

## OUR VIEWS CONSENSUS OPINION

# Welcome, Mr. Provost

*New Provost hire highlights changing landscape*

The selection of Rafael L. Bras to serve as Tech's next Provost and Executive Vice President for Academic Affairs appears to be a significant step in improving the gap between students and faculty, and hopefully rings in a new era of transparency and openness within the upper levels of the administration.

During his on-campus presentation, Bras was extremely open and forthcoming about his plans and ideas for Tech. With his experience in both public and private universities, he is acutely aware of the challenges Tech faces as a state college as well as a flagship research institution. This will be especially important as the relationships between states and their public universities are rapidly devolving. There will be a need to find new funding models, and he understands this necessity coming from budget-crisis-riddled California.

With his selection should come greater accessibility to his office and the vast

array of work that it does. His arrival also adds an outsider's perspective to the discussion of Tech's current affairs, something that is always welcome in these more uncertain times. Students will enjoy his student-friendly disposition on the relationship between researching and teaching. According to him, professors or other faculty only willing or wanting to research should be doing so in a national laboratory, and not at a school like Tech.

While Bras comes from a engineering and science background, he also provides valuable insight on how to have other fields work together, like the humanities and social sciences, to create better curricula that will help prepare the students at Tech to face modern problems.

For all that he has accomplished so far in his career and all of the promise that his views hold for the university's future, Bras is a more-than-worthy successor to continue a strong line of Provosts and leadership at Tech.

*The Consensus Opinion reflects the majority opinion of the Editorial Board of the Technique, but not necessarily the opinions of individual editors.*

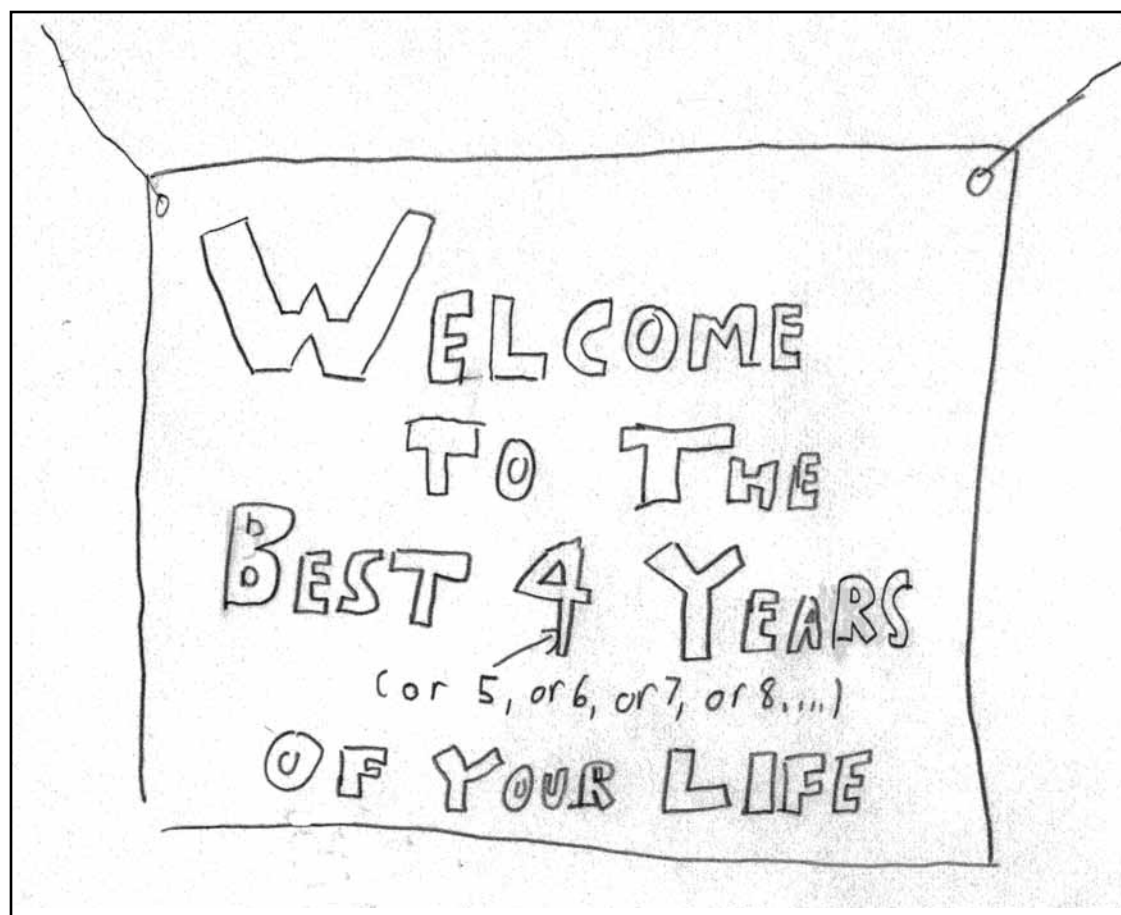
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## EDITORIAL CARTOON BY A CARTOONIST



## YOUR VIEWS LETTERS TO THE EDITOR

# Why stop with soccer? Change all boring sports

In reply to Alex Mitchell's editorial, "MLS must change for US fans to care."

I think your idea of change the very basis of soccer is a great way to get more Americans involved in the game. I think it's a very modern and realistic approach to the situation and furthermore it's an approach that can be applied to many different sports.

Take golf for example. Golf is an extremely boring and tedious game. How often are we bombarded with images of Father falling asleep in front of a televised golf game? The PGA needs to change the game to allow players to finish sooner.

There is a simple way to increase speed: increase the amount of obstacles on the course (and perhaps some more fun ones than just sand, water, trees, and longer grass; maybe something like a ramp?) and decrease the size of the course (about 10 to 15 yards should be an acceptable length).

These changes will produce shorter rounds and make the game more exciting for the American fan.

And why stop at just the horrendous mess that is modern golf? We can apply your ideas to a multitude of other sports: baseball (shorter outfields would make home runs much easier), basketball (lower baskets would mean higher chances of dunks), and football (less players on each team making sacks and break-away touchdowns occur more often).

It is also important to note that these changes must occur in the immediate future. The American fan has a notoriously short attention span (Do you remember who won the last Super Bowl? Me neither.) and a smaller brain making it harder to comprehend the aesthetics of a game apart from points on a scoreboard.

Once again, I applaud your efforts to adapt an outdated, and frankly internationally unloved, game to the 21st century. I look forward to many of your brilliant editorials in the future.

Eli Beeker  
Third-year INTA

## Successful adoption of soccer lies across the pond, not the MLS

Someone should let the sports editor know how wrong he is about the changes that need to be made to MLS in America. He states that the real problem for most American sports fans is that soccer is low scoring, and to fix this the fields should be made smaller and the goals to be made bigger.

Write to us:  
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We welcome your letters in response to Technique content as well as topics relevant to campus. We will print letters on a timely and space-available basis.

Letters should not exceed 400 words and should be submitted by Tuesday at 7 p.m. in order to be printed in the following Friday's issue. Include your full name, year (1st, 2nd, etc.) and major. We reserve the right to edit for style and length. Only one submission per person will be printed per term.

This may perhaps lead to more scoring, but to be honest, the fields in MLS are already quite a bit smaller than most fields in Europe which average 125 yards long by 75 yards wide. The bigger fields open the games up for better passing, more room for tactical play and better soccer in general.

If you stifle the players by limiting the space then they cannot express themselves on the field, and the game devolves into chaos. I know this because I have seen MLS matches played on fields that are already too small compared to some matches on fields that are large enough. It is astounding the difference it makes in the quality of the match.

Also, the MLS is not the key to making soccer big in America. The key is that kids keep getting involved in the youth system and increasing the exposure of the English and Spanish leagues. Those are the two most exciting leagues to watch.

MLS will never be as exciting because there is no battle for staying in the league as teams cannot be relegated and teams cannot win the league by being top of the table at the end of the season, but they must go through a stupid tournament that favors the in form team rather than the one that has performed best all season long. MLS also lacks the funds to afford certain players, not to mention there is no transfer market in the

MLS like in the rest of the world. You cannot simply buy players like you could in England or Spain or Italy or Germany. MLS is too Americanized to be a big league in the foreseeable future.

Soccer will be big in America. It already is gaining way more popularity than it had when we hosted the world cup in 1994. Hopefully we can even get it in 2018 or 2022.

David Page  
Second-year INTA



# Media, merchandising send bad message

To be skinny or to be overweight? To wear Uggs or workout shorts or maybe even both at the same time? Can tights be worn as a simple substitute for pants? Media and merchandising reduce the broad range of issues that women actually face into a small subset of petty, beauty-intense concerns that are ultimately useless and detract from the pursuit of dreams. In reality, women are concerned with the ultimate goal of becoming smart, successful and compassionate individuals, but the numerous channels of television and the long pages of advertisements in magazines tell a different story.

I'll admit that I pore over these magazines and get sucked into the daze of television, waiting on the tips of my toes for a magical solution to all my fashion and appearance problems (and I have since concluded that tights are not pants). However, I can't help but look to how the conflict between the expectations of the media and myself changes over the years.

The marketing starts early on too, while girls are still reasonably impressionable. I spent most of my youth playing with plushie dogs and teddy bears; I hated dolls because they were too high-maintenance, since picking out my own clothes was (and still is) stressful enough. Furthermore, I



**"The ultimate goal of the media should be to market to smart, self-sufficient girls and women."**

**Kamna Bohra**  
Focus Editor

abhorred the dolls that would eat, drink and produce excretory waste. Once again, caring for myself is stressful enough. As the years went by, I even got the vague impression that these dolls would subtly promote youthful pregnancies; perhaps the simplicity of caring for an emotionless piece of plastic with stagnant growth makes caring for a living, growing and very emotional child seem that much easier. Note that this applies only to girls who are still transitioning from the impressionable to the less gullible, usually the time frame of unwanted pregnancies.

When I was little, I loved watching movies about adventures Mary-Kate and Ashley Olsen would take across the world. In retrospect, while these movies focused on twins who were successful private investigators or globally-minded girls, they also stressed the ever-romanticized idea that every girl will meet the love of her life on the other side of every door she walks through.

These kinds of movies would end with a glorification of the romantic interest, rather than the recognition for attempting to make the world a better place, which should be the ultimate message of the film. These scriptwriters seem to assume that romance is the only go-getter for watching a movie. They have such little faith in the minds of their young female audience that such movies should focus on finding the perfect boy.

And while Mary-Kate and Ashley ran my youth, Hannah Montana (aka Miley Cyrus) controls the televised world today. Admittedly, Hannah Montana as a television show truly focuses on issues centered on family and friends, more appropriate to a young girl's life. In a world where everyone is literally plugged into a computer, Miley's lifestyle takes a new spin on influencing the female youth, as inappropriate pictures rampage the tabloids and music videos involving questionable clothing and raunchy dance moves

around an American flag and the back of a pickup truck make their way to the front page of YouTube.

On top of that, Miley is sensationalized by publishing an autobiography by age 16; in my mind, the writing of an autobiography occurs after one has made the world a better place, but while participating in a multi-million dollar industry and marketing affordable clothing at Wal-Mart, her work as a popstar has perhaps not effectively improved our lifestyle. Because I don't know the inner workings of a popstar's life, I won't immediately assume the decision-making is always left to Miley, but how do the agents come to the decision of fast-forwarding her lifestyle by ten years?

I won't comment on the private lives of the aforementioned stars or even the merchandisers; they, too, are human beings and are subject to the fallibility of mankind. However, what girls should draw from the experiences of public figures, not the so-called "successes" behind failed decision-making. Simultaneously, the ultimate goal of the media should be to market to smart, self-sufficient girls and women, and not to the truly nonexistent personas of damsels in distress, living in deflated castles in the sky.

# Tech support staff far too underappreciated

There is an invisible force at work at Tech. This force makes our campus beautiful through its actions: our floors clean, our lawns trim, our bellies full, our meetings organized and our paperwork processed. I speak not of Google, nor the administration in the Tech Tower nor of any supreme being but of a gentle, numerous, and largely underappreciated part of the Tech community: our support staff. Everyday, they toil tirelessly and ceaselessly to make Tech beautiful.

Sadly, we take this staff for granted and as largely invisible, almost like a lamp fixture on the wall; it's there, but not worth noting until it burns out. However, it is this very staff that serves as the heart and backbone of the institution. Their actions are the most poignant representation of the institution's ethos. Their actions, however seemingly minor, improve our days and remind us that Tech cares about its students and the beauty of its campus.

It is easy to remember countless instances when Tech's support staff went out of their way to help you. Remember the time you waited in line for your hamburger with extra bacon in the food court and the server went out of her way to grab you one fresh off the griddle? How about the care shown by the library staff in helping locate a missing book? Or remember



**"Sadly, we take this [support] staff for granted and as largely invisible, almost like a lamp fixture on the wall."**

**Eric Mansfield**  
Photo Editor

the time a secretary was willing to look the other way regarding some arcane institute policy or deadline?

These small acts of kindness put a smile on your face and brightened your outlook on your day. However, did you stop to thank the staff member who helped you? Do you remember their name? Or even their face? Or did they recede back into the oblivion?

Imagine a world without a support staff. The lawns would go wild and reach six feet in height, trash would pile up in empty corners of buildings and hot lunch would no longer be served, forcing everyone to pack their own food. In the library, books would never be shelved; in Tech Tower, transcripts would not be printed and mailed and in the student center, no one would be present to sort packages from parents. In short order, the university would rapidly begin to decay and descend into chaos. Yet we do not think of these dire consequences.

The other day I watched a student callously pouring the

remains of his soda into a recycled paper basket. There was no look of malevolence on his face nor furtive glances to ensure he was unnoticed. Indeed his visage captured nothing unusual, just indifference. Did he not care that the cleaning staff would now be forced to haul this formerly recyclable paper to the dumpster? Did he not think of the sloppy wet paper dripping its sticky mess on the floor, necessitating further work with a mop? No, none of these things went through this student's head.

A few moments later, while en queue for lunch, I observed how many students did not thank the cashier for taking their order. They grumbled their orders, didn't make eye contact and in general did not look thrilled to be there. In comparison, the cashier had a radiant smile, a twinkle in her eyes and enthusiasm in her voice. Imagine trying to radiate positive energy all day in the face of indifference. This seemingly Sisyphean task slowly grinds down even the most resilient of personalities.

So, the next time you see a member of Tech's support staff, take a moment to introduce yourself. Spend a few minutes to learn where they come from and thank them for their help. It's the least you can do to express your gratitude for their unwavering attention to detail and service.

I remember the day I introduced myself to Ruth, the Tech housekeeper assigned to help keep my lab space clean. Ruth was walking through my shared office space emptying the wastepaper baskets into her cart. I walked up to her, said, "My name is Eric. What's yours?" I extended my hand. Her face broadened with a smile, eyes brightened and she said, "I'm Ruth, pleased to meet you." Over the months I have been in my lab, I have gotten to know Ruth better, and I'm glad for it. Her smile and pleasant chit-chat always brighten my day and her's.

It never fails to impress me the smiles I elicit when I offer my hand in friendship towards Tech's support staff, whether it is in the library, Student Center or Campus Recreation Center. Please don't be a stranger towards the support staff and pretend you don't see them. Say "Hi", or "How are you today?" or "Thanks for helping me out." Together, through small actions, we can forge a more unified and positive Tech community.

Thank you.

## BUZZ Around Campus

**How do you feel about LeBron James' decision?**



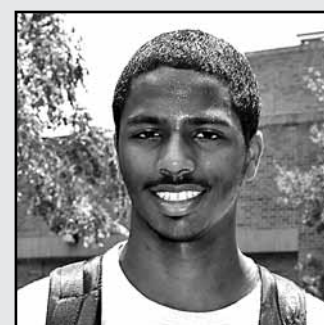
**Alex Bailey**  
Fourth-year ECE

***"Amazing. I'm from Miami. The way he went about it was bad but not complaining."***



**David Spain**  
Second-year ME

***"It would have been good if he had stayed in Cleveland, because it is his city."***



**Bryson Rajendran**  
Second-year MSE

***"I don't really care, but I think he made the right decision."***



**Thomas Devine**  
Fourth-year CHBE

***"I don't really care."***

Photos by Kellie Kosiba



## OUR VIEWS HOT OR NOT

HOT<sup>-</sup> or <sup>-</sup>NOT

## ACC TV

It was a wild day for ESPN and contracts last Thursday. While most of the nation tuned in for LeBron James's televised contract announcement, ESPN also inked a 12-year contract with the ACC for exclusive television rights to all conference controlled football games and men's basketball games, amongst other sports. It should lead to more athletes being exposed to a national audience, always a good thing.



## Wreck Fallout

A current Tech student is suing the school for injuries suffered after falling from the Ramblin' Wreck on April 16 of last year. While making a left turn onto Ferst Drive from Techwood Drive, the railing the student was holding on to broke loose from the car. The safety and health of students is always of the utmost importance and we hope that nothing like this will ever happen again.



## McDonald's Stand

Comedian Heather McDonald performed at The Punchline Comedy Club from July 8-10, promoting her new book, *"You'll Never Blue Ball in This Town Again: One Woman's Painfully Funny Quest to Give It Up."* The book chronicles a young woman's tale of aggressively teasing the opposite sex. Her stand-up routine, on the other hand, left her crowd completely satisfied.



## Overcooked

Atlanta Fire Department had to be called to the Mason Building on July 7 for a fire scare. It turned out to be burnt plastic in an oven. Luckily, no was injured. When things like this happen, it is always baffling that the problem was probably just leaving the plastic in the oven too long or setting the temperature too high. Next time, use a counter or set the power to low.

# I took the road/train/bus less traveled, but not always by choice

We have finally made it to Oxford, England. And what a journey it has been. Plane rides, bus trips, metros, taxis and the general transportation system have all been obvious obstacles for American students traveling from country to country.

But what you may not think about is how to get around the cities once you've arrived. We have had very different adventures on several of the different transportation systems in the various cities that we have trekked. It was even more interesting when the directions and stops were in different languages.

In Berlin, after a long day of sightseeing and walking tours, followed by an amazing meal, getting back to our hotel was our first priority. Our bellies were full and our feet were tired.

Of course this is the perfect recipe for having things go awry. We found the right platform as well as the correct route and direction of the train we needed. But since everything was in German, we did not realize that there were A, B and C trains, with C being the express train.

You can guess where this is going... aboard the wrong train. We passed our stop; the C train kept moving for another twenty minutes. No one around us spoke any English.

Our train finally stopped on the outskirts of Berlin. It was already nearing 11 o'clock at night. Luckily, we were able to catch the next train heading back into the city. Thankfully, the train operator saw that we were just lost students and only charged us for buying another ticket rather than fining us the ridiculous amount

"[In Rome] You could take a tram, a taxi, dozens of different subway and bus routes, or even a horse-drawn carriage."

**Nancy Thanki**  
Columnist

of money that he could have. We eventually made it back to the hotel safe and sound, having lost only a few Euros and an hour's time on another train ticket odyssey.

Rome. The city is an amazing historical archive. The traffic really is as crazy as you have seen in any movie and worse than anything in Atlanta. The gelato is better than what you've heard. There are an infinite number of possibilities for pizza toppings and pasta combinations. The smorgasbord of Italian food is amazing.

While their food options were plentiful, it seemed as if there were even more ways to get around the city. You could take a tram, a taxi, dozens of different subway and bus routes or even a horse drawn carriage if you wished. Let me rephrase. You could get lost on a tram, a taxi, dozens of different subway and bus routes or even a horse-drawn carriage.

Onto Paris, which was a different story entirely. The entire subway system was much more organized. The routes moved from point A to point B and they were easily recognizable by our foreign eyes. The first night, from the ticket machines to the gates to the train cars to getting back out was simple. It was nice not feeling like an ignorant tourist for a few days.

Now we are in England. The trains and buses here are much different, though it is a nice change to be able to completely understand the posted signs.

In our first weekend here, my friend and I decided to catch the semi-finals of Wimbledon. That was an interesting introduction to the London tube, it being the first time that we had travelled completely alone using our BritRail passes.

The BritRail web site told us that we would just need to change trains twice. It failed to mention that we would also need to take the London tube as well. After navigating the train station that also doubled as the tube stop, getting Oyster cards (similar to MARTA), and finding the right platform, we were not too keen on how the rest of the journey was going to unravel. But after navigating the tube, we finally got to the our stop relatively unscathed.

While travelling here has at times been misleading, I have had an incredible experience abroad. It sure has been an adventure learning and relearning how citizens of each city travel. Whether it is in the morning during rush hour(s) or on a weekend getaway, the people around me seem to know where it is they need to go. I just seem to be along for the ride.



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I freaking love to cuddle  
Seriously... ladies: I freakinig love to cuddle  
I also flippin' love to be little spoon  
You ain't no firecracka  
Waffle House fight song! Do it!  
Aye-Dee-Pizzles  
who dat  
shoutout to the ballin new focus editor  
waffle house  
Who needs class when you have espn3?  
get these old teachers out of here!  
FISHY. WHY ARE YOU SLEEPING?!?!  
I hate walking to West Campus. It's like Narnia.  
BDRM is easily misread as BDSM  
uga ad  
OMG, I'm slivering from overseas! Hi summer Technique staff!  
page 2  
H in Tech Tower  
course evaluation  
I'm Hungry!!!!  
Boi stoppp  
How does anyone hate fastfood? You guys are so unamerican.  
retarded kid in ethics... i hope you read slivers (i hope you can read) so that you can read this: die.  
What do we want? Diploma! When do we want it? NOW!!!  
Ahhh the days when I used to wear a lanyard around my neck.  
Oh freshmen, you're so cute.  
The only way to get through this freshman-infested class is by dual slivering with Yarden.  
freshmen at FASET recruitment fair: "I've never felt so wanted in my life." Organization rep: "I've never felt so shunned :(" Let's see how much of sociology class we can spend on endless dicussion.....FRESHMEN, STOP RAISING YOUR HANDS!  
Let's talk about race baby, let's talk about you and me ;)  
Lebron James, the epitome of a coward.