

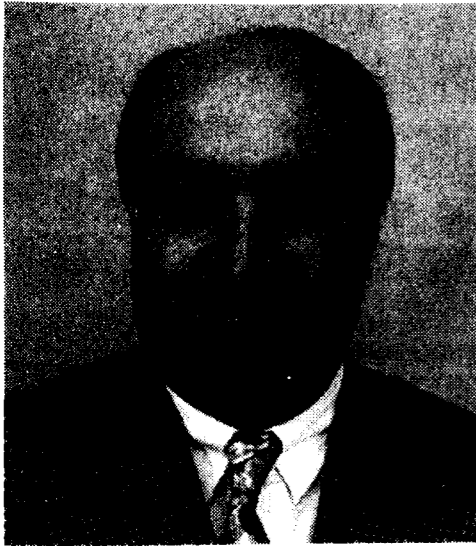
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Professor Spotlight



Professor E. Kaynak

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"In 1978, I arrived in North America with two suitcases," remembers Marketing Professor Dr. Erdener Kaynak. "This is the land of opportunity. With hard work and dedication, anybody can do what he or she wants, despite of what other people say."

More than a mantra, this has been the compass that has guided Kaynak's life. When he graduated from Istanbul University in Turkey in 1968, he was among 177 students taking an exam for a graduate studies' scholarship. When it was all finished, Kaynak was one of 13 winning a scholarship.

Though not a boastful man, Kaynak's pride in both his achievements and in his Turkish roots are obvious and endearing.

His father was a Turkish military officer and Kaynak is the oldest of three children. He was born in the Central Anatolian City of Sivas. He makes yearly visits to his native country to visit family members still living there.

Kaynak has a doctorate in Marketing Management from Cranfield University in England. He earned a bachelor's of Economics degree from Istanbul University. He then went to England where he received a master's degree in Marketing from Lancaster University.

He met his wife Glynis while studying in England. While the two were dating, Kaynak told his future wife they could not marry until he received his doctorate degree, which, he thankfully admits, didn't take a long time. From there the newlyweds moved to Ankara where his wife studied and became fluent in the language.

In addition to his advanced degrees, this fifty-eight year old has received over 60 awards and distinctions during his career, including his ranking as the eighth highest contributor to International Marketing material between 1985 and 1998, and an honorary doctorate in Business Administration from City University of Hong Kong. He has over twenty books and over 200 articles to

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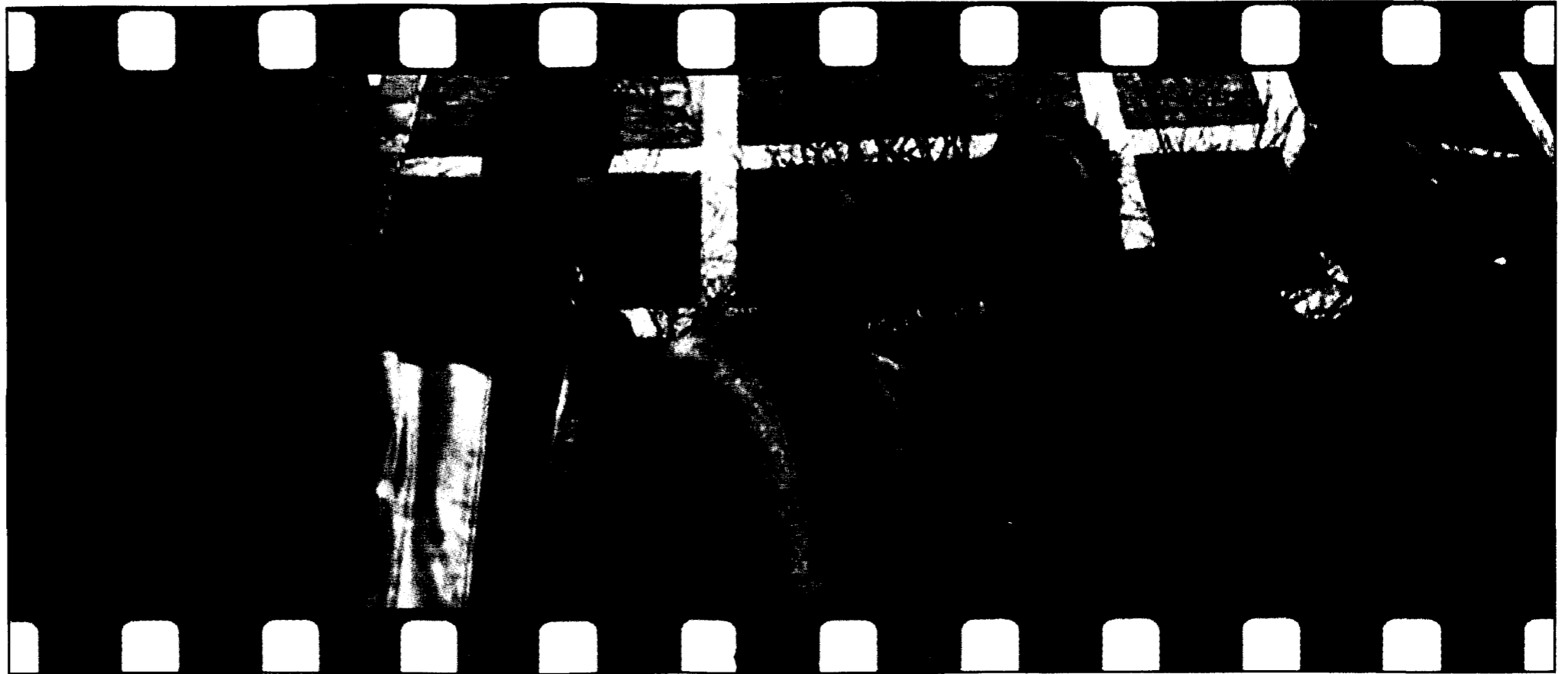


Photo courtesy of hierosonic.com

Ben Stewart, vocals/guitar, Jarred Cannon, guitar, Mike Stang, bass, Brandon Krotser, keyboard/vocals, and Mark Bohn, drums, are members of the up and coming local band Hierosonic. The alternative/industrial/ambient rock band has already made its way to Lollapalooza.

Hierosonic hits huge

By Amanda Nace
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The five-man twenty-something band from the Harrisburg area, Hierosonic, has tasted success on a Lollapalooza stage and hit a few bumps along the road, but through it all they've become more than just bandmates. "We're more close as family than just friends," said lead singer Ben Stewart, 22, of West Hanover.

The band formed in November 2002 after bass player Mike Stang, 20, of Hershey, put up fliers around the Harrisburg area to get word out that he wanted to start a band. The rest is history.

It wasn't long before they had Brandon Krotser, age 25, on keyboard and Mark Bohn, age 23, on drums. Their final addition, guitarist Jarred Cannon, 20, of Middletown, joined Hierosonic in December of last year.

Their influences range from Nine Inch Nails to Tori Amos and everything in between. It is apparent in their music the multitude of influences and mixture of backgrounds that each band member brings to the stage. Some of their songs have an eerie quietness while others have a more edgy hard sound.

Stang is more into the grunge scene while Bohn tunes into the heavier, darker side of music. Krotser is into Nine Inch Nails. Cannon draws his influences from underground bands like The Dresden Dolls and Stewart says he listens to a wide variety of artists.

In less than a year the alternative/industrial/ambient rock band blasted its way to Lollapalooza through an online battle of the bands where they beat

out some 400 bands by popular vote.

"It's kind of difficult to put into words. It was less the fact that we played in front of all those people, that was amazing, but the people we got to meet," said Stewart. Hierosonic played alongside popular bands such as Jane's Addiction, Incubus, Audioslave and The Donna's.

Through the wonderful technologies of today, their fan base is mostly online. They get airtime on Internet radio and have fans as far away as Malaysia.

"I don't even know where Malaysia is," said Cannon dumbfounded at the reach their music has made. Though Stewart makes it clear, "Our local fan base is really not lacking."

With Lollapalooza under their belt, Hierosonic is tackling a few more steps in their career as a band: recording and a nationwide tour. Their second album is being

released November 4, almost 3 years after the band formed and they're looking to begin their national tour this winter.

One of their goals as a band is to make their music on this album different from their last album. While recording, the band is not afraid to experiment in the studio. "In the studio we do things purposefully that we can't do live," said Cannon.

"Most bands make sure they do something in the studio that they can do live just so they can pull it off. But us, we're more worried about the album itself when we're in the studio, so we'll pretty much do what we can to make the album as interesting and as true to us as possible," explained Stewart.

"There's going to be a lot of stuff that

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Cellphone addiction

By Elif Kaynak
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Whether they are strolling out of class, walking to their cars or even eating lunch, students at Penn State Harrisburg assume their natural position of hand on cell phone and phone to ear.

As more and more connect to their cell phones at the expense of disconnecting themselves from their environment, it begs the question: "What did we do before cell phones?"

"People from pre-cell phone times didn't believe that constant communication was plausible and that made them much more introspective and contemplative," said Dr. S. Shyam Sundar, associate professor of communications and co-director of the Media Effects Research Laboratory at Penn State University.

The widespread overuse of cell phones by today's generation, however, is changing the way we look at silence.

"Because you're communicating so often on a day-to-day level, you could get [used] to getting less tolerant of silence from using a cell phone," Sundar said, "as a result, you lose respect or value for silence."

Silence is not the only thing that's changing.

"Students get on their cell phones after class because they are wanting to connect with people and make distance from those in their immediate environment," Sundar said, "it keeps distant others connected at the risk of disconnecting you from proximate others."

Sundar supervised a study investigating addiction and dependency on internet connectivity in 1997 and currently supervises research on cell phone use.

"More than the internet, the cell phone has the advantage of mobility, which makes it more prone to overuse," Sundar says, "it promises instantaneous communication."

Research being done indicates that people in public places strategically use their cell phones to hide or distance themselves from their immediate social environment. People believe that being on a cell phone relieves them of their social obligation in public places, such as helping an elderly person across the street, and this is referred to as bystander apathy, Sundar said.

"The cell phone psychologically makes you feel like a bystander in public places, and that's why you're more likely to be socially apathetic," Sundar said.

Another study is looking into how people not only call those within their calling plans, but also decide who their friends are going to be based on that, said Sundar.

"When people get introduced and exchange cell phone numbers, they talk about plans," Sundar said, "it's a curious

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