

Editorial...

Douglas Coupland was a guest speaker at Gannon University last night. He spoke about family values and alcoholism in the nineties. Actually that's what he was supposed to talk about. Instead he read his short story, "In the Desert," about a character who was alone. This stems from a characteristic of Generation X as being constantly lonely.

Most of us are technically not members of Generation X, rather we are members of the twenty-something crowd. We are known as slackers, losers, lazy-good-for-nothing bums. We are known to want everything handed to us on a silver platter because we are too lazy to achieve. So, how correct is it to characterize a generation?

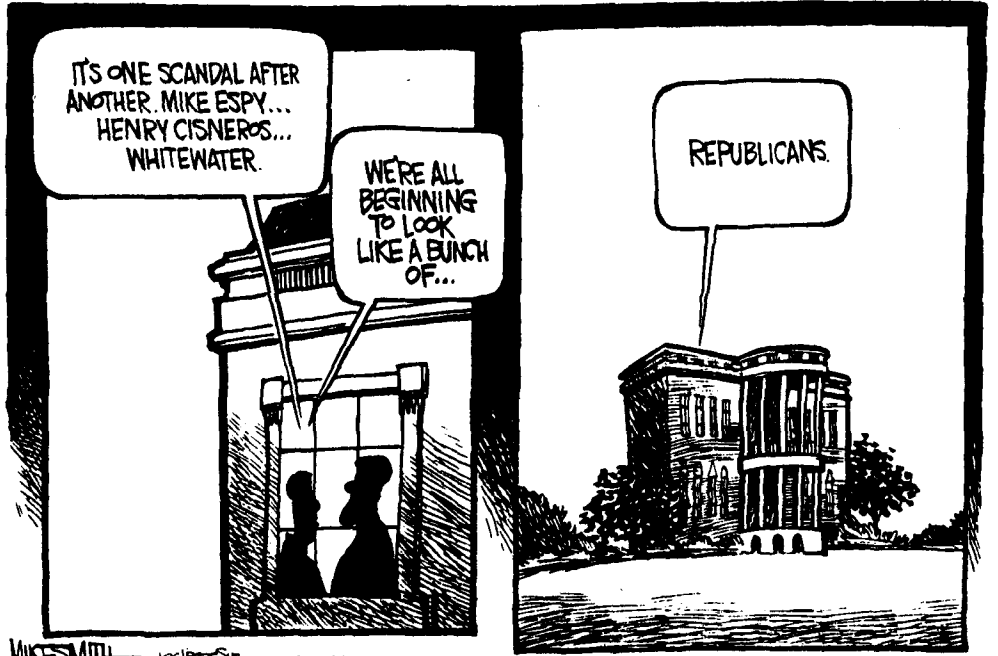
It would be unfair and incorrect to classify everyone who was a teenager in the sixties as a hippie. Everyone who lived in the fifties was not James Dean or Richie Cunningham. Everyone in our generation is not a Brad Pitt from "True Romance" or a Winona Rider. Not all of us drool in front of "Melrose Place" or drink Pepsi.

These classifications are merely an attempt by the media and advertising agencies to get a grip on who they're dealing with. They need to sell their products, so they need to appeal to stereotypes. All you have to do is open both a fashion magazine of today and one of a few years ago to see the changes in trends and the changes in depicting these trends.

The hardest thing about being labeled is at times it seems as if it's correct. We can't tell if we're thinking about something because we want to or because social influences force us to think that way. If Oliver North can be made to look like a hero to the American public, just about anything can happen.

What is the point? We can't try to change powerful corporations. The only thing we can do is allow ourselves to be controlled as little as possible by mass media and advertising. Every change in ourselves amounts to a small revolution against the power structure. If there are enough small revolutions, a big one will ensue.

So, let them call us slackers, losers, posers, stoners, the MTV braindead, etc. Ladies and gentlemen, what we can be known as is: the future.



MIKE SMITH

EDITORIAL CARTOONS



BRCKING

The Behrend College Collegian

Published weekly by the students
of
The Pennsylvania State University
at Erie, The Behrend College

Co-Editors
Matthew D. Cisno
Alicia Hartman

Business &
Advertising Manager
Iris Spitzer

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Copy Editor
Alicia Hartman

Office Manager
Alicia Hartman
Lori Anne Long

Distribution
Janita Tisher

Circulation
Alicia Hartman

Postal Information: The Collegian is published weekly by the students of The Pennsylvania State University at Erie, The Behrend College, First Floor, The J. Elmer Reed Union Building, Station Road, Erie, PA 16563. 814-898-6488 or 814-898-6019 fax. ISSN 1071-9288.

Art Editor
Cody Brown

Letter Editors: The Collegian encourages students to express their opinions on campus and community issues. Letters should be typed, double-spaced, and signed by the author. Letters should be 100-150 words. Letters should be submitted to the editor. All letters should be addressed to the editor and placed in the mailbox for the editor. The Collegian reserves the right to edit letters for length and to omit letters. Letters submitted to The Collegian become property of the newspaper. The Collegian is published every Thursday during the academic year on recycled paper.