

»» Special to **The Lariat**



RE  
defining  
the  
entitled  
fickle  
doomed  
privileged  
needy  
and  
unprepared

**GENERATION Y**

Fall 2010

# Editor: Delve into the problems facing Gen Y

Label after label has been slapped across the egos, work ethic and talent of the people in my generation.

From fickle to needy, we were considered to be Generation Me; a group of people diseased with narcissism and lacking any moral fiber.

At 20 years old, I get it. We aren't the perfect kids our baby boomer parents worked so



Nick Dean | Editor in chief

hard to create. It's common knowledge that our generation is full of kids that were spoiled because their parents wanted to give their kids everything they never had. (A statement echoed in my own life, definitely.)

Our parents gave us so much, and silly us, we enjoyed it. It almost seems like the older generations were looking down on us for never saying "Thank You" enough—and at the age of 8, 9 or 10, — sure, I probably indulged in the blessings my mother bestowed upon me without stopping for a second to realize the hard work and love that was at the center of her gifts.

I wish I could go back and say "Thank You" a million times — but all I can do is learn from it. All we, as Generation Y, can do

is learn from our mistakes.

And as we have gotten older, I can definitely see our progress.

The Millennials have capitalized on our tech-savvy ways to promote peace, spread good will and create a sense of global community.

We have used our blessed lives to realize the great need others in this world have. My generation has veterans that I admire, business innovators I support and philanthropists I strive to imitate. And I believe that because our parents gave us so much, we will be a generation that gives back even more — if we are given the opportunity to.

Don Miller, author of the New York Times Bestseller "Blue Like Jazz", posted a blog in August titled, "If 40 is the New 30 Then is 20 the New Junior High?"

In the entry, Miller gave Millennials seven tips to get out of the "20-and-doing-nothing rut." His tips: 1. Lose your friends (the non-ambitious one) 2. Read books 3. Write down your goals for the next five years, one year, one month and one week 4. Ask your parents for criticism 5. Accept hardship 6. Cut the cynicism and 7. Accomplish something.

If you're a Millennial and caught in this rut, follow his tips and I don't think you'll be there long.

This special issue of The Lariat is an attempt to altruistically redefine Generation Y. While working on this special issue, I have seen my staff (full of Millennials) demonstrate the highest regard for work ethic.

They created this issue with more determination and hard work than I have seen from another group of Millennials.

And it is all thanks to the members of older generations that have raised, taught and mentored us — thank you.

## Break it down

Who are America's generations?

### Generation Y

**Other names:** The Millennials

**Years:** Born from 1982-1995

**Naming:** Named as the successors of Gen X and for the first group to come of age during the new millennium.

### Generation X

**Other names:** The Baby Bust

**Years:** Born from 1965-1981

**Naming:** Named for its unknown identity thanks to its diverse population

### The Baby Boomers

**Other names:** None

**Years:** Born from 1946-1964

**Naming:** Named for the boom in children born promptly after the end of World War II.

### The Silent Generation

**Other names:** None

**Years:** Born from 1928-1945

**Naming:** Labeled as silent because of their conformist tendencies as a generation, especially in comparison to the anti-establishment Baby Boomers.

### The Greatest Generation

**Other names:** None

**Years:** Born before 1928

**Naming:** The generation that fought and won World War II. Dubbed "greatest" by former President Ronald Reagan.

Source: Pew Research Center

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# Something old, Something new



PHOTO ILLUSTRATION BY DANIEL CERNERO | PHOTO EDITOR

## Marriage vs. Cohabitation

Members of Generation Y break tradition by abandoning matrimony for living together

By JADE MARDIROSIAN  
STAFF WRITER

Views on marriage have changed dramatically for Generation Y. A traditional courtship, then marriage followed by many children is no longer the only socially acceptable outcome for one's life.

Cohabitation, either prior to marriage or permanently in place of marriage, has seen an increase in American society in recent decades.

"We noticed in the 1980s and 1990s that the cohabitation rate had increased," Dr. Tyler Horner, lecturer in family and consumer sciences, said. "About two-thirds of all couples will cohabitate before marriage."

Dr. Janice Crouse, senior fellow at the Beverly LaHaye Institute and a part of the organization Concerned Women for America, reiterates the rate of those choosing to cohabitate during their relationship.

"The number of couples living together has increased 1,000 percent, and young people now feel that marriage is irrelevant," Crouse said.

There are a variety of reasons the rate of

people choosing to cohabitate has increased. The divorce rate in America is still at 50 percent, Horner said.

Research cites the divorce rate peaked in the 1980s but has since plateaued. Even still, many of those in Generation Y grew up with divorced parents and are therefore wary of one day facing the same fate.

"If your parents were divorced, it is with benign intention that somebody would want to cohabitate before marriage," Horner said.

Other research reveals cohabiting couples are at a greater risk for divorce if they end up getting married.

"There are no advantages for cohabitating; it is a false relationship from the outset," Crouse said. "And 80 percent of the couples who live together before [they are] married will get divorced."

Individualism in American society has also led to a shift in socially acceptable relationship practices.

"Americans tend to be more individualistic than collectivistic, and we tend to ask: what is in it for me?" Horner said. "Because we are more individualistic, we care less about what the consequences are for doing

things that are antithetical to the group. It is, therefore, easier for people to get divorced and also easier for people to cohabitate in an attempt to test drive the relationship to make sure it works before the marriage."

Even those who decide to get married are doing so at an older age. On average, men are 28 when they are married for the first time and women are 26. Many factors have played into people delaying their first marriages.

"Because of all the more recent reproductive technology, we have been able to lengthen the child-bearing years," Dr. Joyce Nuner, coordinator of the child and family studies program at Baylor, said.

Couples no longer feel a rush that they will not be able to have children later in life when they are likely to be more financially settled, Horner said.

Education has played a role in changing the time period in which people are choosing to marry.

"A high school education used to be sufficient; now a college education is almost seen as the necessity," Nuner said. "In my parents' generation, people would get married at 18, right out of high school. For my generation,

you went to college and then you were married. Now for the new generation, people go to college, get their master's and then either get married or try their career first."

Though rates for couples choosing to test the waters of their relationship and live together are steadily increasing, studies have shown that married couples have many advantages their cohabitating peers do not.

Horner cites "The Case for Marriage," a book written from extensive research studies, which summarizes the advantages those who marry gain.

"The book compares statistics on thousands and thousands of married couples, couples cohabitating prior to marriage, and those cohabitating permanently, and a lot of what was found was surprising," Horner said.

The book found that people who were married live longer, are happier in terms of satisfaction with life and happiness, are wealthier, have better sex lives as well as physical and mental health, compared with those that are cohabitating.

The book also found that children who grew up with married parents tended to be happier and more adjusted psychologically.



# A generation of believers



Nick Berryman | Lariat Photographer

“Your generation thinks much more globally about **kingdom** causes than previous generations.”

- Jane Wilson  
Youth ministry specialist, BGCT

By MEGHAN HENDRICKSON  
STAFF WRITER

From megachurch worship experiences to a renowned emphasis on the global mission of the universal church, several people serving in full-time vocational ministry agree that this generation has brought forth a great change in the church and Christian society as a whole.

“I believe that your generation has placed a renewed emphasis on worship through music and the awesomeness of God,” Jane Wilson, youth ministry specialist of the Baptist General Convention of Texas, said.

Wilson and Jerome Smith, minister students of Tallowood Baptist Church in Houston and Passion board members said part of this emphasis is attributed to the Passion movement.

Passion, a world-traveling Christian conference, began in 1997 and was the beginning of the Lord raising up a generation of students who have an intimate passion for God, and therefore the world, Smith said.

“Your generation has helped shape genuine worship,” Smith said. “I am not saying that singing traditional hymns is not genuine worship. We have been through a time when worship services in a church may have become routine. Contemporary Christian worship

services are now pointing back to the heart of God.”

Prominent Passion worship leaders at the forefront of the realm of Christian worship ministry include, but are not limited to, Chris Tomlin, David Crowder, Charlie Hall, Matt Redman and Christy Nockels.

Brenda Sanders, collegiate missions consultant of the Baptist General Convention of Texas, agrees that this generation has played a significant role in molding the modern view of worship into something much greater than simply singing.

“Worship is even work-ship,” Sanders said. “The idea of feeding the hungry is worship. I don’t think your generation created this idea of worship; I think you’re helping the church rediscover it. I think God always intended for us to use all our senses in worship.”

Smith said that Passion allowed students to get a picture of who God is, and thus created a desire to be fully devoted to bringing the message of Christ to the world. He believes Passion helped begin a mission movement in college students that grew rapidly beginning in the late 1990s and early 2000s.

“I believe many members of this generation fully expect to live somewhere other than the U.S. at sometime in their life, and that might possibly involve sacrifice, suffering and possibly the loss of physical life,” Wilson said.

“This is a dramatic change from previous generations. Your generation thinks much more globally about kingdom causes than previous generations.”

Sanders believes this generation has a sense that it can do anything.

“You’re very action-oriented and you actually believe you can make a difference,” Sanders said.

“You’re much more aware of social injustices and you’re calling the church to go back to what God has called us to do in ministering to widows and orphans in captivity.”

Wilson believes this generation is focused on other people’s needs, which can lead to relational evangelism, although it doesn’t always. Her challenge? Let it lead there.

“Five years ago students wanted to do relational evangelism; they built relationships but didn’t speak truth,” Sanders said. “Now students are saying ‘I want relationships,’ but are intentional and willing to share the truth of Jesus. You want genuine relationships, not projects. I think Facebook and other technologies have allowed you to continue those relationships.”

Because of this generation’s focus on relationships, Sanders believes young people’s desire for parental approval and involvement conflicts with their desire to take risks in faith.

“We are at the end of a 40-year movement where the pendulum has swung away from parents being the primary discipler in young people’s lives and the church has taken on that role,” Smith said. “Youth ministry has grown stronger in those years, but now God is blowing a new wind. The pendulum has reached its peak and is moving back to parents modeling their faith to their children. The primary reason why kids have walked away from faith is the lack of faith in their homes.”

“Their parents didn’t model to them a genuine faith. They only saw it at church; they never saw it at home. There seems to be a shift, in a movement by the Lord, to moms and dads loving the Lord.”

Smith believes this generation is leading the church in a revival of going back to the truth that life is all about God, and every relationship one has is an opportunity to present God to the world.

Wilson thinks there is just one element missing from making this generation a world-changing generation. That’s the written word.

“Hebrews 4:12 tells us what the Bible does, and nothing else does that,” Wilson said.

“The element that I think needs to emerge is the personal encounter with God every morning through his word. That element has to emerge for this generation to make the difference that it can make.”

# Job hunters face steep hurdles

By NICK DEAN  
EDITOR IN CHIEF

"The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers."

When Kevin Nall, associate director for Career Services, asks audience members what generation is being described in that quote, he is met with the unison declaration "Millennials!"

Also in unison: The shock that washes across the sea of faces when Nall credits the quote to the philosopher Socrates.

"It's a good starting point for a discussion of generational differences in the workplace," Nall said.

In what seems like the perfect storm, The Great Recession, fears of a dismal job market and more workers competing for fewer jobs have meshed to form a major obstacle standing in the way of Generation Y and their future careers.

According to the Bureau of Labor Statistics, America's total unemployment in August 2010 was at 9.3 percent. For those 16 years old and older, it was at 9.6 percent while the unemployment rate for those 25 years old and older was 8.3 percent. In 2010.

"I think students hear on the news or they read in the papers how bad that the job market is. They see that the unemployment rate is high and so they seem to maybe dampen their willingness to go out and look for jobs," Nall said. "They think that there are no jobs out there so why even go look for them? It is almost a defeated type of attitude. And yet, when they start looking and realize that for new college graduates at the entry level job market there are employers who have formal new college graduate hiring programs, things shift in their mindset."

Molly Jasinski, a 21-year-old recent grad-



PHOTO ILLUSTRATION BY DANIEL CERNERO, PHOTO EDITOR

uate from Bob Jones University in South Carolina, has been actively applying for jobs since January 2010.

"My initial take on the job market before graduation was that it was going to be rough, since it's no secret that the economy is not in great shape right now," Jasinski said. "I was content with whatever opportunity I could get, whether it be an internship, full-time or part-time job."

Jasinski's contentment didn't last long, though. After spending the past summer as an intern in Washington, D.C., she said she realized that an intern's pay wasn't going to be sufficient for long.

Jasinski has been on the prowl for 10 months and is still submitting applications on a daily basis.

Nall said Generation Y has severe competition in the job hunt from three main categories: new graduates, laid-off experienced workers and healthier baby boomers.

"I think there is kind of several things

that are coming together. One, you have new grads who have not yet found jobs or have been underemployed and now they are looking for jobs that are more in line with their education," Nall said. "Then you have experienced workers that have been laid off so they are now in the workplace willing to take lower-paying jobs than their former market value. Third, you have the baby boomers who are of retirement age but they are retiring, for a number of reasons, past the normal age."

However, it is not just stiffer competition the Millennials have to overcome. Stigmas as an "entitled" generation have clung to Generation Y and as more Millennials enter the workplace, baby boomers fear the unique perspective most of Generation Y would bring to their job.

"It is very difficult to dub an entire generation as lacking in work ethic. I think it is a matter of these students needing to be coached and taught by employers what the expectations are," Nall said.

"The Millennials have a different way of doing something. It is not that it is any better or any worse. It's just not what the boomers, who are in the power spots, have traditionally done."

## Job Hunting 101

Jasinski said her job search has mainly included Internet-based tactics, though her parents (both baby boomers) still circle ads in the paper for her.

"I think there's a huge difference in the way our generation searches for jobs versus the way our parents did," Jasinski said. "I primarily look online on either websites or Twitter. I think the one thing both generations have in common is that the majority of us realize how important networking is, either in person or online."

Nall said nothing trumps in-person networking.

"If you look at doing an Internet-only job search, it will be a very low return on investment in regard to your time," Nall said. "If you work and do the things that are traditionally done, which are face-to-face-networking and building a network while you are in college, there is a much bigger return on your investment of time."

Jasinski said she has felt the disconnect while applying for jobs online.

"The only disadvantage I can see with doing all the job searching online is that you can lose a bit of the personal connection with potential employers," Jasinski said.

"A lot of times you hit a 'submit' or 'apply' button on a website, but you have no idea if it will actually be seen by a human being or if it will be lost in a big cyber hole. That can be discouraging, especially if you have applied to a lot of places with no responses."

Generation Y has much to tackle as they take their first steps into the workplace, such as disproving the many stigmas surrounding their work ethic.

Though, since the time of Socrates, every generation has survived the transition.

# 26.3 %

Percent of unemployed teenagers (16-19) in America

# 4.6 %

Percent unemployed with a bachelor's degree

# 6.25 million

people had been unemployed for more than 27 weeks

Source: Bureau of Labor Statistics, August 2010



# Socially conscious businesses give back

By SARA TIRRITO  
STAFF WRITER

Although the socially and environmentally conscious business model has been around for some time, many believe the Millennials are taking it even farther than in the past.

"It's been around," Marc Chou said, "but we're just a generation that's putting a lot more execution into it and taking more initiative."

Chou is the treasurer of Net Impact: Baylor University, the campus's own example of the socially and environmentally conscious business model. Net Impact is an international organization that helps individuals use business power in socially and environmentally conscious ways.

"We're more aware of where our products came from and how much waste we generate than maybe the generation that came before us."

Smith Getterman | Baylor's Sustainability coordinator

The Baylor branch of the organization began in 2009.

"I think one of the most important things for us in looking at business, obviously profit is very important, but we want to make sure with all the expertise and the profit we have, that we leave the world around us in a better position than we started with," Jordan Metteauer, Net Impact vice president and master's candidate, said. "It's just being more aware as an individual of the opportunities that you do have and really aware of the different issues that the environment, that the people around us, face on a daily basis."

One example of the group's work is the E-Bike Project. The group is testing out electronic bikes and working on a business plan, but Metteauer said Net Impact hopes to provide an environmentally friendly transportation service on campus through the project.

Other examples of the socially and environmentally conscious business model can be found both nationwide and across the globe. However, the U.S. is currently behind in the movement, Smith Getterman, Baylor's sustainability coordinator, said.

"The European countries have been way ahead of us for quite some time on this," Getterman said. "We are definitely trailing, but we're starting to catch up."

Three of the best examples of this socially and environmentally conscious business model are Patagonia, a clothing and outdoor gear company, Wal-Mart Stores Inc. and The Walt Disney Co., Getterman said.

"People are very cynical about those kinds of companies, monster companies," Getterman said. "But they're the ones who are really leading the way and are kind of on the vanguard of change."

Wal-Mart Stores Inc. has created sustainability guidelines aiming for zero waste and the use of only renewable energy, and has become

socially conscious through the creation of grants to help volunteer-based organizations and relief funds to help those affected by hunger or natural disasters, according to the corporation's website.

The Walt Disney Co. has been environmentally conscious for more than 60 years but in 2008 launched "The Green Standard," a program designed to make employees environmentally conscious.

In 2009 the company launched "Disney's Friends for Change: Project Green," a project through which Disney stars encourage kids to take care of the planet, among other initiatives. The company is also socially conscious with its Disney VoluntEARS program, launched 26 years ago, and its donations to charities, which in 2008

SUB and find more products made with organic or recycled material than not."

Other examples of environmentally and socially conscious companies include TOMS Shoes and Starbucks.

TOMS Shoes, a company founded in 2006, has taken a socially conscious approach with its "One for One" policy—for each pair of TOMS bought, another pair is donated to a child.

Starbucks created The Starbucks Foundation in 1997, which now helps to support communities worldwide by providing funding for projects like the restoration of the Gulf Coast after hurricanes Rita and Katrina. Starbucks has also joined the Product(RED) project to help support the fight against AIDS and has created "Starbucks

totaled more than \$209 million in cash and in-kind support.

Since 1996, all cotton clothes produced by Patagonia have been made of organic cotton, which is grown without the use of chemicals. With businesses becoming socially and environmentally conscious, it has helped society as a whole become greener, Getterman said.

"These big businesses are brands people trust and so their customers see these brands going this way [and] they start to go this way as well," Getterman said. "It's interesting because it's even more than just a fad because it's become so ingrained with everybody."

Green products have become even more commonplace recently, Getterman said.

"Not even like three years ago, you had to make a real effort [to go green]," Getterman said. "Now you could walk out to Java City or the

Shared Planet Goals" to make various aspects of the company more socially and environmentally conscious.

Getterman said the eco-friendly business movement probably came about because it makes sense for companies financially and also helps to satisfy consumers who desire to go green.

"I think it's sort of a response to the market and a response to sort of the social environment because number one: companies cannot sustain themselves financially by continuing to pump out too many products [and wasting resources]," Getterman said. "I think it's also a response to people who want better products, who are more aware. So the Millennials and our generation has demanded that. We're more aware of where our products came from and how much waste we generate than maybe the generation that came before us."



Green Grants

# A military makeover

## Technology revolution aids troops

By Caty Hirst  
CITY EDITOR

The military, one of the most steadfast entities of America, is not necessarily the most unchanging, at least not if the Millennials have anything to say about it.

From technology, to education, to awareness about post-traumatic stress disorder, Millennials are gradually altering the face of the military.

According to Generation Y veteran Sgt. Trent Cryer, a freshman attending Baylor with the assistance of the GI Bill, technology has drastically changed warfare and military training.

Cryer attended a technology conference hosted by the U.S. Army and said the examples of new and improved technology were unending.

"They invited a number of Vietnam veterans to the technology conference just to show them what we are working with today," Cryer said. "One of the vets, a Vietnam vet, told me a story about the equipment they had that could see at night. They could only see accurately up to 3 meters at night, which I mean, is hardly anything.

"And that is if you had a full moon and other light around to kind of help you out. Our technology today, at night, you can see up to 100 meters. It is definitely different."

Cryer said unmanned vehicles have been created that can rescue fallen soldiers without sending other soldiers into the fray.

"The less we have people on the front lines, the better," Cryer said. "Unmanned vehicles, just on the whole, have saved lives."

Major David Lamkin in the Air Force, assistant professor of aerospace studies at Baylor as well as a veteran from Generation X, said this technology shift is also seen in the classroom and in training.

"This generation needs to have constant attention getters — sound bytes, video clips, things like that to hold people's attention, it seems to me," Lamkin said. "Whereas when I was being trained it was pretty much a

professor or an instructor lecturing to you, maybe with some slides, maybe not, and they definitely weren't on PowerPoint."

However, Lt. Col. John Agor, professor of military science at Baylor, said technology and the shift in how this generation learns, has not affected their motivation.

"I don't see students as being lazy, maybe it's the ones that join ROTC," Agor said against conceptions of the lazy Generation Y. "They have different motivation factors; there are different techniques that motivate them. We are always trying to present the information in a context that will be easier for them to absorb."

Lamkin also said the military is more educated than it once was.

"The ratio of high school graduates in the enlisted force has increased greatly over the last 20 years, as well as the number of enlisted members who have college degrees," Lamkin said. "Obviously, officers always had to have bachelor degrees, but you see a much larger percentage of the active duty force as a whole with higher education."

Lamkin believes a better-educated military force is a positive for the armed forces and increases independence.

"It makes for people who are better problem solvers, they are better thinkers, they are better able to figure things out on their own and not need that direct, one-on-one leadership and supervision that they might have needed in the past with a lower education level," Lamkin said.

Many believe the components of the post-Sept. 11 GI Bill have contributed to having a more educated military base.

The new GI Bill helps veterans pay for tuition and fees, provides a monthly housing allowance, and gives an annual stipend for books and supplies.

It also allows veterans to roll these benefits to immediate family members, such as a spouse or children.

"The GI Bill specifically is a big draw for me," Cryer said. "It gave the opportunity to come to a school I would never have been able to go to."

Cryer believes one of the key differences between the Generation Y veterans and previous generations is their reason for joining the armed forces.

"I think if you ask people in generations past, which I have, you won't get as many extras as far as the GI Bill or 'I got health insurance' or all of these other things, all of these other benefits, that people talk about today,"

Cryer said. "I think if you ask generations before us they will say things like 'It was my duty' or 'It was what had to be done.'"

One of the most important improvements that Generation Y brought to the military, however, was not in technology or education, but a greater awareness and understanding of PTSD and other traumatic symptoms resulting from combat experience.

"I would not say they are dealing with issues that are different, but I think that we are much more aware of the issues that we are facing," Cryer said. "I can guarantee you there's very well documented cases of PTSD coming out of Vietnam, but you didn't hear about them on the news. It wasn't a hot issue."

Lamkin said the military has more measures in place to protect soldiers from PTSD than in the past.

"I think just the amount of coverage it has gotten," Lamkin said. "And the fact that [Generation Y] is more open with the information, what it entails, what the effects of it are, how it affects people has made the stigma a lot less negative than it was in the past. People are getting the help for it now that they really need."

Agor said even recruiting has morphed to fit the new generation, especially in the area of social networking. He said the Army is moving to the social networking sites, such as Face-

book and Twitter, to advertise.

"Well if we want to inform and excite, that is where we need to be, that is where we need to get the information out," Agor said. "The old print ads don't hit the right market."

Lamkin agrees, and says another recruiting factor for this generation is the recession. He said more and more Millennials are likely to join the armed forces, as long as the economy continues to struggle.

Though Generation Y may be changing the face of the military, however, most agree the heart of the military has not changed.

"It is amazing that each year we see our new cadets come in and they are just so much more technically proficient and Internet savvy, so they have those skills," Agor said.

"But we haven't seen, certainly, any less of a want or desire to serve and to be in the military, especially as the Army has been getting larger and larger. We haven't had any problems finding people who want to become leaders and officers and go into the Army."

Cryer agrees that although the military benefits are a draw, they are not the primary reason for serving.

"I personally, first and foremost, found it my duty to serve," Cryer said.



Sgt. Trent Cryer



# EXCESSIVE GENERATION

By TJ JONES  
REPORTER

The Y Generation bursts through generational trends and has become the most extreme generation yet.

It has been said that the nature of youth is to be rebellious. If someone wanted to be rebellious or considered extreme in the 1960s, they grew their hair out or didn't support the government. In the Y Generation, if you want to be rebellious you have virtually unlimited options from lighting yourself on fire so you can put it on YouTube, abusing your parents' medicine cabinet, or doing back flips on a dirt bike and posting it on your favorite dirt biking blog site.

Most would agree that as time passes generations are growing less and less conservative. From the flappers of the 1920s to the metal heads of the 1980s, youth have always

found a way to push the limits of what is acceptable.

Generation Y is no different, but there is a unique twist on this trend.

"Extremeness is more visible," Dr. Ann Mirabito, assistant professor of marketing said. "There are fewer filters. In the past, if it wasn't covered by the three networks [NBC, CBS, ABC], people didn't know about it."

With YouTube allowing people to broadcast their extreme exploits online and shows like Tosh.0 on Comedy Central making these homemade videos famous, the Y Generation is constantly one-upping itself with extreme acts and lifestyles. Now it's not just friends Gen Y shows off for, it's the whole world.

Marketers have influenced this effect by recognizing niche markets and fueling their need for the extreme through Internet advertising.

"With the fragmentation of media, there

is a way to market to extreme interests more," Mirabito said.

One example of this is the explosion of extreme sports. The Mixed Martial Arts market, or the Ultimate Fighting Championship, is often regarded as the most extreme form of organized fighting. Marketers have designed a whole niche strategy just for this newly emerging market, including energy drinks, workout supplements, fighting gear and YouTube advertisements.

"[Generation Y] is confident. One high school survey was taken: 86 believed the next Bill Gates was in their generation, 51 believe they know the next Bill Gates, 24 know they are the next Bill Gates," Dr. Tim Elmore, speaker and author of the book "Generation iY," said. "I'd call that confidence."

This confidence, combined with the access to unlimited information and connection through the Internet, creates a breeding

ground for extreme behavior.

In an article on Generation Y, ValueOptions, the nation's largest independent behavior health company, found that marketing campaigns have a unique role in the life of the Millennials. "Live for today" and "Just Do It" define this group of young workers' attitudes, beliefs and behavior, both in lifestyle and at work."

Due to this "carpe diem" lifestyle and the ease with which this generation can connect within itself, Millennials have pushed the limits of everything in their lives. From their hobbies to their life goals, everything is over the top.

They are looking for the biggest thrill, the greatest rush and the highest achievement. There is reason to believe that the media, marketers, technology and cultural change have created an ideal environment for the most extreme generation yet.







BY RACHEL STOBAUGH  
REPORTER

In the United States, there are 32,000 McDonald's, 10,000 Wendy's, 36,000 Kentucky Fried Chickens, Taco Bells, Pizza Huts and Long John Silvers combined. Fast food in America combines with laziness to make obesity a major concern for Generation Y.

Millennials are tempted to indulge in a Big Mac for lunch, or fried chicken and french fries for dinner.

"Back in the day, our parents and grandparents ate more roast beef and corn, and they worked all day," Dr. Joseph A. Kuhn, bariatric surgeon at Baylor University Medical Center, said.

Fried food alone begins to explain why this generation struggles with being overweight, as opposed to generations past. It is more popular now than ever before, and most consumers fail to realize how dangerous it can be to their health.

Sitting in a desk for class and doing homework in the library for hours on end is leading this generation to cellulite and double chins at a rapid rate, with many students struggling to find a way out of the cycle. However, there are a few solutions Millennials can try to help offset fast food, exercise being one of them.

A sedentary lifestyle can be combated by finding an hour a day, morning or night, to work out. Run, walk, jump, hike, bike or swim. Virtually any physical activity will aid Generation Y in fighting this uphill battle with obesity, said Dr. Kuhn.

Processed foods also pose a problem. Being taught in high school health that vegeta-

bles and fruits are good and sweets are bad simply isn't enough. Millennials must realize that virtually all foods are processed, with the exception of fresh foods, meaning foods that don't contain additives. Kuhn suggests that fresh fruit, fresh vegetables and fresh meats should be implemented into today's diets, as they were in generations past.

Preservatives are dangerous as well. If food will keep in your fridge or freezer for more than a week, there is something in it that is preserving it. Millennials should be wary of foods they don't have to consume quickly. Sure, it's convenient for that frozen pizza to sit for a week or two until the time is right to eat it, but buying the dough, pizza sauce, and pepperonis to make it yourself is great for your cooking skills as well as your health.

When asked to list the main problems in eating habits today, Kuhn was quick to respond.

"Corn syrup is in everything," Kuhn said. "It increases the density of our foods and makes them harder to break down."

Members of Generation Y should make an effort to read the labels on the products they buy.

"If high-fructose corn syrup is in it, put it back," Dr. Jacquelyn Duke, lecturer for biology, said.

Technology has also affected this generation more than ever before. With digital video recorders, Facebook, YouTube and many other modern-day conveniences, members of Generation Y can be consumed by technology.

Previous generations spent their free time working or playing outdoors. Bowling, roller skating, and putt putt golf were things that previous generations did for enjoyment. The popular activity has since then

# besity: how food has taken over Gen Y

morphed into sitting on the couch munching on popcorn watching the newest episode of "The Hills" or "Entourage."

While technology has advanced greatly throughout Generation Y's lifetime, so have divorce rates. Divorce affects not only the two involved, but often the children as well.

In a study performed by "Obesity: A Research Journal," a "significant" association was found between parents' divorce and childhood obesity. Divorce can directly affect eating habits, leading to such disorders as binge eating. Children often have to seek help later on to break the poor eating habits picked up during the hard times.

On the other hand, divorce can often motivate the now-single mom or dad to lose weight. Dating again and looking for that physical appeal and attraction to others is often more motivation that going to an obesity clinic for advice.

Dr. Fred Cummings, OBGYN at Presbyterian Hospital of Denton, has one simple recommendation to his patients.

With women coming in to see him daily, many ask him how they should go about losing weight.

"Fall in love," Cummings said.

The physical evaluation of oneself brought about by falling in love with someone is more motivation than you can find in a Zumba video or Hip Hop Abs. Wanting to look good for that special someone can encourage healthy eating habits as well as exercise.

"It's all about self-motivation," Starke, Fla. graduate student Elizabeth Johnson said.

Having lost nearly 100 pounds in the last two years, Johnson has much advice to give to the people of Generation Y interested in dropping anywhere from a few pounds to a few dozen pounds.

"How I lost weight was basically diet, exercise and portion control," Johnson said.

Starting out, an hour of cardio a day in combination with a well-restricted diet, the weight began to fall off.

Johnson weighed 237-pounds as a junior at Stetson University. When her boyfriend was headed to basic training, she wanted to lose a few pounds.

"My whole family is obese, and I could tell Jeremy was concerned about my health," Johnson said.

With Type-II diabetes and heart disease running in her family, she decided to be the generation to change the pattern.

Now approximately 100 pounds lighter, Johnson said she feels better than ever. Having an improved opera voice for singing, energy, and a more attractive body than before, Johnson said she maintains her weight now by calorie counting and 30-minute workouts every other night.

"I eat what I want within reason," Johnson said.

If millennials are willing to put forth the effort, these simple tips could help Generation Y's health.



Photo Illustration By Nick Berryman



# Before



## Technology empowers cheating in photography

PHOTOS AND STORY  
By NICK BERRYMAN AND DANIEL CERNERO  
PHOTOGRAPHER AND PHOTO EDITOR

Our generation has witnessed a revolution in technology that has changed the way we perceive editorial photographs.

This revolution has helped photojournalists produce high-quality images more efficiently, but it has also caused a great deal of debate concerning a photojournalist's ethical responsibilities. While the ethics have remained the same,

# BLURRING THE LINES

technology has improved, making it easier and more tempting for photojournalists to be unethical.

Robbie Rogers, director of photography for Baylor Photography, said photojournalists are reporters and that they have a responsibility to provide truthful photos to the public.

"We're using a camera rather than a pen and paper, so accuracy, being detached from a situation, not having any influence on it, is paramount to telling a true story," Rogers said.

Programs such as Adobe Photoshop have dramatically changed the way people are able to edit photos. Users now have the tools to transform a photo in ways that seemed impossible 10 years ago. They can change a person's physical appearance, create stunning visual effects and make the colors in a photo come to life.

However, the same tools that can be used to create powerful art can cause problems for photojournalists.

"There's intense pressure to make those great pictures," Rogers said. "I totally understand that. But there's not so much [pressure] where you have to create stuff. That's art. That's not journalism."

The news industry can be competitive, especially when journalists are faced with the tight deadlines that today's news is known for.

Dr. James Kendrick, assistant professor of the department of communication studies, said this can affect news stories.

"Sometimes stories take time to really understand," Kendrick said. "And now the information comes at us so fast that we...are only getting pieces of it"

Kendrick went on to say that when the information comes at such a fast pace, there is more danger of miscommunication.

One issue that is often debated is the difference between subjective and objective journalism.

A photojournalist's goal is to provide unbiased coverage of a story, which requires constant awareness of any feelings or emotions attached

to that story.

Photojournalists are trusted to cover stories objectively, and that includes taking the pictures as well as editing them.

"I think we have an inherent tendency to trust photos," said Kendrick. "When we see something that's been photographed, we automatically just kind of assume that's true."

Every crop, sharpening, not to mention any change in the content of the photo itself, can affect the way the viewer sees the image. But there's a difference between making smart editorial decisions and manipulating an image in a way that changes its meaning.

Dr. Clark Baker, chair and associate professor of the journalism and media arts department, said there are advantages to photojournalists who have worked with film.

"I think for those of us who grew up in the wet lab, it's a little easier," said Baker, "because we know what we did there, and we can apply it to what we do with Photoshop."

Photojournalists used to be able to make minor corrections without changing the content of the photo, but now the process has become so easy that it's difficult to determine what's unethical.

"If that credibility is lost," said Baker, "we as journalists have nothing to sell, because credibility is the foundation from which we work."

Rod Aydelotte, Waco Tribune-Herald photographer, said editors are checking for manipulated images more often, and photojournalists are being fired for it.

"Anything we send to the [Associated Press], we don't sharpen it up or anything," said Aydelotte. "We send them the flat image. It's been such a problem lately that they want the flat, raw crop."

If photojournalists are caught manipulating a photo, they can lose their career, and the news source can lose its credibility.

The only exception to the rule is a photo illustration.

This type of image is used to convey meaning

that would otherwise be difficult to show using standard news photos.

"In a photo illustration," Aydelotte said, "you can do anything you want, because you are labeling it. A news, a feature, or a sports event [photo] cannot be altered in any way."

Although the concept of an image being "photoshopped" is relatively new, photojournalists have been accused of faking their images for decades.

A prime example is the much-sSpeculated "Falling Soldier" photograph taken by Robert Capa in 1936, during the Spanish Civil War.

The photograph depicts a Spanish soldier falling backward after allegedly being shot in the head.

Some people claim the image was a fake, and that Capa had staged the soldier in an attempt to get recognition. Phillip Knightley, in his book "The First Casualty," was one of the first to bring up the issue.

"How did Capa come to be alongside him," Knightley writes, "camera aimed at him, lens reasonably in focus, just as the man was shot dead?"

The photo became one of the most famous depictions of war, and began the career of one of the most famous photographers of all time. Whether the image was faked or not, it brought up a considerable number of questions about how photojournalists should approach their job.

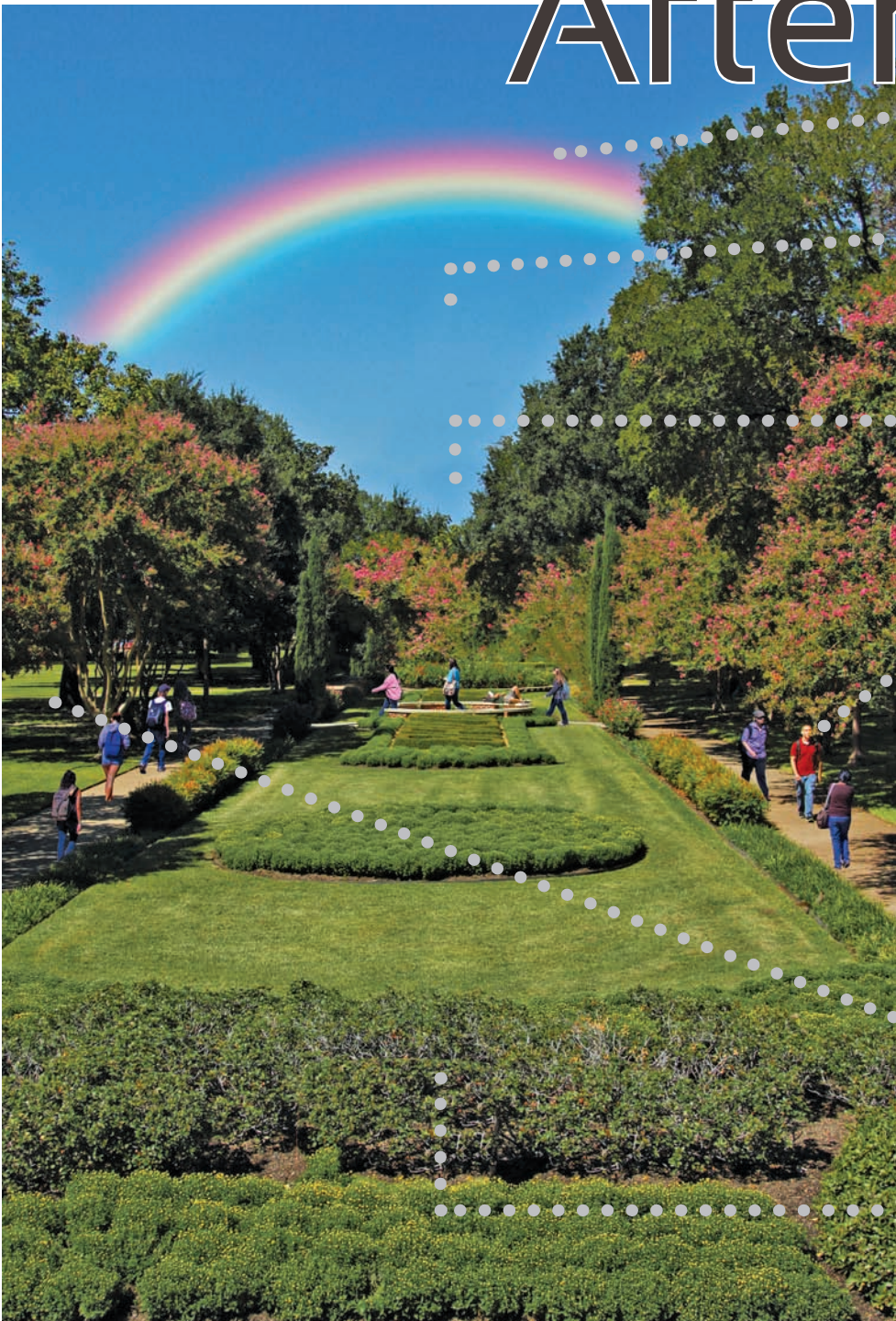
Another photo, taken by John Paul Filo during the Kent State shootings in 1970, shows a girl crying over the body of one of the victims killed by members of the Ohio National Guard.

The image was later edited so that the pole in the background, sitting above the girl's head, was no longer there, making the photo more aesthetically appealing.

The change didn't affect the essential meaning of the photograph, but many still agree that the change was unethical.

"Even if you haven't taken a person out, or changed the meaning of the photograph, you still unnecessarily manipulated it," Kendrick said.

# After



A rainbow was added.

Pat Neff was removed.

Trees were added around Pat Neff.

People were added. The man in the red shirt is the only original person.

The light post was removed.

The plaque was removed and bushes added.

The colors in the photo were enhanced.

This edited version was circulated in several magazines and caused controversy in the realm of editorial photography.

So has this technology affected the public's view of the media and the news industry?

"For a viewer to look at a photograph that was so difficult to get and essentially pass over it because they think it was photoshopped, to me is a real shame," said Baker. "And I think that's certainly one of the down sides."

If technology has made people question the authenticity of editorial photos, then this could have an impact on how people understand the news and its purpose.

"I think we should be more concerned about

it," Kendrick said. "But my general feeling is that most people aren't."

Photographs can have a powerful impact on society and the way people see the world.

The National Press Photographers Association confirms that photography can "reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe."

The association, in its Code of Ethics, states that photojournalists have a responsibility to report accurate and comprehensive coverage to the public, and that photographs can "cause great harm if they are callously intrusive or are manipulated."



# Living to Work

## Generation Y may not grow out of the workaholism of college

By CARMEN GALVAN  
STAFF WRITER

Although many people in the work force are increasingly using social media to enhance their careers, extensive use may disconnect the worker from family and friends, says Carl Flynn, director of marketing and communications for information technology and university libraries.

"I think a workaholic is someone who can't shut it off, someone who does not have a boundary between work and the other things that constitute a whole human life," Flynn said.

"Work is important to who you are as a human being, but then there's family, responsibility to brothers and sisters, to friendships, to worship, there's the Sabbath call to rest. The whole human life is made up of those things."

Flynn stressed the potential harm technology can bring to the home and to personal relationships.

"I know how workaholism can lead to a breakdown [in] home and family life," Flynn said. "[To] anything related to workaholism,

mobile technology has not been a friend."

Dr. Julia Becker, a Waco licensed psychologist, believes that technology may hinder the development of healthy communication.

"There's that potential to hinder developing healthy communication skills, and in the work force that can happen too, especially as workplaces become reliant on technology," Becker said.

"There may be an increased reliance on technology in the workplace like sending a text at work or having some kind of a computer system where employees communicate through that rather than a face-to-face exchange of ideas discussing projects, and that can hinder creativity or spontaneous conversations."

Flynn says college students are no exception. Based on society's high expectations of academic and career success as well as the increasing demands of professors on students, college students easily fit the description of a workaholic.

"It's hard not to call a college student a workaholic," Flynn said. "It's

very possible for college students to become workaholics because of the demands teachers place on you, and they're addressing that issue with programs and rest activities. The demands of professors and first-year students thinking if they don't get the 'A' they won't get into law school, this need to succeed, fuels the workaholism."

Both Becker and Flynn encouraged collegiate and employed workaholics to take the time to rest and socially interact with others in order to maintain communication and interpersonal relationships and to offer a relief from stress.

"I would say make it a point to spend periods of time away from the technology and spend time interacting with friends and family," Becker said.

Flynn particularly encouraged students to set a good sleep pattern.

"One thing I

would say to students is that rest begets better work, and if you will allow yourself to rest, you are more productive when you work," Flynn said.

"Let's say you want to pull an all-nighter. Your work will be better if you allow yourself a balance of work and rest. The number one thing is to be intentional about resting."

As Generation Y transitions from the college classroom to the modern workplace, workaholic tendencies may remain.

Dr. Jim Marsh, director of counseling services, suggested that students avoid becoming overwhelmed with school by monitoring and limiting the number of extracurricular activities.

"I see a lot of students who take on too much and become so committed and involved that they become overwhelmed," Marsh said.

"But resist the pressure to feel like you have to do everything or to be a leader in everything."

PHOTO ILLUSTRATION BY DANIEL CERNERO | PHOTO EDITOR



# Vote of the Future

By WAKEELAH CRUTISON  
COPY EDITOR

Young people amassed to vote in a record-breaking turnout in the 2008 presidential election. Will they remain politically active?

With an increase from 49 percent to 51 percent, the 18-to-29 age group had the largest growth in turnout rate of all age groups and accounted for 60 percent of the overall increase in voters in the 2008 election.

Three percent more young people voted in the 2006 midterm election than in the 2002 election; the overall percentage went from 22 to 25.

That's only half as much turnout as voters over the age of 30 whose turnout rate was 53 percent in the 2006 election. The young adult vote was only 11.2 percent of voters overall.

With the 2010 mid-term elections fast approaching, people are questioning whether the upward trend of young adult voters will continue.

Baylor Democrats are working to encourage students to vote and are implementing projects to get students registered to vote in the 2010 mid-term elections.

"Our goal is to ignite a political passion in students," Lizzy Joyce, Houston senior and president of the Baylor Democrats, said. "We're working to overcome apathy in the student population and focusing on getting them out there to vote."

How young adults vote in the upcoming election will help determine whether Republicans or Democrats will be the majority in Congress. Pertinent issues, such as America's economic state and the new healthcare policies, will affect the way young adults vote in this election, if they vote.

Dr. Patrick Flavin, assistant professor of political science, said most politicians respond to those who vote, which are normally older people and not students.

"There's always a drop from the presidential election to midterm elections with young people, who tend to be casual voters," Flavin said. "Older voters will vote no matter what election it is. Studies have shown that young people won't be as energized to vote in the midterms. I hope they do vote, but evidence suggests they won't."

Websites that broadcast political debates, such as YouTube, and youth campaign groups in the media like MTV's Choose or Lose campaign spark interest and give stu-

dents easy access to information about candidates, policies and issues that concern them. But, according to the Center for Information and Research on Civic Learning, students are more likely to respond to personal appeals to vote than Internet campaigns.

Joyce said there's a lot of information, but students have to search through the misinformation to find the facts. She believes students are savvy enough to know what to pick through to decipher the truth.

"Students shouldn't rely on the people speaking the loudest," Joyce said. "They should research and find the answers and decide for themselves because the people who are the loudest aren't always right."

The nonprofit organization Student Association for Voter Empowerment works to empower young adults by encouraging them to vote and raising political awareness through peer-to-peer interactions. They have chapters at colleges across the country focused on peer outreach.

Jarrett Moreno, chief of operations of SAVE, said the media helped bring in votes over the past decade.

"For the 2004 election there was a lot of media attention and it vested a lot of interest because of the war in Iraq. The 2008 one had a young charismatic candidate and he drew out the masses and inspired a lot of young people," Moreno said.

Moreno said the Internet also played a role in the increase of political interest.

"Information is more readily available and it's easier to register," Moreno said. "Now, not only can you read an article on the Internet, but you can comment on it or even write your own article or start a blog. That's helped young people in particular get more involved."

Some students are more optimistic about college students fulfilling their civic duty.

"The political climate is more energized and more students care about what's going on, especially with the economy and the job market," Cody Orr, Sugar Land sophomore and chairman of the Young Conservatives of Texas, said. "They're probably going to show out in larger numbers because they're more attuned to the issues and care about the outcome."

Young Conservatives of Texas is one of the groups working to encourage students to vote. Orr said the group is focused on registering students and making sure they can get to polling stations on Election Day.

"The college vote is usually the least rep-

resented," Orr said. "There's always an opportunity for volunteers to connect with students and encourage them to vote."

Orr said college students are a limitless resource for campaigns for inspiring other students to become politically active.

"College kids make great volunteers," Orr said. "They're energetic, work longer and have lots of enthusiasm. They're more approachable to other students than someone older."

Orr said students who get into politics now have more to gain because they have a lot to lose.

"If they start off young in politics, they'll have knowledge of the policies and issues that will affect them in the future," Orr said.

Dr. Thomas Myers, professor of political science, said every citizen, especially students, ought to vote.

"As a group, they vote less often," Myers said. "Young people are among the least likely voters and don't have as profound of an effect as they could."

The lack of young voters has spurred several initiatives to increase the number of young people who vote. Over the last decade, campaigns such as Rock the Vote and Vote Again 2010, worked to spark interest in the hopes of getting more young people involved in how the country is run.

"This is the biggest midterm election campaign in the organization's 20-year history," said Maegan Carberry Rock the Vote spokesperson. "We're reaching out through social media and so far we've registered 2.5 million young people."

Carberry said people have responded well to the organization's Internet campaign that works to inform people about candidates and the voting process.

"People enjoy receiving information like reminders to register and e-mails telling where to go if they need to know where polling stations are," Carberry said. "Recently there's been an increase in enthusiasm from young people and it shows when students vote."

Baylor students are more likely to vote than young people not in college, Flavin said.

"In the classes I've taught, the students are engaged and seem to be

informed about the issues, which is good news if they're voting," Flavin said.

In 2008 the voter turnout of young people without college experience was 36 percent compared to 62 percent college students. Out of the estimated 50 million people in America between the ages of 18-29, 22 million have not gone to college.

The American National Election Studies reports that young people of religious faith are more likely to vote than young people without it. Fifty-eight percent of the young voters in the 2008 election were Christian.

But as a whole, demographically, young people are the least likely age group to vote and politicians know that.

"The saying that voting gets your voice heard is actually true," Flavin said. "Politicians address what voters want to know."

He said if students want politicians to pay attention to the issues that affect the students, they should vote.

Carberry, the Rock the Vote representative, said one problem that perpetuates the lack of student involvement is politicians.

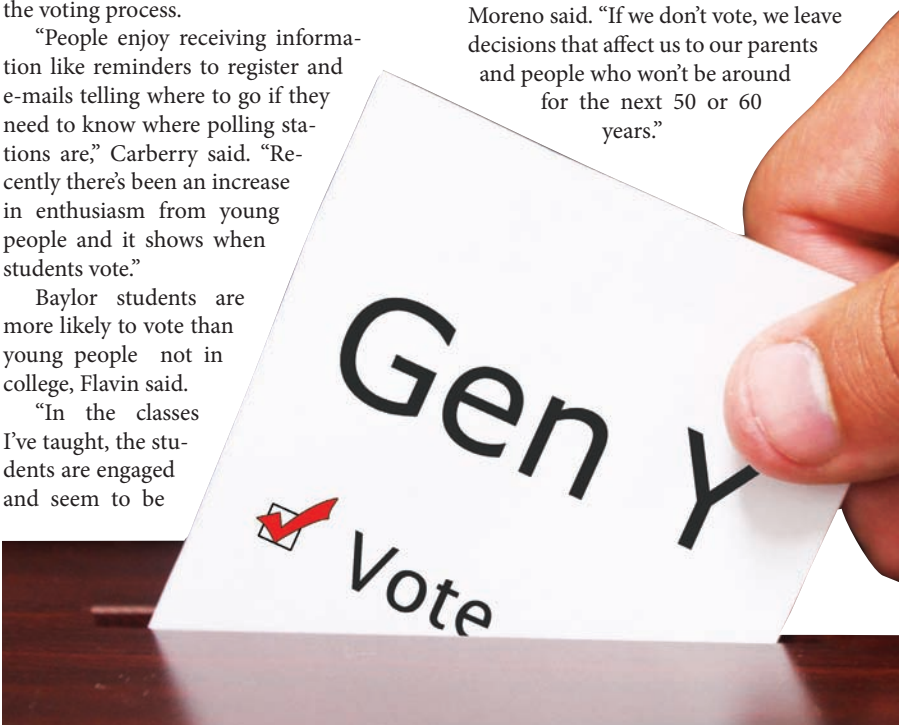
"Candidates need to do a better job of reaching out and including young people in their campaigns," she said.

Moreno said if students feel strongly about a particular issue, they should go out and vote for a candidate who feels as strongly about the issue as they do and who will set plans into motion to help address the issue.

"If we as young people don't vote, politicians don't listen to us," Moreno said. "They ignore our concerns because they don't think young people will vote."

Moreno said if more students would vote, the issues that concern the young generation would garner more attention.

"At the end of the day young people have to live with the decisions politicians make," Moreno said. "If we don't vote, we leave decisions that affect us to our parents and people who won't be around for the next 50 or 60 years."





# Education crisis captures new audience

Gen Y heightens awareness of changes needed in U.S. school systems

By AMY HEARD  
COPY EDITOR

The education system has been under constant fire amid media reports of insufficient teachers teaching in schools ill-equipped to educate the youth of America. With media coverage including summaries of education debates and articles aimed at getting Generation Y to earn teaching certificates, the scope of the attention is new.

Media ranging from the New York Times to the Oprah Show cite a decrease in the quality of education relative to other countries and projections of falling literacy. Such statistics have caused the public to engage in an increasingly public debate over school reform.

Dr. Douglas Rogers, associate dean for undergraduate programs and student and information services in the School of Education, said the media attention to the education system is unique to this generation.

"I certainly think the media attention is new, or has increased over time. ... I think people have always been interested in education but our media sources are very different than they were 15 years ago," Rogers said.

Media attention is not the only variable that has changed in the past 15 years.

According to the National Center for Education Statistics, in the fall of 2010, 49.4 million students are attending public elementary and secondary schools that employ 3.3 million teachers. While this results in a pupil to teacher ratio of 15.3, these statistics represent national, not local, trends. Local trends often have worse ratios.

Generation Y represents what may come to be known as the last generation to receive an adequate education.

The National Center for Education Statistics projects an 8 percent increase between 2006 and 2018 in number of students in the nation, but a 32.1 percent increase in Texas students over the same time period. This percentage is the third-largest projected, following Arizona and Nevada. The projections are based on immigration and birth rates, not enrollment rates. While student population in Texas is projected to increase more than 30 percent, teacher population is only projected to increase 16 percent nationwide. The children of the current generation will enter classes with more students and fewer teachers than ever before.

While most would agree that more teachers would be helpful, there is contention over the quality of teachers currently in the work force.

Some members of the debate, most notably Michelle Rhee, Chancellor for Education



NICK BERRYMAN | LARIAT PHOTOGRAPHER

Rockwall senior Elyse Rimmer reads to her students while interning at Robinson Elementary School. School of Education students spend hours a week at local schools assisting teachers and students.

in Washington D.C., believe pay incentives based on test scores are a necessary remedy to tenured teachers, but other educators aren't so sure.

Rogers said a single test score does not do justice to the complexity of teaching.

"They use this one test score, and again I don't think anybody, nobody in the teaching profession would say let's not have accountability," Rogers said. "Everybody wants accountability, but the fallacy is that accountability for a 12-year process or for even a year-long process is based on a single test score."

Rogers also sees issue with the weight individual test scores can have in school performance ratings.

"Part of the complexity of the system that most people don't understand is that an entire school could be rated unacceptable based on the performance of a very small group of students," Rogers said.

"It's very difficult to come to a single answer that would be appropriate for every community. For every school it's going to be a very, very tough thing to do — to say that there's one fix for all of the things that

might be impacting learning in Texas. There are 1,100 school districts, so how can we say what's going to work in inner-city Dallas ISD is going to work for El Paso ISD?"

Baylor seeks to alleviate some of this tension by producing teachers with more experience in the classroom than average. The School of Education at Baylor has its students spend a major part of their credit hours actually in schools.

Rogers credits this difference in curriculum to Baylor's status as a private school. While public universities have mandated content-based approaches where students are expected to master a subject and then learn the basics of teaching, Baylor curriculum emphasizes teaching skills. This distinction means that while Baylor teachers enter the education system with hours of classroom experience, the majority of teachers who will teach the children of Generation Y will be well-versed in a subject, but not necessarily the skills it takes to communicate that subject.

Taylor junior Sydney Savage, an elementary education major, says the time she spends with children makes the hours in the classroom even more worthwhile.

"I love seeing kids learning information when they don't know that they're learning," Savage said.

"I hope that the students that I have worked with so far have a love for learning because of the kind of instruction that I've given them. Seeing children smile and be joyful and learn new things at the same time is what makes teaching worthwhile for me."

Savage says she has been impressed by the caliber of teachers she works with in Waco.

"I do think the school that I am working with [Bell's Hill] does a good job preparing children for their future," Savage said.

Bell's Hill is a professional development school in the Waco Independent School District.

"I can't speak for other schools in Waco, but my school does. With the teacher of the classroom that I work in, I see her seeking out every opportunity she can find for her students. She does care about students growing and learning and learning in the best way for them."

Bell's Hill is a Texas Education Agency "recognized" campus. This is the second-highest distinction a campus can receive.



# Title IX boosts esteem

By RACHEL ROACH  
SPORTS WRITER

"Athletic competition builds character in our boys. We do not need that kind of character in our girls." — Connecticut judge, 1971

The implementation of Title IX, an act passed in 1972 that ensured the tolerance of female sports, has had a variety of effects on society throughout the years. Even though the law was enacted in 1972, this generation is reaping the benefits of its mission.

Ian McCaw, athletic director for Baylor, views participation in athletics in a productive light.

"Sports is a great teacher, you learn lessons from everything from dealing with adversity, to team work, to discipline," McCaw said. "You know those are all things that all of us appreciate about athletics and those opportunities are provided for women just as they had been for many years before for just men."

The mindset for women's athletics has changed dramatically in the past 40 years. Developing a new attitude took many years of hard work from a variety of people. The new view can be attributed to Title IX, which states, "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance."

Before Title IX, women's choices for extracurricular activities were extremely limited.

"In Baylor's case, in 1972 we had zero women's athletic programs and today we now have 11," McCaw said.

McCaw said Title IX provide a number of great opportunities for a variety of sports for women.

"Women who wanted to play athletics in the '50s and '60s and early '70s were extremely limited in opportunities," McCaw said.

The attention that women's athletics has received over the years has

contributed to shaping young women physically, as well as personally. Baylor's head volleyball coach, Jim Barnes commented on the extremely different level of school involvement in a player's development during his 22 years of coaching. Barnes has witnessed a great change in women's athletics during his career.

"It's so much different from whenever I first started. Before, girls went to class, and put on their sweats and practiced and there was no other support and now the support is tremendous," Barnes said. "You're seeing, I think, some outstanding people come out of the programs."

He mentioned a number of things that were implemented to improve athletes, such as academic advisers and chaplains. Barnes believes that having the involvement of academics, spiritual life and athletics is important because it helps to teach the players how to balance things in their life.

Barnes emphasized the change of focus for programs to develop an athlete into a whole person.

"I think just emotionally and as human beings they learn how to deal with life much more positively and constructively," Barnes said.

The programs provided for young women have assisted in developing their self-esteem and identity.

Since the evolution of women's sports, there have been a number of benefits for Generation Y. The opportunities provided have helped to shape confident and driven women. By participating in athlet-

ics and choosing something to pursue, young athletes demonstrate their ability to make decisions. By continuing to participate in the activity and advancing her skills, the player creates the opportunity to discover their strengths. This process is beneficial because it not only demonstrates the individual's dedication, but it leads to building their self-confidence by realizing they can achieve certain goals.

The entire journey leads to great professionals and hard working people because they have learned what it takes to excel and they know how to apply themselves. "There might be somebody bigger and better coming along your way each year, so you have to stay on top of your game. And not only in the playing world but in the professional world it's the same thing," Julie Biezenski, junior varsity girls basketball coach for Midway High School, said. The competitive environment of college sports prepares female athletes to be competitive in their jobs.

Barnes said that the athletes that have graduated from Baylor have been extremely well prepared and thus heavily pursued.

"A lot of corporations and businesses hire athletes because of their leadership abilities and because of the things they've been through: the travel, the time management, all of the things that they've had to manage that another student isn't a part of," Barnes said.

The opportunity to be involved in a collegiate sport accelerates maturity a great deal, Barnes said.

"Our players, and I know in several other sports, are very highly sought after. Not only in getting a degree and having a high GPA, but by being an athlete as well. It's a big, big plus for [businesses]," Barnes said.

Biezenski has noticed a dramatic change in the opportunities provided to women in the last six years. Since graduating as a collegiate athlete from the University of Mary Hardin Baylor in 2004, Biezenski has seen the growth in opportunity for young women to play sports.

"There are tournaments everywhere now," Biezenski said.

The opportunity for young women to play has grown dramatically, Biezenski said,

"In Baylor's case in 1972 we had zero women's athletic programs and today we now have 11."

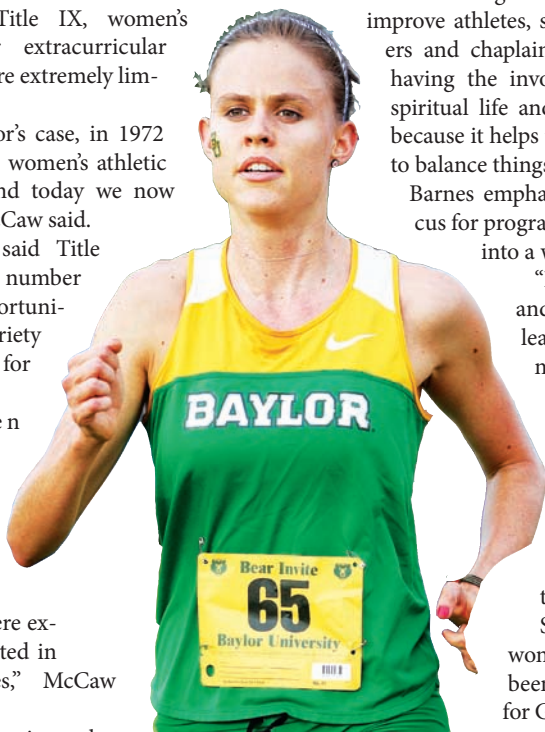
-Ian McCaw  
Athletic Director for Baylor

especially with the rise in popularity of tournaments. Biezenski reminisced about having to travel far to find a tournament; now there are tournaments in towns of all sizes. The opportunities that women have available are extraordinary compared to how they were 40 years ago, Biezenski said.

"I think it has a lot to do with college being on TV and becoming more readily available for more young women to watch. I think that has definitely helped bring up game. I think that the women are becoming stronger, bigger, better— and it's just made the game more competitive," Biezenski said.



Sophomore Kimetria Hayden  
Photo by Daniel Cernero



Junior Cate Westenhover  
Photo by Daniel Cernero



Junior Jelena Stanivuk  
Photo by Daniel Cernero



# Getting to the pros, more athletes go one and done

By MATT LARSEN  
SPORTS WRITER

As universities and colleges tout the value of a four-year education as opposed to a two-year or online degree, one small but highly visible group of students — college athletes — are leaving earlier and earlier.

While many of Generation Y's young adults fulfill all four years of college, with eyes set on a high-paying job as soon as possible, their athletic counterparts often go pro and start earning a high-dollar salary without graduating.

While statistics are not readily available, one can see the trend mirrored in the number of athletes going pro right out of high school.

Before 1995, the number of basketball players drafted straight out of high school could be counted on one hand. Kevin Garnett started the trend of bypassing college in 1995, and from 1995 to 2005 44 high school players declared for the NBA draft, skipping out on college.

In 2006 the NBA league age minimum was established at 19 and players had to wait a year after

high school before declaring for the draft.

This resulted in more high school basketball stars enrolling in college, but not necessarily more graduating.

The era of high school athletes going pro simply turned into the era of 'one and done's' — players who picked up college ball for a year before declaring for the draft.

Whether it is straight out of high school or after their freshman year of college, the trend in players declaring early for the draft can be attributed in part to the rookie pay scale caps instituted by the NBA in 1995 and extended in 1999.

Dan Rosenbaum, an economist at the University of North Carolina at Greensboro, studied the effects of the rookie salary cap, which the NBA created after 1994 rookies Glenn Robinson and Jason Kidd signed \$80 million and \$65 million contracts, respectively.

While the rookie salary cap, which maximizes newcomer earnings at around \$20 million over four years, helps to keep young players' eyes from being filled with

too many dollar signs, it has also encouraged them to make the jump to the pros sooner in order to maximize their earnings beyond their rookie campaigns.

Rosenbaum estimated that a player likely to be a star in the NBA gives up between \$70 million and \$80 million by going to college and staying for four years.

"Moving from the 10th pick to the first used to mean a lot for players' salaries," Rosenbaum wrote in his study "How the NBA Turned a Trickle of Underclassmen Leaving School Early into a Flood."

"That's not true with the rookie pay scale. So what's the advantage of staying in college an extra year?"

Though he has no problem with the "one and done" phenomenon, Baylor head basketball coach Scott Drew believes the minimum age limit will rise again based on a similar trend in football (The NFL requires a player to be three years removed from high school or have completed three years of college).

"I see that changing eventually," Drew said. "I know a lot of programs have really gained notoriety



ASSOCIATED PRESS

A portrait of Miami Heat forward LeBron James is shown on a screen as fans wait outside American Airlines Arena for the doors to open, before a preseason NBA basketball game. James was one of the last athletes to transition from high school play to professional play without time in college.

and benefited from having players that have come even for one year. A lot of players have helped prepare themselves for pro ball. It's been beneficial for both."

Freshman forward Perry Jones III also sees the opportunity to play college ball as a training ground for the pros. Even the "one and done" trend provides a beneficial push for aspiring pro athletes.

"I'd say it encourages the high school players to try to be one and

done," Jones said.

"But most players aren't one and done their freshman year because when they get here they find out how hard it is, how much they have to endure to be one and done.

"It's not just a walk in the park like high school. It's the extra work that you put in that will separate you from the best, and the freshmen that are one and done, that's pretty much what they do."

## Today's young stars can run, but can't hide from media

By CHRIS DERRETT  
SPORTS EDITOR

They're on television, playing football and basketball for a national ESPN audience. They're on the Internet, and some people will even pay to track their statistics on websites. They're also our age.

Since their high school years, Generation Y's top athletes have been under more pressure than ever before, receiving a level of coverage once reserved for professional athletes.

From the time an athlete shows the first sign of ability and potential, he or she can now be subject to a blanket of media attention throughout the recruiting process.

"There's no unknowns, from an athlete to what an athlete's thinking or doing," Baylor football coach Art Briles said. "It's a wide-open Internet world that everyone has access to."

When Briles signed as a receiver

with the University of Houston in 1974, there were no cameras and no television studios providing millions of viewers with up-to-the-minute signing updates. All of the aforementioned and more await today's star athletes, like Baylor safety Ahman Dixon.

Dixon carried a four out of five star ranking on recruiting website Rivals.com, which was sold to Yahoo.com for \$98 million. His profile listed his ranking among all safeties in the country (10th) and his ranking among all players both state-wide (18th) and nationally (133rd).

Since 2001, Rivals has published daily stories covering high school recruits' progress in various sports. Fans wanting in-depth looks at players like Dixon can do so for \$100 per year as part of Rivals' "Ultimate Ticket."

Adding to the pressure for Dixon were questions about a possible decommitment from Baylor. Talk swirled around the Internet as fans

from different schools sometimes offered harsh comments about Dixon's indecisiveness on message boards and forums.

Per Baylor's compliance rules, Dixon could not comment on the recruiting process.

Another highly touted Baylor recruit, power forward Perry Jones, generated similar interest on the Internet as a high schooler. He was Rivals' No. 9 ranked boys' basketball player in the country, and Google presents 1,580 search results for the exact phrase 'Perry Jones Baylor.'

Jones' new coach, Baylor's Scott Drew, has taken notice of recruiting websites as well.

"It's given (high school athletes) a lot more notoriety, visibility. It's allowed them to see who's recruiting who, allowed them to compare themselves with national rankings and other national players because they're constantly seeing how they are ranked and how they are compared," Drew said.

Athletes react to the exposure in different ways. Baylor quarterback Robert Griffin chose to view his Rivals ranking as motivation.

"It can hurt a higher-level athlete. It might fill [his or her] head. I know for myself, I thought I was better than the guys ahead of me, so it motivated me," Griffin said.

Griffin recalled looking for himself on Rivals before he had a profile on the website. He instead found current Baylor lineman Robert T. Griffin's page, being surprised at the 6-foot-6, 340-pound description given.

Generation Y's apparent obsession with social networking websites like Facebook has also infiltrated athletes' lives, presenting what Jones sees as an additional challenge.

"There are a lot of people who try to bring you down through Facebook, saying bad things about you. As an athlete, if you retaliate, it looks bad on you," Jones said.

Athletes in sports garnering less national attention than football have also begun to see themselves highlighted on the national stage. Women's soccer player Lisa Sliwinski's high school play earned her recognition from ESPN.

Sliwinski was named a winter 2009 All-American by ESPN RISE's Sheldon Shealer along with Baylor teammate Carlie Davis.

Generation Y's presence in mainstream sports media shows no sign of stopping. When Baylor's current freshman class entered high school in 2006, ESPN launched its first full schedule of televised high school football games, showing 13 contests.

ESPN's 2010 high school football schedule includes 28 matchups.

On every snap, players are decked out in the latest name-brand equipment, selling products to consumers and more importantly marketing themselves among our generation's fastest and strongest.

# Music piracy on the open Web

By JAMES BYERS  
NEWS EDITOR

Like many students, Houston senior Jacob Voncannon has used the Internet to download pirated music. In high school, Voncannon used popular programs like Limewire, BearShare and torrent sites to illegally download mp3s. But unlike most students, Voncannon stopped.

"I felt really convicted about it, especially considering that I'm going into the music business as a career," said Voncannon, who is the general manager of Uproar Records, Baylor's student-run record label. "I realized you've got to give people what they earned for what they made."

Voncannon is the exception. Large numbers of Generation Y, and college students in particular, obtain music for free through piracy. As music sales shift from CDs to digital — hastened by Apple's release of iTunes and iPod in 2001 — total music sales continue to drop each year. Because mp3s are so easy to download on the Internet for free — should one know which websites to visit — many people bypass legal sources for music, no matter how cheap. Despite the Recording Industry Association of America's attempts to deter piracy by filing lawsuits against individuals, millions of Internet users download pirated music every day with impunity.

According to a report released this year by the International Federation of the Phonographic Industry, music industry revenues are down about 30 percent from 2004 to



Graphic by Matt Hellman

2009. "In virtually every country in the world, spending on recorded music has fallen since illegal file-sharing became widespread," the report reads.

On its website, the RIAA cites a study that concludes global music piracy causes \$12.5 billion of economic losses every year, 71,060 U.S. jobs lost and a loss of \$2.7 billion in workers' earnings.

File-sharing doesn't happen on the Internet alone. According to a study released by the market research company NPD Group in February, in 2009 about 18 million users shared music on external hard drives, which essentially allow people to transfer their en-

tire digital music collection to friends in a matter of minutes. Because music can be so easily downloaded for free with the click of a button, or shared between peers, Generation Y has a difficult time placing value on music, said Dr. Kirk Wakefield, professor of music and entertainment marketing.

"Anytime you don't have a financial investment, then you have a pretty low commitment, kind of like if you get a free ticket to go to a concert, you don't really care if you go and if you skip it's no big deal," Wakefield said.

So how should new artists distribute their music in a file-sharing world? Wakefield advised new artists to first establish a fan base, even if that means the artist has to give away music for free.

"You've got to build your fan base up. People have to be able to sample your music or hear it at a pretty low risk," Wakefield said. "In other words, you're better off making it available instead of trying to sell it without any street cred."

Wakefield cited Owl City, the alias of Adam Young, as a good example of how an artist can use the Internet to build up a fan base. Owl City generated buzz by posting songs on MySpace before ultimately signing to a major label and selling more than 600,000 copies of the album "Ocean Eyes."

Before the Internet allowed artists to directly connect with fans, artists like Owl City may never have gotten a shot. Now the playing field has been leveled, Wakefield said.

"It used to be that you needed the record

labels to give you a chance," he said. "They also controlled the distribution and sale of everything, some would argue inequitably, so now it's really free competition."

Creativity, especially when involving social media, can go a long way toward helping artists connect with fans, Voncannon said.

"It's really about making music more than just listening to it. It's about making it an experience," Voncannon said. "You're after the super fan."

Voncannon has seen this philosophy work firsthand at Uproar Records. He said the band Zoo Studio, which consists of four Baylor students, increased its sales when the band members began interacting with fans through social media.

No matter how well artists interact with their fans, the fact remains that music piracy isn't going away anytime soon. But there are plenty of options for music fans on a tight budget who still want to support artists, Voncannon said. Subscription services like Rhapsody, MOG and Rdio offer users access to millions of songs on demand for a small price per month, usually about \$10.

Voncannon, a Rhapsody user, predicted that in the future, as the Internet becomes more ubiquitous on smart phones, more people will turn to subscription services and stream music via an application.

"The way I justify it with myself is that's as if I bought an album a month. That's not much," Voncannon said, referring to the subscription cost of \$10. "You're able to prevent yourself from breaking the law."

## Millennials define identity in music, gadgets

By JENNA DEWITT  
ARTS AND ENTERTAINMENT EDITOR

In one earbud and out the other: Millennials hear but don't listen.

Many argue that never before has the world been so accessible. With information and media available virtually anywhere in the world in the palms of their hands, today's young adults have been called the iGeneration. In a survey conducted by the Pew Research Center, "technology use" and "music/pop culture" were the top two ways Millennials said their age group is unique from previous generations.

"It's not just their gadgets, it's the way they've fused their social lives into them," the Feb. 24 article reported.

Dr. Jean Boyd, division director for academic studies in the School of Music, studies popular music as a professor and researcher of American pop music. "I'm not as worried as I might be — because most of the music is

so bad — but people don't really seem to be listening to it. Not really. They are hearing it, but I don't think they are paying that much attention," Boyd said. "It is always in the background to everything that they do."

Dove Award-winning worship leader and University Baptist Church music and arts pastor David Crowder agreed with Boyd in the omnipresence of music in everyday life.

"Music is there in spaces we walk in. It's unavoidable," Crowder said. "You used to have to go experience music together or you used to have to make music as a community of people. It was a very communal experience. Currently it is a very individual, selective experience, which makes our culture different."

Dr. Gary Small, a University of California at Los Angeles professor and neuroscientist, said he requires his students to learn to listen by putting them "through a series of empathic listening exercises to help them rebuild the face-to-face skills that have fallen between the cracks of their smartphone keyboards,"

according to an article in Insight Magazine, a publication of the Chicago School of Professional Psychology.

Boyd said stress and technology overload is common for both her students and herself with e-mail reminders beeping and cell phones ringing.

"Young people are so busy multitasking that they don't have time to devote to any one thing anyway, so 'Please don't bother me with anything that is going to draw me in,'" Boyd said. "That's what all good music does. I don't care whether it is classical or pop or jazz or church music, it draws you in. You can't ignore it."

Boyd said that this generation has the power to change the music industry but might not know what it is missing out on.

"The only thing I can say to this generation is that they are missing a great deal of pleasure and intellectual stimulation by not listening. Hearing but not listening," Boyd said. "My guess would be that if they ever

started listening, commercial music would have to change drastically because right now they are buying into a formula."

Crowder said the influence of music is all the more important because of its omnipresence.

"I think it provides almost like a background as atmosphere for how you experience life," Crowder said. "You inject it into pretty much every moment you experience."

Boyd said she would advise members of the iGeneration to go deeper inside the music beyond turning it on as background noise.

"Find something that has the potential to be really meaningful," Boyd said. "Music is a powerful medium unless it is misused as it is in pop music today and treated like a commodity. It's such a waste. If you introduce young children or adults or anybody to good music, any genre, it will so enrich their lives. It will take them away to wondrous places and give more meaning to being human and being alive."



# Gunn's take on era's fashion

## Project Runway host presents new JC Penney line, talks Gen Y

By Ashleigh Schmitz  
CONTRIBUTOR

At a fashion show to present the Liz Claiborne Inc. line, now exclusively available at JC Penney, I sat down with Tim Gunn. Where he probably expected some questions about the collaboration, his new book, "Project Runway" or the fashion industry in general, I gave him questions about Generation Y and our fashion. Needless to say, he was slightly taken aback with the topic, but we ended up with a fantastic rapport.

Q: How would you describe the fashion of Generation Y?

A: How would you describe the fashion of Generation Y? You tell me!

Q: I think it's kind of all over the place, I feel like there are lots of niche groups.

A: Don't you feel like that's fashion today? That it's a very, very diverse playing field and basically whoever you want to be, you can be. Which I think is a wonderful thing. I don't think the customer will ever want to return to a day when fashion is a narrowly defined aesthetic swath.

Q: After watching several seasons of "Project Runway," consumers are more educated about fashion. Do you think that is exhibited through consumer behavior?

A: I think that's true. It's interesting. I've had people like Conan O'Brien say to me, "'Project Runway' has given me a vocabulary to shop," he said. "I can walk into a store and I can talk about the construction details in items and I can tell a department manager what kinds of construction details I want in the apparel I'm buying." And I thought, "Good heavens! I never even thought that." But it is true, it is true.

Quite frankly as this show moves forward in its next season, and I'm confident we'll have another season, I'd like to do more with some of the technical language and help people understand it better. Because at this point I think we just kind of skirt by it and I'd like to build some depth. If we even do it online, you could go online to learn more about this.



McCLATCHY-TRIBUNE

Tim Gunn, host of Bravo TV's reality show "Project Runway", presented a new Liz Claiborne Inc., line in Dallas on Sept. 29, that will be exclusively available at JC Penney.

Q: How are Gen Y-ers influencing fashion now? A lot of the time designers have their different markets and they aren't marketable to Gen Y because of the price. How is that affected?

A: That, I think is, part of the problem. In many ways I think designers have their muses be Generation Y-ers who can't afford to buy the product, so I think you're quite right, and that is a conundrum of sorts. To underscore that, look at the ages of who is walking the runway during Mercedes-Benz Fashion Week. I mean they're all teenagers practically. They probably all are.

Q: You were with the Parsons New School for Design for 24 years, and definitely saw fashion evolve. How has it evolved for Generation Y?

A: You know, I apologize; I should have done some Generation Y homework. I don't know that it's evolved any differently for

Generation Y than with anyone else. Except to go back to what I said about it being a more diverse set of offerings in general and that whatever you want, you can find it. I mean of course it's budget related, it's access related – where are you in the nation? – although, with the Internet you certainly have access to most things. But it's simply that there's more and it's diverse.

Q: What is your best fashion advice, or advice in general, for Generation Y?

A: Know who you are, and dress accordingly. I talk about the semiotics of clothes; the clothes we wear send a message about how we're perceived, so be that person.

With Generation Y I don't have the same apprehensions about Generation Y-ers being able to personalize their look. Feel free to do that. Be yourself. Be your own brand.

Don't be a follower. Be a leader.



COURTESY PHOTO | ASHLEIGH SCHMITZ



# Bringing back the '80s



MAKENZIE MASON | LARIAT PHOTOGRAPHER



MAKENZIE MASON | LARIAT PHOTOGRAPHER

BY LIZ APPLING  
REPORTER

Have you ever opened your closet, pulled out a long-lost garment, shuddered, and thrown it back in, asking yourself, “What was I thinking?”

Don’t lie. We have all done it. But here is the thing: If you keep something long enough, it will eventually come back into style. Don’t believe me? There are plenty of examples. For instance, neon ... need I say more?

When people refer to us as products of the ‘80s, I often think it is misunderstood. Yes, most of us were born in the ‘80s (some ‘90s), but our generation has essentially renewed the eighties with the addition of a modernized flair. The fashion trends we wore back in the day have resurfaced in recent years.

Dallas senior Ashleigh Schmitz, journalism major and fashion minor, explained the cycle.

“In fashion there’s something called planned obsolescence and it’s basically where something changes when it doesn’t have to purely because of a trend,” Schmitz said. She explained that men’s neckties are a perfect example. Ties became narrower in the ‘80s, widened in the ‘90s, widened even more in the early 2000s and have recently been getting narrow again. Actually, Schmitz seemed happy that ties are becoming narrow again. “I’m a big fan of the skinny tie. It just looks really sharp,” she said.

Plaid is currently “in,” but the hipster movement is transitioning into another grunge movement, similar to what was seen in the early ‘90s.

Sara Bynon, a senior fashion retail and marketing major from the University of Alabama, described the grunge fashions that are noticeable these days on college students. “The Kurt Cobain style we saw in the ‘90s is back right now with the emphasis on plaid and flannel. It’s almost a lumberjack look with a rock and roll twist.”

Remember shoulder pads? This fashion trend is definitely reappearing in contemporary styles. “I think the movie ‘Wall Street’ is just going to perpetuate it,” Schmitz said.

Personally, I remember wearing countless pairs of leggings and headbands in the ‘90s, which were styles that seemed to spill over from the ‘80s.

“Headbands were really cool in the ‘80s and, with the airing of shows like ‘Gossip Girl,’ we started seeing headbands make a comeback in the 21st century. It’s as if they’ve been brought back to mainstream fashion being sold at stores like JCrew,” Bynon said.

Growing up (and now) we’ve figured out countless ways to accessorize every square inch of our bodies. In the ‘90s, the more be-dazzled, the better.

This trend disappeared for a while, but recently I have seen more and more people walking along campus wearing headbands, bows and ribbons. Maybe this is a way to modernize the scrunchie, a hair accessory Lizvette Dammon, a senior fashion design major from Houston, remembers wearing. “I loved my scrunchies,” Dammon said, laughing.

We have all seen girls walking along campus in a pair of leggings and an oversized T-shirt. “I hated leggings the first time they were a big deal back in elementary school, but now they’re back and I love them. I wear them practically every day during the winter. I swear, I have them in all colors,” Bynon said.

Furthermore, this cycle is not limited to clothing. Remember back in the day when we slipped our single-track tape into the cassette player?

Dr. Michael Korpi, a professor of film and digital media, takes music listening even further back— to the days of vinyl. He said the sales of vinyl records have gone up every year since 2000.

This notable increase has occurred because there is now a mix of vintage and modern technology. Now, a download code is usually included with a record. “If I’m going to pay for music, I’m going to buy it on vinyl,” Korpi explained. With the re-emergence of vinyl and fashions from the ‘80s, our generation has truly combined the past with the future. The things we never wanted to see again, we saw again. And we loved them again.

Let’s face it. Just as Justin Timberlake did with sexy, we have brought the old back.



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