

Opinion

Don't Let the Advertisers outsell you!

I am sure mostly everyone reading this believes they think for themselves. I, however, beg to differ. An American is exposed to about 3,000 commercial messages a day, according to Business Week.

Beyond the scope of the traditional broadcast and print media, ads are found in classrooms, doctor's offices, the plots of feature films, and yes, even on hot dogs.

"Well, what's wrong with that? This is America, isn't it?"

It isn't the concept of the ads, it's the concept they promote, the concept of over consumption. The advertiser's main goal is to convince people all over the world, that there is a solution to any insecurity you may have, and it can be yours...for a small price.

When you examine that price, however, you see it is far from small. Advertisements are printed on a substantial amount of the world's paper, most often the highest quality a.k.a most heavily processed. US newspapers typically contain 65% advertisements, which are responsible for Canada cutting down 42,000 acres of primeval forests each year. That is roughly the size of the District of Columbia, the capital of our nation. Paper production involves much more than forest damage. An immense amount of energy goes into it, which goes hand in hand with pollution outputs.

Here is some more food for thought. A world full of consumer societies is ecologically impossible. Citizens of these nations consume 10 times as much energy as their developing country counterparts, as well as 10 times the timber, 13 times the iron and steel, 14 times the paper, 18 times the synthetic chemicals, and 19 times the aluminum. Consumer societies take the lion's share of the output from the world's mines, petroleum refineries, paper mills and other high impact industrial plants. In turn, these nations account for most of the resource depletion, environmental pollution and habitat degradation that humans are responsible for world wide. I don't know about you, but I think this is one achievement I will be leaving off of my resume.

Advertising's main job is to manufacture wants. They employ psychologists to use images of sexual virility, eternal youth, social belonging, individual freedom and lifestyle that are the most detrimental to our planet. Think for yourself, or at least think about the true cost of the next ad you see.

- Raquel Silano

One way to see where you stand in this over consumptive world is to figure out what your ecological footprint is. Go to www.earthday.net/footprint/.

People Poll

Staff writer Brittany Neimeth asked:

What are you doing for Spring Break?



Ryan Stewart
Accounting

Staying at home "having a good time" while my parents are in Aruba



Chris Bakey
Civil Engineering

Working



Theresa Merrit
Business

Visiting main campus, going to the beach and camping



Angelle Green
HDFS

Nothing



Samantha Matthews
Nutrition

Chillen with my friends



Jon Carassai
Business

Going to Disney-world

The Decline and Fall of the Detroit Empire

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One possible cause of the rapid decline of American automobile sales could be the rising price of gasoline. Currently, Ford is only equipped with two hybrid vehicles: the Escape, and the Mercury Mariner. They do have a line of fuel cell cars, including the Ford F150, and the Ford Fusion. These cars are much more expensive than their traditional counterparts and do not offer the fuel efficiency of any of the leading Asian models.

Though Japanese cars seem to be taking the market by storm with Toyota, Honda, Hyundai, and newcomer Scion outselling the competition at a record pace, there is room for German manufacturers to steal the rest of Detroit's thunder. Many German manufacturers have hopped on the environmental bandwagon and developed cars that get 28 miles to the gallon on average. What German and Asian manufacturers have done is also price these gas saving models less than American car manufacturers, making it hard to pass up such a deal. Currently, Volkswagen has three fuel economy cars priced fewer than 17,000 dollars.

With such competition it's hard to believe that Ford, Chrysler, and Chevrolet have hung on so long. Much of the American car market is dealt in the mass sale of trucks, not only to the consumer but also to the business in need of hauling and shipping. The American market also holds a monopoly on the "rebirthing" industry. Every couple of years, American car companies take one of their classic models and give it a new age spin, like what Ford has done with the Mustang. While riding the success of the Mus-

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tang, Ford has plans on reviving the Thunderbird, as well as other models in order to generate buzz. Not to be outdone, Dodge has revitalized the Charger, which looks technically sound and delivers the horsepower close to that of its predecessor. Yet American automakers are still losing its younger consumer.

Some think that Detroit is just out of style with its younger demographic. Revitalizing old cars and making slower new ones has caused many of today's youth to ignore their efforts and buy the competitors because they are easier to put modifications in and cheaper. Chevrolet looks to rupture this trend by releasing its 2008 Camaro and marketing it as the new car for a new generation. Just like the Camaro was marketed to the new consumer's parents, Chevy plans on marketing to the kids. Only time will tell if a new generation buys in to this ploy, given that the '08 Camaro is equipped with only six cylinders, yet gets the fuel economy of an eight.

To maintain their competitive edge, look for more layoffs and new design teams brought to Detroit in order to sort out how they manage to re-establish themselves as an automobile powerhouse. In the near future it looks as if American companies must buckle down and go with the ever-flowing trend of less muscle and more conservation. Until they choose to acknowledge a broader buying market, they will forever be trailing the out of town competition. Remember when clothes were made in America, along with Nike's, footballs, and the best basketball players? Well people, it looks as if times are changing once again; at least we still have the Louisville slugger.

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