

Editorial Opinion

Help Keep Behrend Unique

Vote For Your Class Officers

It seems as though there is a recurrent theme that is heard from all sources on campus: "Behrend is unique." One hears it so often, that the person begins to wonder just what does make Behrend "unique".

One of the key reasons for the uniqueness of Behrend seems to lie in its size. Because Behrend is relatively small, students do have a better opportunity to establish communication between themselves and faculty, as well as administrators. The full benefits of this kind of communication cannot be fully appreciated until a person goes to a larger institution (ask any one who has gone down to main campus and comes back to Behrend). Another plus which is devised from Behrend's small size, is the ability of students to know each other as people, instead of simply faces in the crowd. This capability has a variety of applications; anywhere from social to political.

The ability of students to know, and communicate with, a larger number of people on a small campus enables the individual student to have a voice in what occurs on campus. In a large university, an individual student is, more or less, lost in the shuffle of numbers. And, unless the individual has the ability to draw a large group of his peers to his viewpoint, he cannot make his opinions heard, let alone be effective.

Another plus of Behrend campus, lies in the quality of faculty. Here Behrend is truly unique. Because Behrend is backed by the Pennsylvania State University System it can attract top rate instructors, and yet, because of its relative newness as an educational institution, the instructors are relatively young;

thus you have the unique combination of talented instructors who have the ability to empathize with a student body which is not that much younger than they themselves are.

But perhaps the most unique quality which Behrend has, lies in the people that make up Behrend. All the points, that have been listed above, could possibly be applied to other small college campuses, but it is the "Behrend spirit"—the spirit of the student body, the faculty, and the administration together, which makes Behrend what it is. The individual interest of faculty members and administration in the voice of the students, allows all these groups to work as one unit toward progress for Behrend Campus.

The conclusion that one arrives at, is that Behrend is unique because of the individuals who care enough to devote their time to make it so. But, there is the danger that Behrend will lose its uniqueness—will lose the "spirit" that has made it what it is today. The only way to prevent this is for the individual, each individual, to decide within himself what he wants to contribute to their college. After this decision has been made individually by each member of the student body, each individual should take advantage of the other attributes of a small campus, and communicate with others around him. This interchange of ideas will bring about change. Class elections and S.G.A. elections will be held this week and next week. These elections offer the perfect opportunity for the individuals to go out and express his views to others, and, in the long run, to preserve the spirit of the college which is Behrend.

Editorial Policy

The editorials appearing in this newspaper will be opinionated and therefore subject to criticism. All letters that are typewritten of 200 words or less, and submitted to the newspaper staff will be printed with the exception of those that are repetitions or in poor taste. The staff reserves the right to correct

or delete portions of all letters for publication purposes. All letters must be signed, but names will be withheld upon request. Term standing, major, and hometown must be included. Signed columns represent the view of the author only and do not reflect the Editorial policy of the Behrend Collegian.

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Beckie LaPlante
Editor-in-chief

Lynne Phillips
Managing Editor

Roy Hertweck, Suzanne Walker, Ginny Fletcher, Jim Benner, Gary Schonhaler, Ed Doklan, Pauline Jackson, Lynne Phillips, Debbie Kuseck, Ken Mushrush

Book Review

Marshall McLuhan and Stanley Kubrick

By Ed Doklan
Culture Is Our Business. By Marshall McLuhan. 366 pages. Ballantine. \$3.95.

Too often in the rush and rumble of everyday life the American fails to stop, ponder and appreciate the minute details that surround him. Among the neglected are the thousands of advertisements that are regarded as commonplace.

The easy omission of this 20th century folk art is one of the most notable sins of our times.

Fortunately for art lovers, Marshall McLuhan has found the time to stop and observe advertisements as an art form and an accurate mirror of American environment.

Culture Is Our Business views advertising as "a vast entertainment far beyond the scope of anything Hollywood or the networks have ever attempted." McLuhan juggles a reprint of an ad on the right hand page while supplementing the ad with quotes, misquotes and aphorisms on the left. The effect is dynamic. Chapter by chapter, McLuhan touches everything from racial problems (The black lady in the hosiery store asked for: "One pair of black stockings, flesh-colored."), to the Vietnam War ("The non-military utility of war in the economy finds its most familiar example in the effect of peace threats on the stock market.")

McLuhan is especially critical of television and its effects upon the culture. "TV means that the Vietnam war is the first to be fought on American soil. Parents can now see their sons killed in living color." "The seven year old today has had a heavy dose of adult experiences and global imagery via TV. He enters grade school as an adult." "The teen-

Formation of The Student Standard Board

Under the advice of Betty L. Seanor, Assistant Dean of Student Affairs, the Student Standards Board has been added to Behrend Campus' discipline system.

This new division, at the present time is composed of six fulltime students, five of whom were nominated by the Committee on Student Affairs and chosen by the Director of Behrend Campus, Irvin H. Kochel. The remaining student was elected by the Student Government Association. These six members are: Jan Fulton, John Johnston, Sandor Vargyai, Jeffrey Tate, Nancy Smith, and John Fiorenzo.

The Student Standards Board will hear any case pertaining to the alleged violation of local rules including traffic violations and resident hall rules. The board will not, however, hold jurisdiction over any violations concerning the Code of Conduct. These will be referred to the Hearing Board by the Dean of Student Affairs.

The Student Standards Board will meet once or twice a week as needed. They will be electing a chairman on Thursday, October 12. The elected chairman will also be a member of the Policy Committee located at the University Park Campus. This committee, in brief, will be concerned with improving and revising the discipline system and the Code of Conduct.

age market was invented by the Beatles. In politics, as in war, youth is now a major factor. The TV set introduced the viewer as screen, the public as participant. It puts us on."

Marshall McLuhan has taken time out from his position as Director of the Centre for Culture and Technology at the University of Toronto to write another humorous and perceptive book. Culture is indeed the business of the ad. Pick one up and look at yourself.

A Clockwork Orange. By Stanley Kubrick (based on the novel by Anthony Burgess.) Ballantine. \$3.95.

In searching for a new way to present the movie as a literary art form Stanley Kubrick has created a book. Strange as it may seem, you can now purchase a copy of the film **A Clockwork Orange** at your favorite bookstore.

Kubrick describes his book as

an attempt to produce "a graphic representation of the film (A Clockwork Orange), cut by cut with the dialogue printed in the proper places in relation to the cuts." By breaking down his movie into still photographs and words, Kubrick hopes to present the ardent movie buff with an accurate record of his film.

Broken down reel by reel, Kubrick's book contains all of the classic scenes that made **A Clockwork Orange** a stupendous flick. Once again you can travel with Alex and his "droogs" in their never-ending search for "a bit of the old ultra-violence."

If you liked Kubrick's film you could probably do without his book, however, if you "loved" Kubrick's film this book is a must on your shopping list. For those who have read Burgess's novel **A Clockwork Orange** and somehow failed to see the film, Kubrick's book serves nicely as a supplement.

Students Suggest A Better Behrend

Fifteen students, five faculty members, and ten administrators participated in the second annual encampment at Behrend. The encampment was held Sept. 8 and 9 in Lawrence Hall.

The Dean of Student Affairs Office sponsored the encampment. Students, faculty, and administration met throughout the week to plan the event. The group consisted of two major divisions: "The Student in the Classroom," and "The Student Beyond the Classroom." Student co-leaders for the first group were Kim Anderson, and Mike Joyce. Bonnie Angevine and Dennis Hart were co-leader of the second group. Mrs. Barbara Kuligowski, health services coordinator, served as recording secretary of the encampment.

The encampment began with a session on group dynamics. John Hamilton of continuing Education directed that session. A pizza party followed. Student leaders then participated in the training session led by Miss Kathy Sargent, Speech instructor.

Following a six hour session on Saturday, the groups compiled a list of recommendations to be presented to the SGA and other student organizations.

The recommendations are as follows:

- 1. The Student in the Classroom
 - For course implementation, students are to get together in groups by upper division to recommend classes that are needed as Behrend progresses to a four year college.
 - Faculty advisors should be

The entire Discipline System for all branch campuses consists of a University Policy Committee, a Hearing Board, a Student Standards Board, the Office of the Dean of Student Affairs, and Appeals Board, the chief administrative officer of the campus, and the President of the University.

A detailed explanation of each division can be found in the Behrend Campus Student Handbook under Commonwealth Campus Organizations.

better trained and assigned advisees in their area of specialization. College representatives are to meet with students in their colleges and give any new information or changes emanating from University Park.

- 3. Continuation of a Student Faculty Administration Committee that recommends to the Director and serves as in an advisory capacity to him.
- 4. SGA will appoint only interested and capable students to serve on faculty committees. Students need not always be SGA members.
- 5. Faculty to evaluate themselves or, if not, some type of evaluation designed to benefit both students and faculty.
- 6. Investigation of a daily bulletin, perhaps with informations collected by students, with typing done by office secretary.

"The Student Beyond the Classroom"

- 1. The Student Union Board would pursue obtaining art exhibits and use local faculty and student talent for art and or photographic exhibits.
- 2. SUB also explored the possibility of working with area colleges in cultural program ming.
- 3. Recommendation was not to pursue extended open house now. It was voted that students must assume responsibility for present escort system for security reasons.
- 4. Security Department to meet with students to form a mutually respectful ongoing relationship.
- 5. Commuter Council to be formed similar to Joint Residence Council.
- 5. Class officers to be instituted to promote college spirit.
- 7. A committee to be formed to develop working relationship with Food and Housing Department should problems arise.
- 8. The possibility of a Coffee House on campus be explored.
- 10. Placing a sign on Behrend Campus property near the exits of Interstate 90.

The participants in the encampment will meet later in the year to review the proposals made, and plan the encampment for the Fall of 1973.

