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# Margaret Matlin brings "bimbos and rambos" to Behrend

Anne Rajotte  
managing editor

Seven percent of Seventeen magazine is dedicated to self-development, while forty-six percent is based on appearance. Dr. Margaret Matlin who spoke in the Reed Lecture Hall Monday night, used this statistic as an example of how both genders are represented in the media.

Dr. Matlin explained the title of the lecture, "Bimbos and Rambos: A Cognitive Basis of Gender Stereotypes" by telling the audience next to each other in a bookstore. One was a "Veronica" comic book, showing a scantily dressed Veronica ice skating. The other, "The Punisher" depicted an unusually large muscled man who looked like he was ready to destroy the city he was towering over. The implication was that these two comic books represented the stereotypes that each gender has of each other. These two pictures were extreme opposites and emphasized the perceived gap between the genders.

Dr. Matlin is a professor of psychology at SUNY Geneseo, where she has taught for twenty six years and won the Chancellors Award for excellence in teaching. Her major area of study involves how gender is related to the cognitive process. She has found that each influences the other, and the cognitive process perpetuates and exaggerates stereotypes. People tend to see everyone in one

sex as similar, yet very different from the other sex. For example we refer to the other sex as the opposite sex rather than the other, which illustrates a gap; Matlin says it is an artificial gap which the genders put between themselves.

Matlin also asserts that while male behavior is considered normative, female behavior is explained. Her example was voter turnout. Women are more likely to vote, but emphasis is more likely to be placed on explaining why women's voter turnout is higher than the men's, rather as seeing the men's as lower than normal. Male behavior is seen as the standard, while women's behavior is compared to it.

Another example of gender stereotyping that Matlin gave the audience was based on a study where a group of people were given a passage to read about a successful banker. Half of the participants were told that the banker was a white woman and the other half was told that the banker was a white man. When asked why the banker was successful, the participants who thought the banker was a woman attributed her success to effort and luck, while the male's success was attributed to ability.

After giving this background on gender stereotypes and expectations, Matlin talked about how genders are portrayed in the media. She stated that women are relatively invisible and inaudible and, "women are much more likely to be used as decoration." The media often exaggerates the



Dr. Margaret Matlin, professor of psychology at SUNY, spoke Monday night in the Reed Lecture Hall.

contrast between men and women. African American women, Matlin states, are often even more exaggerated than white women, while other women of color are rarely shown at all. Matlin showed a series of slides

that were all reproductions of ads. She pointed out the similarities in the ads. There were several that just showed a woman's body, her head cropped out of the picture. She also pointed out the fact that most women in these ads were too thin

to menstruate, and were often portrayed looking as if they had a heroin problem.

These series of ads showed the audience consistencies, such as the please see **BIMBOS** page 2

## Behrend welcomes alumni and parents

Brian Ashbaugh  
associate editor

Homecoming 1997 hits Behrend this weekend as alumni, students, and families alike will join in the fun and festivities. Many activities are planned for the event such as recording artists The Gathering Field, soccer and volleyball games, an Athletic Hall of Fame Dinner, and the Admissions Open House. Director of Student Activities, Chris Rizzo, expects "around 500 to 600 people for the Open House on Saturday and about 200 alumni for the Hall of Fame Dinner."

The weekend kicks off on Friday with a bonfire on the ski slope during which the Homecoming king and queen will be crowned. Also Atlantic Record's recording artists and Pittsburgh band The Gathering Field will perform. The event lasts from 8:00 to 10:00 p.m.

On Saturday, breakfast will be served in Bruno's from 8:00 to 10:00 a.m. At 10:00 a.m., an alumni soccer match will be played on the soccer field and an alumnae volleyball game will be played in Erie Hall. Also at 10:00 a.m., the Mari R. Trenkle Lounge Dedication ceremony will take place in the main lounge at the Almy Hall Living and Learning Center. From 10:00 a.m. to 2:30 p.m., a campus walking tour will be held every half hour leaving from the Reed Wintergarden.

New to the Homecoming weekend will be an Admissions Open House in the Reed Building.

Rizzo hopes "the addition of Open House will drastically increase the number of visitors." The Open House will provide guests with an opportunity to meet faculty and staff, learn about majors, and experience lab demonstrations during the afternoon.

At noon on Saturday there will be an Alumni Picnic and Reception and an Annual Society General Membership Meeting at the Wilson Picnic Grove.

According to Rizzo, the goal of Homecoming is to "accentuate athletic teams and campus as a whole." This will be achieved by holding several volleyball and soccer games throughout Saturday. Also, from 12:30 to 3:30 p.m., a Carnival will take place on the Reed Front Lawn.

To wrap up the Saturday affairs, several special events begin at 6:00 p.m. with the Athletic Hall of Fame Reception and Dinner in the Reed Commons. This year's class of inductees includes Edward Bell, Clifford Caldwell, Randall Gorniak, Herbert Lauffer, Gary Manuel, Susan Holmes-Preston, and Roger Sweeting.

At 7:00 p.m. in Bruno's is the Murder Mystery Dinner and at 9:00 p.m. Bruno's presents Comedy Night with comedian Rob Paravonian. Rob was winner of ABC's America's Funniest People.

Capping off the weekend is a brunch held in Dobbins Hall from 11:30 a.m. to 1:15 p.m. The meal will be accompanied by an acoustic guitar.

## Sea Grant comes to campus

Andrea Zaffino  
editor in chief

Earlier this month, Penn State Erie, the Behrend College, was selected as Pennsylvania's first site for the U.S. Department of Commerce's Sea Grant program. The Sea Grant program is a plan involving colleges and universities in states with coastline along ocean or the great lakes. All states that fit this category were a part of the program, with the exception of Pennsylvania, which makes this a

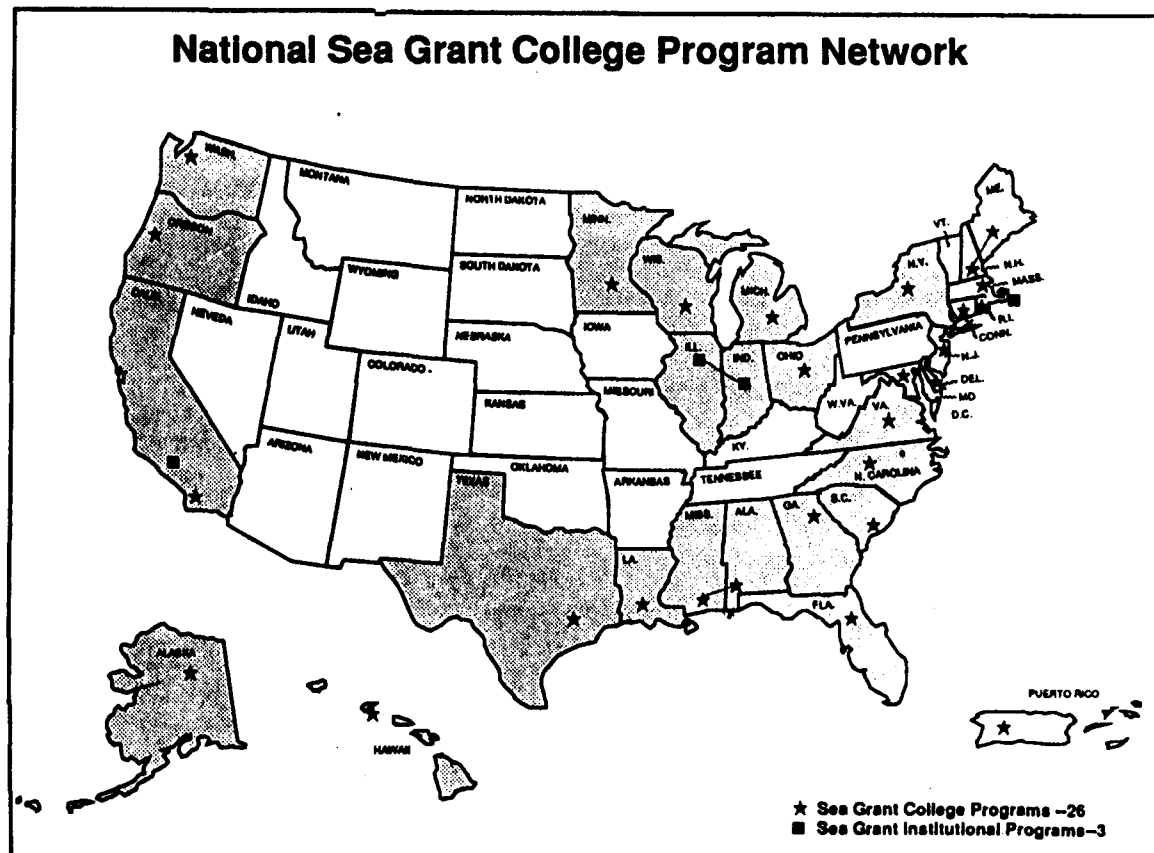
particularly notable achievement for the Behrend college.

The faculty and staff at Behrend have taken the initiatives for brining this program to the campus since the 1970's. However, it was not even a possibility until recently because in the past, during the Reagan and Bush administrations, there was not enough funding from the Federal government to support another state's involvement in the Sea Grant program. It wasn't until the Clinton administration that Behrend was invited to make a formal proposal and the idea was considered

by the federal government.

The program at Behrend will be under the direction of the Associate Provost and Associate Dean, Dr. Robert Light Light said of Behrend's acceptance into the program, "It's hard to believe. It's rewarding that we as Penn State Behrend achieved this as opposed to some other university ... we finally broke through." The program kicks off in February 1998. Light will serve as the director for the first two years.

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Pennsylvania will join the group of states involved in the Sea Grant program

## Choices for rape victims

Ray Morelli  
staff writer

"Rape isn't just a physical act, it's an emotional attack with effects that can last for years," says Angela Porfilio, director of Victim Witness Services on 18th Street in Erie. Rape is one of the most invasive, emotionally damaging crimes, and it can happen to anyone.

How damaging are the effects of rape? "It depends on the individual, but the effects can be extremely traumatic," Porfilio says. "Victims often tend to blame themselves, which can lead to their having very low self-esteem. It can ruin someone's ability to trust people, especially if their attacker is someone they know." It can also destroy a victim's ability to communicate with others and prevent them from having normal, healthy sex lives.

The average rapist is certainly not the shady looking character waiting in a dark alley that is often portrayed by television. Eighty-five percent of all rapes are committed by someone known to the victim. It's often a date, acquaintance, co-worker, or family member. The attacker usually isn't a sexually frustrated individual. "Rape is about power, not sex," says Porfilio. A rape victim, says Porfilio should "Go to the hospital." Hospitals have "rape kits" to examine victims. Through an examination, doctors may collect a semen sample, which may be used in a later criminal trial as evidence. Hospital staff can also that

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