaii. I hate to fly. I hate the beach and water, and yeah, I hate to fly. Other than that, I would absolutely like to go to Hawaii," said Pleasant.

All in all, the professor would agree that he is a happy guy.

"I'm in a perfect place for me, at Coastal, because if you are interested in something here, you can do it. I got involved with theater and tennis classes, science and science writing and I advise students. The greatest thing is that I never thought I'd do as many things as I can do here. I'm under the Coastal umbrella here. It's about the mark I leave on this university. It's corny, but true."

Pleasant also tries to stay positive in his music as well, with a message that simply says to smile.

"With the world in as much of a mess as it is in, smile is all you can do. The ukulele is fun, it's funny and it should be. You shouldn't take it too seriously. Although it can be really, really good music," he said.

To the students at CCU who want to pursue something that isn't ordinary, Pleasant encourages them to absolutely do it.



"One thing that college is for is it is four years of experimenting with who you are. It can be a bad thing, dangerous and stupid in ways, but it's not just job training. It's trying to figure out who you are," said Pleasant.

"Don't worry about looking like a kook or anybody thinking that x or y or z is 'uncool' because there is nothing 'uncooler' than a uke, but if you make it cool, it's cool."

Pleasant's encouraging words are something he lives by from day-to-day.

"You can be anything you want to be if you do it with heart and intensity."

Check out Pleasant's music on MySpace, at www.myspace.com/theplez.

One night I dreamed I was walking along the beach with the Lord. Many scenes from my life flashed across the sky. In each scene I noticed footprints in the sand. Sometimes there were two sets of footprints, other times there was one only.

This bothered me because I noticed that during the low periods of my life, when I was suffering from anguish, sorrow or defeat, I could see only one set of footprints, so I said to the Lord,

"You promised me Lord, that if I followed you, you would walk with me always. But I have noticed that during the most trying periods of my life there has only been one set of footprints in the sand. Why, when I needed you most, have you not been there for me?"

The Lord replied, "The years when you have seen only one set of footprints, my child, is when I carried you."

-Footprints in the Sand-

Choosing a Path Helping Others Find Hope

Words/ Brett Gibson
Photography/ Rob Byrd





strengthens us and often provides us with opportunities to help others in similar endeavors. Religion has always remained a constant to which we can turn, something that can help us deal with the ever-changing world.

I'll never forget the first time I went to one of Global's camps. It was the summer after I graduated from high school. I had grown up in the church and gone to camp every summer, but Global was different than the average summer camp. In the beginning, I was not particularly fond of it; it was worlds apart from camps I had attended in the past. The other camps were exclusively designed to entertain us for the summer. Global camp had the fun factor while challenging students; and, this challenge forced me to grow in ways I never thought possible.

After spending my first week atop the beautiful mountains of Georgia, taking in the sermons, music and lessons, I felt something change inside of me. I realized that even though I had accepted Christ as my Savior, I never fully gave my life over to him. So I did that summer. I handed everything over in complete surrender to my God. From then on, I knew I wanted to spend my summers with Global Youth Ministry, helping touch the lives of teenagers, just as mine had been touched.

I knew it would be difficult, but I didn't realize exactly how demanding working on the staff would be until we started. Throughout each summer, we traveled to a different state every week and set up all of our equipment the moment we arrived. Everyone on staff was heavily involved in the process, and it was hectic and strenuous. The size of the camp varied from week to week, ranging anywhere from 100 to 500 middle and high school students and their leaders. Those in attendance came from a variety of backgrounds and homes. All of them were split up into different teams and as staff, we were their team leaders—leading them in everything from morning devotionals to recreation and counseling them on an individual basis.

The last two summers, I was faced with a choice. I could spend my break from college at the beach, working on my tan and attending a mindless job every day, or I could sacrifice my time and money, spending the summer as a Christian camp counselor. I would be living out of my suitcase, traveling from state to state every week, in efforts to reach out to teenagers across the Southeastern U.S. My summer for the past two years consisted of working as a Summer Intern for Global Youth Ministry—an organization developed to reach out to youth across the globe. When I counseled students at the youth camp, I was able to pull from so many of my own past experiences in order to help others. It was a wonderful feeling knowing I was helping individuals break through troubles often encountered during adolescence. The experience made me realize that everything we go through in life, no matter how difficult,

Working as a summer intern was difficult because I had to break myself of several habits, the hardest one being my selfishness. I had to get into the mindset that what I did for two months was not about me. It was all about the kids. After focusing my whole life on myself, as many adolescents do, becoming selfless was a challenging task. During those two summers, I stopped thinking about what was best for me; I put myself last and set out to help the youth. Students came with a variety of problems. Every single student was brought there for a reason, and they were being placed into our hands for the week. That was a responsibility I did not take lightly. By helping them, God was able to shed light on my own life.

By the end of the week, the students' attitudes had vastly changed from when they first arrived. They realized God could take away the heavy burden they had been carrying and help them through the difficult trials they were facing. This meant they would finally have someone to help them see the light at the end of every storm. By the end of the week, the students did not want to go home, and I was sad to see them leave. To have watched these students grow in the span of one week was an incredible opportunity for me, something I will never forget for the rest of my life.

Like everyone else, I had gone through some difficult times in my life before I began my first summer with Global. These trials had left me with emotional baggage of which I couldn't rid myself. One night I sat down to talk with a 16-year-old girl, and out of nowhere she started pouring her heart out to me. She had gone through a situation that I could relate to completely, so I knew exactly how to help her through it. Religion does this for many of us. God can help us in ways we never saw fit. We all have storms in our lives, and God can help us overcome those storms and see us through to the beautiful rainbow at the end.

Throughout the course of history, reli-

gion has helped so many of us get through difficult times; our generation is no different. Everyone seeks something to believe in, something to give us hope. In an unstable world, faith is something that remains constant. It is something we can fix our eyes on while everything around us comes crashing down. As humans, we all need stability in our lives, something we can rely on and to which we can turn in times of hardship. In a harsh world where we sometimes find ourselves experiencing feelings of hurt, disappointment and sadness, God gives us hope. We could all use a little hope in our lives.

The experience made me realize that everything we go through in life, no matter how difficult, strengthens us and often provides us with opportunities to help others in similar endeavors.

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40 Milligrams to Freedom

Words/ Elin Hamalainen

Photography/ Rob Byrd - Page 4
& Ashley Woodward - Page 1

In a sense, doctors have become the new drug dealers of today. There was a point in time when scoring your drug of choice could be quite the dangerous

venture. After taking a journey to the bad part of town, there was no telling how the whole endeavor might pan out. Nowadays, it's safer than ever before. Just schedule an appointment at your local doctor and tell him or her your 'symptoms.' Before you know it, you're on the way to the pharmacy, prescription in hand. You've just scored an expensive street drug in a legal form and in a safe environment.

Prescription drug abuse has recently been brought into the spotlight by the passing of Heath Ledger. In Ledger's autopsy report, the New York medical examiner said "Mr. Heath Ledger died as the result of acute intoxication by the combined effects of oxycodone, hydrocodone, diazepam, temazepam, alprazolam and doxylamine. We have concluded that the manner of death is accident resulting from the abuse of prescription medications." To put it simply, Ledger was popping one too many stress-relievers at once, something that is not against the law if you have the prescription.

The number of celebrities who have died from prescription drug overdose is shocking. Whether accidental or intentional, Marilyn Monroe overdosed on Nembutal, which are sleeping pills. Elvis Presley had a long history of prescription drug abuse. At the time of his death, there was a combination of 14 drugs found in his system. The prescription drugs were considered the major factor in his death. Judy Garland, who plays Dorothy in "The Wizard of Oz," accidentally overdosed on Seconal, which is used to treat insomnia and epilepsy. Keith

abused prescription drugs include painkillers, sleeping pills, anxiety medication and stimulants.

Unfortunately, it is not just prescription drugs that are being used recreationally; over-the-counter medicine is also targeted. Over-the-counter cough and cold medicine containing dextromethorphan is often used for getting high rather than its intended purposes. "In 2006, about 3.1 million people aged 12 to 25 had ever used an over-the-counter cough and cold medication to get high and nearly one

than half said they are 'available everywhere'. This suggests that it is easier to get prescription drugs than it is to get illegal drugs.

Consider the following scenario: Brittany is a junior in college. She starts using cocaine freshman year and becomes addicted. To counter her insomnia from the habitual coke use, she starts doing heroin. Eventually, her addiction to cocaine leads to her heroin addiction. Her grades start to plummet, her group of friends grows rougher and soon her

The good news is PCP, Heroin, and Crystal Meth use has been much lower, in comparison.

Moon and Nick Drake, both members of The Who, also died from accidental overdoses. Anna Nicole Smith recently passed from a "combined drug intoxication," a mixture of choral hydrate-a potent sedative used for insomnia and at least eight other prescription drugs. Just to name a few of the familiar names.

The rate of deaths by prescription drugs (whether illegally ingested or taken on doctor's orders) is rising at an alarming rate. A 2007 National Survey of Drug Use and Health said, "Prescription drug abuse by teens is exceeded only by marijuana use, and there are just as many new abusers (initiates) 12 and older of pain relievers as there are for marijuana." The good news is PCP, Heroin, and Crystal Meth use has been much lower, in comparison. The bad news is that 13 is the average age of first non-prescribed use of stimulants and sedatives, and 60 percent of people aged 12 to 17 who abused prescription painkillers first started taking them before the age of 15. Commonly

million had done so in the past year," says Substance Abuse and Mental Health Services Administration.

So why is the illegal drug paraphernalia being traded in to yellow bottles with safety caps? Because it is believed prescription drugs are acceptable as opposed to the contents of a dime bag, and they're easier and cheaper to get. According to a recent study, 70 percent of prescription drug abusers say they received their drugs from relatives or friends and almost half say they got them for free. The idea that these drugs are not 'illegal' makes it so there is almost no stigma attached to abusing them, and parents don't always see the harm in it. The fact that the drugs are legal, cause people to be less concerned about the growing epidemic. In the aforementioned study, three out of five teens claim it is 'easy' to get prescription pain relievers from their family's medicine cabinet; half of them feel they can easily obtain them from other people's prescriptions; and, more

parents catch on. They pull her from college and send her straight to rehab.

Now consider this scenario: Taylor brings a bottle of his mother's pain medication, OxyContin, with him to college. He takes them when he is stressed out about exams. He also takes them when he can't sleep because his prescribed Dexedrine for A.D.D. keeps him awake at night. The morning after taking OxyContin, he feels clouded and sleepy, so he makes up for it by taking more Dexedrine. Yet the more Dexedrine he takes the less he is able to sleep, so the more he takes more OxyContin to combat the other prescribed drug. Eventually, his grades start to plummet from his abuse. He has to resort to buying whatever Dexedrine or Oxycontin he can from those around him because his prescription has run out. As a result his crowd grows rougher. His parents withdraw him from school and put him in rehab.

The drug abuser of today is unorthodox when compared to the drug abuser of

yesterday. Instead of crack heads breaking into your car to steal your stereo to buy more crack, there are college students and teens trading pills between each other and visiting multiple doctors in order to get more prescriptions. It is a different system with the same goal.

The growing outbreak of prescription drug abuse is commonly ignored by the general population. Prescription drug addicts aren't viewed in the same light as street drug addicts. Even 'the King' didn't consider himself an addict. Elvis Presley's physician said, "Elvis's problem was that he didn't see the wrong in it. He felt that by getting [pills] from a doctor, he wasn't the common, everyday junkie." Prescription drug abusers of today may be more outwardly appealing to the druggies of yesteryear, but internally and psychologically they suffer from the same ailment.

Dr. Nora D. Volkow is the Director of the National Institute on Drug Abuse (NIDA) at the National Institutes of Health (NIH). Most of the world's research pertaining to the health side of addiction and drug abuse is supported by NIDA. On March 12, 2008 Dr. Volkow provided testimony at a hearing with the Judiciary Committee, the Subcommittee on Crime and Drugs and the U.S. Senate. To summarize, her testimony provided insight about the epidemic of prescription drug abuse in our country. During her testimony, she expressed the complication with the issue stating, "This problem is particularly complex because the benefits and the risks of prescription drugs are so closely intertwined. Thus, it is critical that we learn how to strike the right balance between providing maximum relief from suffering and minimizing associated risks and adverse effects." To emphasize the complexity of the prescription problem, she stressed the importance of recognizing that

among high school seniors, 7 out of the top eleven frequently abused drugs were either prescribed or over-the-counter medicine. While knowing this information, the fact is that when taken correctly these drugs play an indisputable part in alleviating pain and treating, if not curing, certain human ailments. Thus, the plan to confront the issue must be

approached by differentiating between prescription drug abuse, and cautious intake of the drugs for medicinal purposes. Research into the use and abuse of street drugs has indicated descending trends, meaning occurrence of use is declining. Yet, since the 1990s prescription drugs, like opioid pain killers, have continued to increase.

A number of things have added to the intensity of today's prescription drug abuse. Among these factors are extreme increases in the amount prescriptions are given, general acceptance of people using prescription drugs, and the direct approach pharmaceutical companies take in advertising and marketing their drugs to both the public and to doctors. In the U.S. alone between 1991 and 2007, the number of stimulants prescribed, typically used in treating A.D.H.D., increased from 5 million to 35 million.

From 1991 to 2007, opiate prescriptions including painkillers, such as Oxycontin and Percocet, have increased from 40 million to 180 million. Dr. Volkow said, about consumer-prescribed opiates, "The U.S. is supplied 99 percent of the world total for hydrocodone (e.g., Vicodin) and 71 percent of oxycodone (e.g., OxyContin)." In her testimony, she emphasizes the importance of continual research into the problem of prescription drug abuse, especially among the younger population. She also points out the similarities prescription drugs and street drugs have with brain chemistry, and which prescription drugs are being abused. For example, there is similarity between stimulants like Ritalin and cocaine, specifically in which sites of the brain both drugs bind to.

It is important to recognize the pharmaceutical companies part in this growing issue. In 2008, a new study provided by two researchers from York University indicated that pharmaceutical companies in the U.S. spent almost twice as much on promoting their drugs as they did developing and researching them. In 2001, Purdue Pharma, the Connecticut based pharmaceutical company responsible for producing Oxycontin, was urged by Connecticut's Attorney General to address the problem of abuse of Oxycon-

tin. In 2007, Purdue Pharma pled guilty to the criminal charge of misleading the public about the addictive properties and risks of Oxycontin, and agreed to pay \$634.5 million. The Justice Department commented that this is "one of our nation's greatest prescription drug failures." Purdue Pharma held meetings with potential prescribing doctors, and when the doctors raised the question about potential abuse of Oxycontin, they were informed by the sales staff that "the drug was hard to abuse, less addictive than other pain medications and could be stopped without patients experiencing withdrawal." After heavy marketing from 1996 to 2001, Oxycontin brought in a sales revenue of about \$2.8 billion. Other pharmaceutical companies found guilty and have agreed to pay millions, include Bristol-Myers Squibb and Schering-Plough.

Our generation, in large part, has risen above crack pipes; but, despite this false sense of security, prescription drugs can be just as deadly. The comparison between hardcore drug addicts and prescription drug addicts is falsely compared to winos versus whisky alcoholics. The truth is that prescription drug addicts are more at risk of health related injuries and deaths than abusers of cocaine and heroin. What it all comes down to, is what our generation finds socially acceptable; or, in the case of prescription drug abuse, what we find easy to ignore.

ADDERALL

-Active ingredients: Amphetamine and Dextroamphetamine

-What does it treat: narcolepsy, ADD and ADHD

-How does it work: Adderall is a central nervous system stimulant. It affects chemicals in the brain and nerves that contribute to hyperactivity and impulse control.

-Street names: Beans, Christmas Trees, Pep Pills, Bennies, Dexies, Speed Black Beauties, Double Trouble, Uppers, Addys

OXYCONTIN

-Active ingredients: Oxycodone

-What does it treat: prescribed for moderate to high pain relief associated with injuries, bursitis, dislocation, fractures, neuralgia, arthritis, and lower back and cancer pain.

-Street names: OC, OX, Oxy, Oxycotton, Hillbilly heroin, kicker

VICODIN

-Active ingredients: combination of acetaminophen and hydrocodone

-What does it treat: prescribed to treat moderate to severe pain, usually associated with cancer, surgery, or serious injury.

-How does it work: Chemically similar to heroin, Vicodin travels the same neurological pathways to block the perception of pain. Vicodin also increases the activity of a key neurotransmitter, dopamine, triggering such an intense euphoria

-Street names: Vikes, Watson 387

MORPHINE

-Principal constituent of opium

-What does it treat: used to treat moderate to sever pain

-How does it work: works by dulling the pain perception center in the brain.

-Street names: block, cube, drug store dope, goma, Mary, morphina, Morphy, mojo, mud, Murphy, dreamer, emsel, first line, God's drug, hows, M, MS, Miss Emma, Mr. Blue, morph, unkie

-One of the most effective drugs known for the relief of pain

HYDROCODONE

-Active ingredients: codeine and thebaine

-What does it treat: antitussive (cough suppressant) and analgesic agent for the treatment of moderate to moderately severe pain

-How does it work: relieves pain by binding to opioid receptors in the brain and spinal cord

-Street names: Vikes, Hydro, Norco

CODEINE

-Mostly extracted from Opium and Morphine

-What does it treat: treats mild to moderately severe pain relief. Frequently combined with Tylenol or aspirin for more effective pain relief.

-The most widely used, naturally occurring narcotic for medical treatment in the world.



Fashion / Through the Decades

Photography shot Photographics Studios in Myrtle Beach with permission and assistance of Scott Smallin

Makeup / Perry Lastname

Photographers /
Scott Smallin
Kirstyn Kristiansen
Amanda Kraft
Lauren Formalarie
Vanessa Jemmott

Outfit Design/Assistance /
Audrey Conway
Ciera Young

Models /
Victoria Brown
Darrin Cripe
Tracy Daniska
Bo Fennington
Marcus Griffin
Vanessa Jemmott
Kirstyn Kristiansen
Amber White
Ashleey Williamson





Left to Right: Darrin Cripe/ Pants - Levi's/ Shirt - Haines/ Shoes - Vans/ Victoria Brown/ Pants - BCBG/ Shirt - Dragon Fly/ Shoes - BCBG

Kirstyn Kristiansen/ Pants - Abercrombie and Fitch/ Flannel – Lucky/ Shirt – Bardot



Left to Right: Bo Fennington/ Sunglasses – Versache/ Shirt – BDG/ Pants – Goodwill Special/ Shoes – Reebok

Amber White/ Shirt - Victoria's Secret/ Pants – Wet Seal/ Shoes – Steve Madden



Left to Right: Bo Fennington/ Sunglasses – Versache/ Shirt – BDG/ Pants – Goodwill Special/ Shoes – Reebok

Darrin Cripe/ Jacket and Shirt – Ralph Lauren / Pants – Levi's, Big E's/ Vest – Ives Saint Laurent/ Dress – H & M



Left to Right: Ashlee Williamson/ Shirt – Mossimo Supply Co./ Pants – Mudd/ Shoes – Free Sole/ Tracy Daniska/ Dress – Angie



Left to Right: Victoria Brown/ Dress – forever 21/ Shoes – forever 21/ Marcus Griffin/ Shirt – Hanes/ Pants – Match Stick

"Downloading music is the same as stealing." The phrase that came about nearly a decade ago with the birth of Napster has readily lost its effect on the public. The truth is, with the growth and availability of broadband, people can download full-length albums of any band within several minutes. Whether they would like to scour the many peer-to-peer networks for that music or purchase it through various music sites, it is their choice. This method of exchange has come to be accepted by listeners, musicians and reluctantly by record labels.

Although most people may never forgive

Metallica for their futile attempt to ban peer-to-peer music sharing, it wasn't until the fuss over peer-to-peer networks had been forgotten that the real benefits of broadband were seen. Artists of all genres of music have in the past few years begun to embrace the Internet revolution as a valuable marketing tool. Musical groups can now market themselves through various Web sites and social networks where users can not only listen to their music, but also blog with other listeners, access their tour information and link to other fan pages. Sites like these give artists a great deal of advertising power and freedom from the record labels that

they used to depend on for marketing and distribution.

The image of record labels as being corrupt and money hungry is not without reasonable merit. Unless we are dealing with a boy band, the record label usually isn't responsible for anything artistically. They are responsible for the marketing and distribution of the band and at a very large percentage of the bands sales. One band in particular that is leading the independent, online marketing revolution is the internationally known Radiohead. Serving as the main catalyst to traditional record label dependence, Radiohead



released their latest album for download on their website last spring at whatever charge the listener would like to pay. In an interview with *Time magazine*, prior to the online release and post expiration with their record contract, singer Thom Yorke said, "I like the people at our record company, but the time is at hand when you have to ask why anyone needs one. And, yes, it probably would give us some perverse pleasure to say 'Fuck you' to this decaying business model." The buzz generated from the albums release provided positive publicity which the band gained

Sloan-Kettering Cancer Center. Along with making Metallica look pretty damn greedy in retrospective, record sales of an album going to a charitable cause is a stark contrast from years previous of the recent Internet age. Added benefits, which come from these free and charitable downloads, are the environmentally friendly factors of music being enjoyed without the need for CD packaging as well as the diverted cost. Adaptation is the key component of this revolution. While listeners have always been adaptive to the different mediums for music bands are able to follow and

and marketing tool for bands. The Web site runs on a pricing structure designed to benefit the listener and the artist. All songs start for free when uploaded by an artist and cap out at 98 cents based on demand. Users can earn money towards downloads themselves by recommending music. Users earn credit based on any increase in price of the song after the recommendation. Along with providing a unique service for users, bands are provided with a percent cut of the earnings. Another innovative website is Last.fm. Last.fm is a website that features many so-

Iceland to discuss recent industry shift. The conference was given the title "You Are in Control". A key topic of the event was the discussion of Radiohead's recent sales figures. Although Radiohead later released a physical album for those who prefer CD over digital, the digital sales from their website alone peaked that of their previous chart topping album. The marketing aspect that came along with word of the pay-whatever-you-like sales campaign proved to be an enormous benefit. Total album sales peaked three million. Radiohead had previously not broken several hundred thousand on any record. Looking back on the campaign, the band said the only downside was that it was far too successful. The band found themselves primarily answering questions about the campaign rather than a focus on the music itself.

These powerful marketing tools drastically shift the control of the music from the record labels to the artists and their listeners. Many would argue that this is the way music should have been distributed all along. With free and charitable album downloads in their infancy, there is a very bright and promising light being cast upon the modern music world. This is a world in which the word 'industry' is no longer favored or incorporated, in which music can be openly shared from bands to listeners directly; and, of course, a world that includes the benefits of free marketing and the death of large record labels. This new method of exchange is now more than preferred. It is demanded.

I like the people at our record company, but the time is at hand when you have to ask why anyone needs one. And, yes, it probably would give us some perverse pleasure to say 'Fuck you' to this decaying business model.''

helped to market the launch of their international tour. The band Nine Inch Nails has followed suit, releasing a portion of their album "Ghost I-V" free for download on their Web site.

Piggy backing off of the free downloadable music trend, the lowest profile of the previously mentioned bands, The Walkmen, have made their latest album available for download from a third party hosting site, AmieStreet.com. The album sells for \$5. One hundred percent of the proceeds earned through album sales have been donated to the Memorial

adapt their marketing they are also able been able to evolve their marketing techniques. Fortunately, for the artist and the listeners' sake the record labels are left stale, relying on techniques that are as outdated as Compact Disc.

AmieStreet.com, the Web site which The Walkmen released their CD from, is a happy medium in this independent online marketing revolution. The Web site, which was formed by two Brown University seniors in 2006, serves as a social network for music as well as a distribution

cial networking functions and serves as a music recommendation system. On Last.fm users can create custom radio stations, the site recognizes details about the users music preference and recommends new music similar to the users' favored music. The site which began in 2002 continues to grow exponentially. Today Last.fm has over 21 million active users in over 200 countries.

This past October key figures in the music industry gathered in Reykjavik,



The Best this past semester/

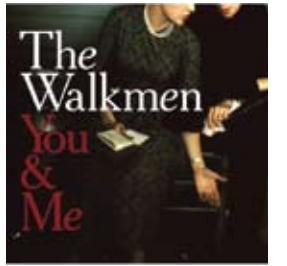
Music /

Reviews/ Tempo Staff



TV On The Radio
Dear Science

Standout Tracks:
Family Tree
Love Dog



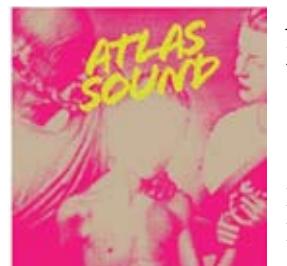
The Walkmen
You & Me

Standout Tracks:
New Year
Red Moon



Ra Ra Riot
The Rumb Line

Standout Tracks:
Ghost Under Rocks
Winter '05



Atlas Sound
Let The Blind Lead Those Who
Can See But Cannot Feel

Standout Tracks:
Recent Bedroom
River Card



MGMT
Oracular Spectacular

Standout Tracks:
Kids
Love Always Remains



Deerhunter
Microcastle / Weird Era Cont.

Standout Tracks:
Nothing Ever Happened
VHS Dream



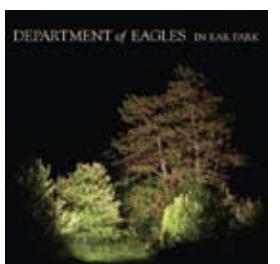
M83
Saturdays = Youth

Standout Tracks:
You, Appearing
Skin of the Night



Cold War Kids
Loyalty to Loyalty

Standout Tracks:
Welcome to the Occupation
I've Seen Enough



Department of Eagles
In Ear Park

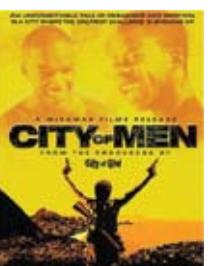
Standout Tracks:
Phantom Other
In Ear Park



Beck
Modern Guilt

Standout Tracks:
Gamma Ray
Orphans

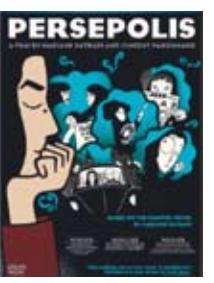
Movies /



City of Men



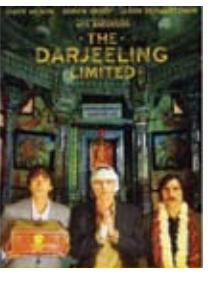
Juno



Persepolis



The Diving Bell and the Butterfly



The Darjeeling Limited



The Assassination of Jesse James



The Dark Knight



Pineapple Express

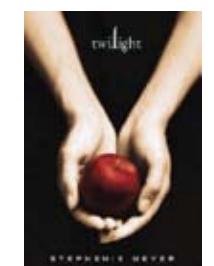


The Counterfeitors



In Bruges

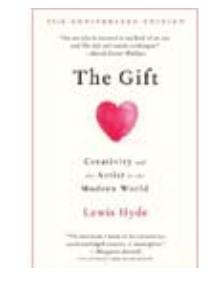
Books /



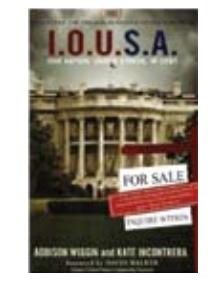
The Twilight Saga



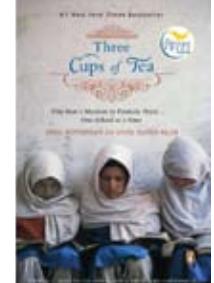
Watchmen



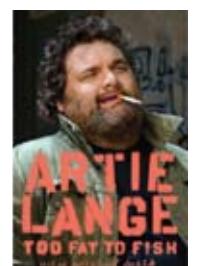
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I.O.U.S.A.



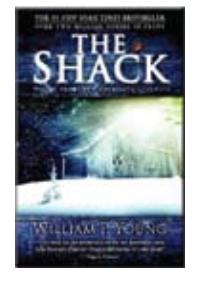
The Shack



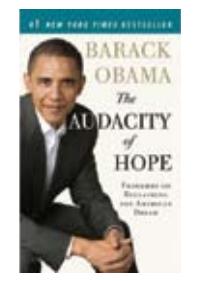
Too Fat To Fish



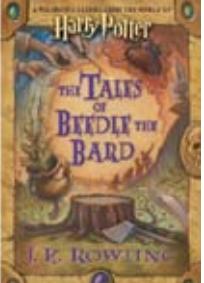
Just After Sunset



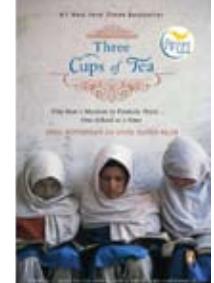
The Shack



The Audacity of Hope



The Tales of Beedle the Bard



Three Cups of Tea

Events/



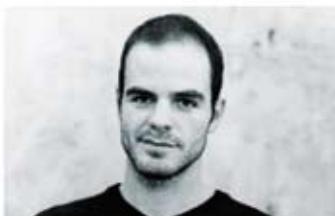
The newspaper service that has provided free copies of USA Today, The Sun News, and The New York Times to select locations on campus was discontinued because the price for 2007-2008 was about \$45,000 and it became too costly.



CCU started recycling at tailgating during football games this semester.



CCU adopted new campus-wide smoking and alcohol policies. Smoking is now only allowed in designated areas throughout campus



Actor Michael J. Kelly, a 1992 graduate of Coastal Carolina University, has been named one of "10 Actors to Watch" by Variety, the entertainment industry's leading trade publication. It was prompted by Kelly's role in the movie, "The Changeling," directed by Clint Eastwood and starring Angelina Jolie. Television roles to his credit include "The Sopranos," "The Fringe," "Kojak" and others. "Dawn of the Dead," the 2004 movie, was his "first big break," he said. Other movies include "Man on the Moon" in 1999 and "Broken English" in 2007.



Bailey Hanks, a 20-year-old former Coastal Carolina University student, made her Broadway debut July 23 starring in "Legally Blonde: The Musical" at New York's Palace Theater. The show will run for six months.



CCU Visual Arts Professor Treelee MacAnn exhibits new work created during her scholarly re-assignment during Fall 2007. By re-arranging imagery from black and white film stills and old family photographs from the same period, the artist creates new narratives. The exhibition featured MacAnn's recent exploration of a new non-toxic intaglio type printmaking method.



PopArt, a new musical by professors Daryl Lisa Fazio and Aaron McAllister. The musical features 18-year-old Kitty Katz klutzes her way through high school, so the day she gets accepted into the Ghetto Art School, she doesn't hesitate, grabbing her sketchbook, hopping on the A-train, and leaving her nutty parents behind for what she hopes will be a lifetime. Kitty and her new-found friends step into art class in this irreverent and campy original musical.



Video Killed the Radio Star

Words/ Kirk Johnson

When MTV burst onto the scene on August 1, 1981 at 12:01am, John Lack, a cofounder of the network, spoke the words: "Ladies and gentlemen, rock and roll," with the now infamous image of the

Apollo 11 moon landing. At the time, cable television was in its infancy and only a few thousand people in northern New Jersey had access to the debut showing. At the time, no one could have known that a

cultural phenomenon was in the making.

The original idea of the network was to showcase a concept that was unknown at the time: the music video. Pairing

popular tunes with concert footage and fairly avant-garde imagery was a brand new idea. At first, the channel promised all music all the time, but eventually they grew to include music-based programming such as *Headbangers Ball* and *Yo! MTV Raps*. Early in its career, the network covered a variety of compositions and mostly stayed away from pop music. That all changed drastically before long.

From the beginning, MTV was clearly a valuable marketing tool for the recording industry, and the network received

By the late 1990s, the music was officially dead. What was once a way for Generation X to discover new and exciting trends in music was now a way for corporations to manipulate the youth of America. The music was pushed to the commercial breaks and the sister networks and reality television became the new MTV. Due to their quick and inexpensive production periods, reality shows began to take over the programming schedule.

If you have watched any MTV in the past five years, you are probably familiar

us know the answer is no, so why do we watch? The answer can only be expressed in German.

Schadenfreude is defined by sociologist Theodor Adorno as "...largely unanticipated delight in the suffering of another which is cognized as trivial and/or appropriate." Perhaps this means that we experience this feeling of joy when watching the residents of *The Real World* house getting into ridiculous and pointless disputes, or the look on the face of a jilted potential partner on *Next*. Humiliation has always

introduced to the second date. Finally, we must bear ads for useless entities like Axe Body Spray and The Gap before we can find out the "exciting" results.

The shows on MTV seem to go by so fast that viewers do not realize what is happening. Commercial breaks between shows rarely exist, the next program starts immediately, and that is how we get hooked. This clever way of creating addictive programming leaves no room for analysis; before we can even examine what we have just watched, another show is already starting. If we keep watching, we are more likely to see the ads and potentially purchase one of the products advertised. That means more money in the pockets of advertisers and the network executives. Perhaps they got a few pointers from the tobacco industry.

Most people know that cigarettes, fast food and excessive amounts of caffeine are not good for the body but we still use these products with full knowledge of the facts. Reality television is often referred to as a "guilty pleasure"- something that we

know is bad for us but still enjoy anyway. Is reality TV bad for us? Maybe, maybe not. But it certainly does not stimulate or expand our minds, nor does it give us an accurate picture of our own lives. We must learn to see through the corporate screen to the "reality" of the potential consequences of this phenomenon.

Imagine a child or young adult getting their examples of love, sex, healthy relationships or responsible drinking from these programs. Would they be a well-rounded successful and fulfilled person when they got older or would they turn out like the hedonist party people that can be found on many of these programs?

The deceptive way in which MTV markets their form of "reality" makes it seem as if this is the norm for Generation Y, and for some of us it may be, but is this really the way we want to be represented or remembered? Should we be defined by the antics of pseudo-celebrities? We know that these shows are utterly false, and still we keep watching. We look at today's Music Television and wonder,

What was once a way for Generation X to discover new and exciting trends in music was now a way for corporations to manipulate the youth of America. , ,

criticism for making music corporate and turning the alternative into the mainstream. In 1983, only two years after the channel was launched, Steven Levy of *Rolling Stone* said, "MTV's greatest achievement has been to coax rock & roll into the video arena where you can't distinguish between entertainment and the sales pitch." Truer words were never spoken.

Everything changed less than ten years later when MTV premiered *The Real World*, one of the first shows of its kind. In its first few seasons, the show actually had some redeeming qualities. Such as San Francisco cast member, Pedro Zamora, helping raise AIDS awareness by being one of the first openly gay men with the disease to be portrayed in the popular media. But as the seasons went on, the show grew to be more about partying, sex, and allegedly staged conflicts. As *The Real World* grew shallower and shallower, so did the network itself.

with shows such as *Next*, *Date My Mom*, *The Gauntlet*, *Parental Control*, *Exposed and Busted*, just to name a few. Every one of these programs has a specific and unique concept, but generally they can all be boiled down to a few common elements: a voyeuristic look into the "real" lives of 20-somethings, the use of clever editing techniques to create a semblance of plot and an addictive final product with an overbearing emphasis on sex, physical beauty, drugs and alcohol.

As a society, we are always enthralled when given the opportunity to look into the lives of others. This is a large reason for why we watch television, go to the movies and attend the theatre. We want to see parts of ourselves, our lives, put in front of us so that we may study and enjoy them. But what happens when that "slice of life" is distorted? Sex, drugs, alcohol abuse and deception play a large role in all of these shows, which are marketed to us as "reality". Is this really an accurate reflection of our generation? Hopefully most of

been a large part of this phenomenon because it appeals to our sense of pride. It becomes a reassurance that we are better than these pseudo-celebrities because we lead "normal" lives, free of dependence on drugs, alcohol or random sexual endeavors to make ourselves feel whole. However, watching these programs can lead to another type of addiction.

For example, watching an episode of the MTV mainstay, *Parental Control*, is like a chain reaction. The basic premise of the program is parents who, because they cannot stand their child's boyfriend/girlfriend, send him or her on dates with new potential partners, while forcing their current beau to watch the whole thing. We watch the first segment to see who the unlucky lovers are in that particular episode and wait through commercials for acne medications and the VMAs to find out who the parents will choose to date their son or daughter. We see the first date in its entire ridiculous, staged glory, and watch more commercials before we are



"Where did the music go?" Perhaps it is our own fault; these programs would not exist if there were not an audience for them. To some people our age, reality television is just harmless entertainment, but at what cost does this entertainment come?

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