

HILLTOPICS

week of November 16, 2009

Vol. 6; Issue 5

INTERNET KILLED THE CD STAR

By: Stark Riedesel

Since Thomas Edison's first recording of sound in 1877 on his new phonograph, music, and the way we interact with it, has been changed forever. With widespread broadband internet access, music has become a pervasive internet media in the 21st century, but its future may be threatened by digital media which has by and large replaced the physical record and CD.

One of the biggest misconceptions when it comes to the recording industry is that artists make the majority their profits from album sales; in fact it is the recording companies that own the copyrights on most of the music produced and who make most of their profits on record sales. After paying to cover the costs of their producer and packaging of the album, artists typically make \$1.00 or less per album sold, and this is only after they have paid back the production company all the costs they have fronted for the production of the album. As a result, artists typically make the vast majority of their income on live performances.

The move towards digital media, namely iTunes, **MUSIC continued on page 4**

THE IPHONE YOU'VE BEEN

WAITING FOR...

By: Mark Gelbart

On June 29th 2007, hundreds of eager Americans lined up at the nearest AT&T store in a flurry not seen since the madness of Furbies. The queues were for Apple's hyped-up release of the iPhone. Looking back on it now, the long lines are surely justifiable. Can any of you remember what life was like before the iPhone? Before you could throw your iPhone up to the radio and learn the name of the song that's been stuck in your head all week? When considering the iPhone's success, it is obvious that the strong selling points are the internet access and applications... because it's definitely not the service!

That is why it seemed like a no-brainer for Apple to tap **iPHONE continued on page 5**

WHERE THE WILD THINGS

SNOOZE

By: Jonathan Price

One of the most anticipated movies of the year hit the big screen recently. The immensely popular children's book, *Where the Wild Things Are*, has now been made into a live-action motion picture and has stolen the box office two weekends in a row. However, while the reviews of the movie have been mostly favorable and, in theatres, it has been highly successful thus far, I am at a loss as to why.

Many parents have been similarly disappointed by this movie that appeared to promise greatness, but for very different reasons than mine. Parents, regardless of many warnings from director Spike Jonze that this was not a children's movie but a movie about childhood, were aghast at the dark nature of the film.

My issue with the movie is not that it is too dark or too sad, but, simply this: It.Is.So.Completely.Boring. The film

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BIZ WIZZES... MAYBE NEXT YEAR

By: Mary Fan

Over the past weekend, the Fisher Nationwide Biz Quiz was held at Ohio State's Fisher College of Business. This year, SMU sent three Cox undergraduates to compete against students from eighteen other business schools, varying from Texas A&M to University of North Carolina to Babson College. Although the actual competition only lasted for a day and a half, the preparation that went into it was so much more tedious and time-consuming. For six weeks, all of the participants received free subscriptions of the Wall Street Journal, only to be tested on information from the first page of each section, such as "Marketplace" and "Personal Journal." To me, it was basically rote memorization of facts, figures, and people, as it took me at least one hour each day to try to retain all of that day's material.

What came out of it: My knowledge of the financial world, the healthcare industry, the entertainment industry, the automobile industry, and the worldingeneralskyrocketed. I was like a man coming out of a cave. Awareness of big CEO names, business merges, downfalls and rises of companies, and the most effective treatments to combat H1N1 are examples of practical pieces of information that resulted from the competition, and what prompted me to apply in the first place. Cris Tran, one of my teammates, echoed "The Wall Street Biz Quiz [was] a good chance for me to know my own ability better." Unfortunately, our team did not make it to the semifinals, but it was definitely

personal growth that dominated for us this year. Since two out of the three members were freshmen (myself included), and the third member had just been replaced two days before the competition, we all agreed to just try our best and have fun. And that we did. As Max Ooi, another SMU freshman participant reflected, "Even though we did not win, our trip to OSU has opened our eyes to the corporate world and

arguably been the highlight of my trip. The majority of the participants were upperclassmen, so it was very valuable to hear about places they've studied abroad, internships they've done, and how their job search is going. Also, since the participating teams came from all over the country, it was interesting to learn how each university's business school operated. For instance, Babson College, renowned for its entrepreneurship program, requires all of its freshmen to come up with innovative, sellable business ideas that they will actually put on the market. I met a sophomore who invented caffeinated soap, meaning caffeine actually soaked through the skin when one showered, and she generated a whopping revenue of \$15,000.

On a last note, I just have to comment on OSU's magnificent school. Beside SMU, OSU is one of the most beautiful campuses I have seen. It is a public school, and ranks in the top three hugest schools in the nation with nearly 60,000 undergraduates, but the state's government evidently invests a lot of money in the institution. Our freshman host told us that OSU's budget is equivalent to that of Rhode Island. OSU also happened to play against Penn State on Saturday, so the streets of the campus on Saturday night were a lively, rowdy scene full of ecstatically drunk people. I enjoyed the past weekend tremendously, but hope to return next year with something to show for!

Mary Fan is a freshman majoring in Finance, minoring in Spanish and Sociology. She can be contacted at (mfan@smu.edu)



increased our network ties between our university and others."

The academic aspect of this competition was certainly challenging and cutthroat (especially when the top competitors Michigan State University and Emory University battled it out during the finals), but meeting people from other universities could have

A CULTURE OF VIOLENCE

By: Jonathan Price

We've all heard the statistics a thousand times. One out of every four women will be sexually assaulted on college campuses this year, and one in ten men will be assaulted as well. The words fall on deaf ears, not out of callousness, but because of a culture that accepts and often celebrates violent masculinity and objectifies women. Don't believe me? Well, how about this line from Lil' Wayne's song "Pop Bottles":

"Shut up b**** swallow, and if you can't swallow, shut up b**** gargle!"

Or this one from Lil' John's song "B****es Ain't S****":

"No more d*** in yo' p**** just stick with your throat. You ain't gon' get no child support."

Or how about this lovely tune from Eminem:

"Put Anthrax on a Tampax and slap you till you can't stand."

Now don't misunderstand me, I too often fall prey to the bandwagon, and I do listen to hip hop; I've even been to a Lil' Wayne concert. However, it is important that we all recognize what the popular media is putting out there and really think about whether or not the messages, such as the aforementioned lyrics, are acceptable and worthy of our support.

Some people may say, "Well, those statistics are unbelievable, and, even if they are true, they haven't happened to anyone I know, so why should I care?" This thinking is wrong in many ways. First of all, it is estimated that sixty percent of sexual assaults go unreported (1), leaving countless women and men to suffer in silence. Furthermore, this shows a failure on the individual's part to listen to those who are in their lives, something our society, particularly us college students, needs to do in order to help each other in this crucial time in our lives. It is truly eye opening to sit down and have a heart to heart with those close to you. I, personally, have found that a good portion of the women in my life have been wronged at the hands of men at least once in their life. One friend raped, others molested, another beaten, another impregnated and forced to have an abortion, and another has been victim to all of the above. If we just listen, they are there, they are all around us, they suffer with these tragedies, and they need us to listen, to understand, and to assure them that they are not to blame for the violence done to them.

Furthermore, all victims of violence and sexual assault need our support and that is exactly what we, as students of SMU, can do in getting involved with the many programs in the University's Women's Center. There, women and men

can do their vital part in supporting their fellow students and their fellow humans and work to end this culture of violence. The Center's programs have regular meetings and put on events such as Take Back the Night on Thursday, November 12, which support and assist all groups in the noble goal of allowing them to fulfill their greatest potential.

This is something we, as individuals, can do to combat this violent culture and that will assuredly help, but something more needs to be done. What I advocate is not to boycott hip-hop and other violent parts of popular culture—that's unrealistic. What I do advocate, rather, my challenge, is that all of us think about what we listen to, what we watch, and what that says about us as a person. If someone can be content listening to these negative messages and know that it does not reflect in their behavior then fine, that person is not the problem. But no one should buy into these attitudes because they do cause pain, they do perpetrate evil, and they do affect our culture. And I for one would like to hear less evil and see more good and happiness in my life and the lives of those around me.

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REVIEW CONT...

follows a lonely child, Max, from his broken home and his frustrations with his sister and her friends to the land of his imagination. There he finds the wild things, a dysfunctional group of animals that are at the exact same level, intellectually and emotionally, that Max is. Now, while many film critics have applauded the psychological aspect of these characters being an extension of Max himself, I find the idea, though intriguing on the surface, to be boring and rather annoying when played out. I get it. The author is exploring the anger of a child during his little tantrums. But really, who wants to watch a 10 year old throw a temper tantrum for two and a half hours? I can barely stand my little cousins for two minutes without wanting to strangle them, just to get some peace and quiet.

Furthermore, whenever the characters aren't acting out in the typical ways children do (throwing things, hitting others, biting others), the storyline drags on and on with no real point at all. The plot, if you want to call it that, can literally be summed up as this. Max throws a fit, runs away, goes to his imagination, encounters the wild things, becomes King, does nothing and learns nothing, then returns home where his mom comforts him for running away. And did I mention it lasts two and a half hours? Never before have I ever fallen asleep during a movie, but, for this one, I could not keep my eyes open.

So, here's my advice: drown out the hype, ignore the Urban Outfitters shirts, and skip this one. Trust me, you will be happy you did.

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MUSIC CONT...

has had two effects on the industry. First, less money is made by recording companies on record sales due to lower costs, as well as the cut Apple takes. Secondly, it opened a global market to indie artists who cannot afford to sign with big time labels. Many artists (including Nine Inch Nails in 2007) have chosen to drop their record agency in favor of online marketing through music communities and iTunes.

We have already seen the fall of many retail record shops and it seems inevitable that the music industry, which has had a forty percent drop in profits since the turn of the century, will be in for massive restructuring or face bankruptcy. What will the record company of the future look like? Most likely it will be dominated by services, like unlimited on demand music for some monthly fee. Already this has been adopted by the movie and TV industries, which have many paid and

free programming either through the Internet or "onDemand" services. Generally people are willing to pay for convenience—think Amazon vs. the mall: Amazon has everything in one place, easy to find and purchase, and is often even cheaper, but you still have to wait for the shipping. Advertising also will be key; studies have shown that thirty-four percent of people have stopped buying music due to simple disinterest, and, just like any other product, music must be marketed, something the industry is failing at horrendously. Due to the popularity of iTunes and other Internet music providers, the recording industry has been brought to its knees, and the next decade will mark the greatest change the industry has ever seen.

Stark Riedesel is a freshman Computer Science Major and can be reached at sriedesel@smu.edu

YOU KNOW YOU GO TO SMU WHEN...

- you think a Beemer or a Lexus are a little low-class, but Taaka is perfectly acceptable

-you think there are only 2 quarters in a football game

-on any given Thursday night your BAC is equal to your GPA

-an AV is less a punishment than a rite of passage

-you're majoring in 'Wellness'

How do you know you go to SMU?

Submit: sniles@smu.edu

IPHONE CONT...

the internet-obsessed Chinese market. Apple and AT&T quickly split as Apple agreed to sell it to China's Unicom. Unicom, as is the case with many Chinese companies, is a state owned telecom company with the PRC holding a majority stake. With the iPhone's savvy technology and a growing middle-class in China (710 million to be exact), it seemed both Apple and Unicom would win big. Sure the sticker price comes in between \$720 and \$1,020, but that never hampered the Chinese's intrigue with Western brands before. In the case of luxury goods, Chinese consumers will normally pay four to five times more than their American counterparts.

When Oct. 30th came around, local stores were shocked to see their shelves still stacked full. The iPhone launch ended up as a total failure. Here is what went wrong. Although China is a rising economic player, it seems that firms quickly forget - this is China we're talking about. The government plays a large part in... well, just about everything. The main feature of the iPhone, its stellar Wi-Fi access, was entirely disabled by Unicom at the government's request. What's more is that iPhones had roamed the gray-

markets for months before the genuine model was released. Patent laws and intellectual property rights are still a very strong setback for the Chinese. Most of China's growth is spurred along by the government, and as long as the laws

of economics still hold, this model won't be sustainable. This allows for all sorts of phones that are nearly a mirror-image of Apple's iPhone. With the tags brought down to around \$500 on these gray models, it also falls better with most of the growing middle class' budget.

Nonetheless, there are a number of lessons to take from Apple's letdown, and you can expect to see it surface in business cases later on. After many years of catering to the Chinese customers like changing the signature Oreo to a wafer or changing the slogan of

YUM! Brand's KFC, companies have disregarded an essential element; that is, the politics of the target country.

Mark Gelbart is a first year Finance and Economics major, minoring in Statistics and Chinese. He can be contacted at (mgelbart@smu.edu)



Do you have an opinion about...

politics? music? class? television? football? shopping? intramurals? fraternities? movies? tests? the Mavs? club sports? sex? religion? driving? Umphrey Lee? technology? baseball? the weather? dating? books? nightclubs? the Daily Campus? pets? Texas? study abroad? sororities? news? the war? magazines?

or anything else?

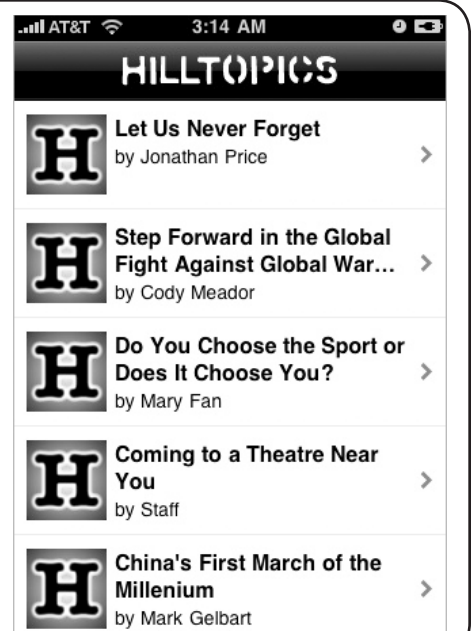
*we're listening at
amhowe@smu.edu*

DID YOU KNOW?

Hilltopics has its own iPhone App?

While nothing can really replace a paper copy, getting a free update on your iPhone is pretty close

Get it for FREE at the App Store today!

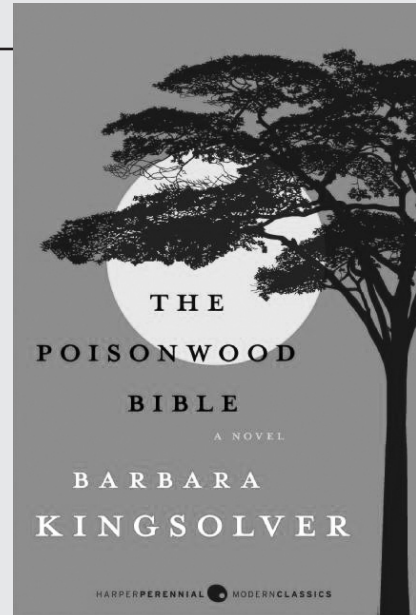


IN REVIEW...

“THE POISONWOOD BIBLE”

“Listen. To live is to be marked. To live is to change, to acquire the words of a story, and that is the only celebration we mortals really know.”

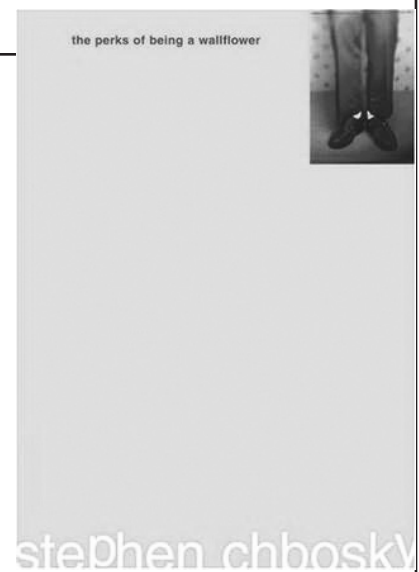
Arguably one the most emotional and powerful examples of the everlasting postcolonial world that we, in the postmodern time, must examine and respond to, Barbara Kingsolver’s “The Poisonwood Bible” details an account as relayed by the four daughters and the wife of an evangelical Baptist preacher, who takes his family to the Congo in 1959, to convert the local peoples and the troubles and ultimate disaster they face there. While the story deals with the negative implications of Christianity, democracy, and Western thought in a foreign land, the mainstay of the book focuses on various internal and external factors that combine in the dark shadows of Africa to destroy a family and change their lives forever. Some of the family, by choice and by fate, never leave Africa. Others move on and try to patch their shattered existence. All of them are forever changed. In the examination of our own lives, and in coping with our own personal failures and tragedies, “The Poisonwood Bible” gives us an account of realization and a small glimmer of hope that, beyond the suffering and tragedy of this world and its people, there is some sort of redemption; not in the bombastic, End of Days occurrences of Christian Scripture, but rather, in a small, private way that mirrors our loss, in that we are the only ones who experience as we do. It is a story of suffering and intolerance, just as much as it is a story of family and grace



“THE PERKS OF BEING A WALLFLOWER”

“We accept the love we think we deserve.”

“The Perks of Being a Wallflower” by Stephan Chbosky is actually a series of letters written by Charlie to someone he thinks will listen and who “didn’t try to sleep with that person at the party even though [they] could have.” The letters detail his adventures, trials and ultimate realizations in his freshman year of high school. Charlie is a loveable, relatable character who has trouble socializing but never has trouble understanding and loving the people around him. While perhaps lacking in the more austere and rigid literary merits usually prescribed here, the novella is nonetheless a moving “feel good” story of crazy parties and bad decisions that amuses and reassures the reader that, in the end, whenever and if ever that may be, life will work itself out. The work is short, neatly divided for reading either all at once or in small sections between classes. It isn’t a work that gets put down and left behind calculus homework or a marketing project. Charlie ends his letter series the day before his sophomore year, firmly believing that he will no longer need to write them, as he will become more engaged and active with his fellow classmates. How he reaches this point is through a delightfully charming and simple story of love and friendship and quirky antics and definitely a book worth reading.



NUTRITION AT THE VARSITY

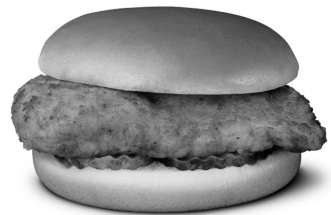
By: Ashley Howe

Even though it's easiest to grab lunch on the go in Hughes Trigg, you should know what your actually eating. Here's some nutritional information about some common food, it might surprise you. The dishes to especially watch out for are the Pastas (1,000+ calories) and breadsticks (150 calories in one) from Pizza Hut. The healthiest single entrée you can grab is the 6" Veggie Lover's Pizza at only 150 calories.

Ashley Howe is a senior Earth Science major. She can be reached at amhowe@smu.edu.

CHICK-FIL-A

8 Piece Nuggets	260 calories	12g fat	12g Carb.
12 Piece Nuggets	390 calories	18g fat	18g Carb.
1 Chicken Sandwich	410 calories	16g fat	38g Carb.
1 Chicken Caesar Wrap	460 calories	11g fat	11g Carb.
1 Waffle Fries, small	374 calories	18.7g fat	49.4 Carb.
1 Small Lemonade	170 calories	0.5g fat	41g Carb.
1 Barbecue sauce packet	45 calories	0g fat	11g Carb.



PIZZA HUT

1 [single] breadstick	150 calories	6g fat	20g Carb.
1 6" Pepperoni Pizza	200 calories	10g fat	18g Carb.
1 6" Sausage Pizza	190 calories	10g fat	18g Carb.
1 6" Veggie Pizza	150 calories	6g fat	19g Carb.
1 6" Cheese Pizza	160 calories	7g fat	18g Carb.
1 Pasta Primavera w/ chkn	1,050 calories	50g fat	97g Carb.
1 Pasta with Marinara	840 calories	32g fat	104g Carb.



Student bands go head to head for YOUR vote!

BATTLE OF THE BANDS

presented by Program Council and KPNI

Saturday, Nov. 21st
3-6 pm
In front of Dallas Hall

Free ENTRY!

SMU bands will go head to head for two great prizes! The WINNER will get to play a show at the Granada Theater, and the FAVORITE will be chosen by the audience and receive \$1,000!

Come out and support SMU talent!

THUMBS UP

Beating UTEP means
SMU is Bowl eligible
Basketball season
Parents Weekend
Christmas Lights getting put out



THUMBS DOWN

Papers and tests RIGHT
before finals
Indecisive weather
SMU v. Tulane is
over Thanksgiving Break



OVERHEARD AT SMU

"They're just using Greek letters for the hell of it. This equation looks like a fraternity."

"Mouths are for drinking not talking."

"I'm pretty sure Guy Fawkes was 6'10" and totally ripped, and an expert in everything he did."

"Art makes a lot of sense once someone explains it to you."

Eavesdropping? Send in your quotes: sniles@smu.edu

CRIME DOESN'T PAY...

...(but it sure makes us laugh)

Consumption of Alcohol by a Minor; September 5, 2:07 am

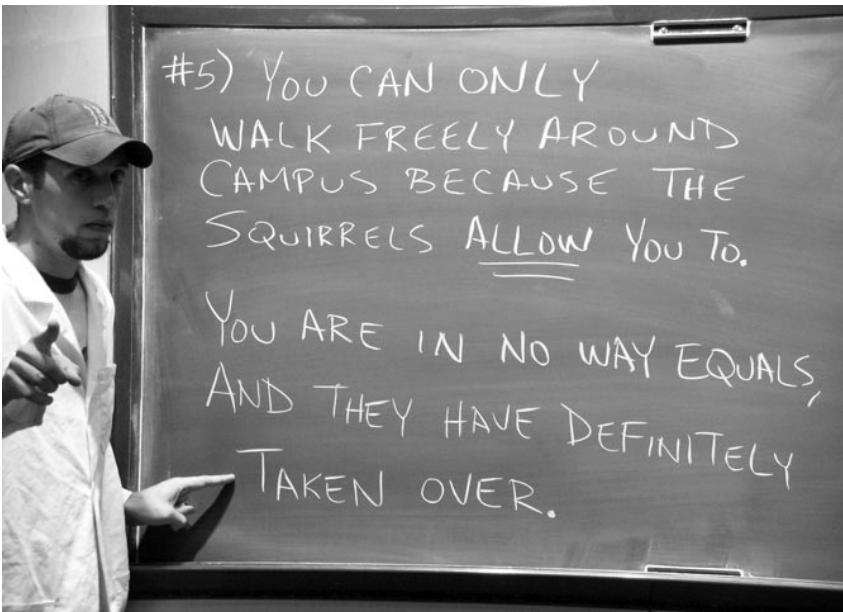
An officer was flagged down by a taxi driver who transported a student who left his wallet and cell phone in the taxi. The officer located the student in the residence hall and he was intoxicated. The student will be referred to the Student Conduct Officer for underage drinking.

***What was her window doing out on its own?*

Thefts/Warrants; September 24, 1:45 am

A student walked out of the library with a book which activated the deterrent system. The student had an active Highland Park warrant. A Highland Park Officer responded and the student was arrested and booked into Highland Park jail for the active warrant. The student was referred to the Student Conduct Office for the theft of a library book.

***Wanted that book pretty bad, huh?*



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