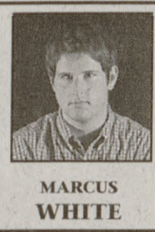


Thursday, September 21, 2000

## Just plain harmless Maxim, 'Man Show' should be judged with reason

Since the advent of Maxim magazine in 1997, publishers have jumped on the bandwagon of magazines aimed at men ages 17 to 30.



MARCUS WHITE

Though constantly under criticism for its racy pictures and taboo subject matter, Maxim has found a home in the dorm rooms and bachelor pads of American men, making it one of the fastest-growing magazines in the world.

Even television is not safe from the newfound liberation of the male opinion. Comedy Central features the testosterone-juiced "Man Show" — a program devoted to the needs of men in America.

"The Man Show" features an all-male audience drinking beers and the dancing of the well-endowed "Juggies" — a troupe of scantily clothed women.

Magazines like Maxim and television programs like "The Man Show" are not the sexist publications that critics claim.

They are simply male versions of the ever-popular Cosmopolitan-esque magazines and afternoon soap operas that have long populated the news racks and television sets of America.

Looking at the cover of Maxim, one might be inclined to believe, as many critics claim, that it is a pornographic magazine. Virtually every issue does have a picture of one or many scantily clad women on its cover.

Inside every issue, however, are the most interesting and well-written articles on the market. They are imaginative, humorous and always straight to the point. It would seem that men really do read Maxim for the articles.

Unlike its female counterpart, Cosmopolitan, one will not find any "Is she the one" quizzes or celebrity gossip. Instead, Maxim focuses its attention on things that

its publishers think appeal to the male psyche.

Scrawled across the top of every issue of Maxim are the words "sex, sports, beer, gadgets, clothes and fitness." These subjects make up the majority of the content found in every Maxim.

While Cosmo has its makeup tips; relationship quizzes; and, in the most recent issue, Kama Sutra guides, Maxim features jokes, fashion, sports, women and entertainment reviews. One of Maxim's most popular segments, Circus Maximus, includes short stories and funny quips.

Another feature of Maxim each month is the ongoing series of "how-to" articles. These are not articles on how to build a deck or make improvements around the home, but unique and interesting articles like "How to Escape a Stuck Elevator" (#30, June 2000) and "How to Fight a Duel" (#33, September 2000).

This fresh and original approach attracts readers in droves.

"The Man Show" is much more blatant in its approach to what it believes the men in America want to see. In true Comedy Central style, each and every episode must be approached with the same attitude that would accompany any "South Park" episode.

The fact is that this is a comedy program. "The Man Show" hosts Adam Carolla and Jimmy Kimmel use their unique form of unabashed comedy to make "The Man Show" enjoyable.

The ideas and thoughts portrayed on "The Man Show" probably offend a substantial segment of the population.

But, when did American society become so concerned with its image that it can no longer approach subjects like those found on "The Man Show" with a little bit of hu-



mor and less indignation?

"The Man Show" is nothing more than a night out with the guys broadcast into the homes of America.

Granted, the language, subject matter and pictures found in Maxim each month and on "The Man Show" each episode might offend some people.

However, it is nothing more than an entertaining and humorous look at the way many men act and feel when there are no women around.

When it comes to classifying a magazine like Maxim and programs like "The Man Show," one must take into account the joking tone

with which they approach every topic.

As a society, people must accept magazines like Maxim in the same way they have accepted Glamour, Allure and Cosmopolitan.

Subscription, sale trends and rating make one thing obvious: Maxim and "The Man Show" have successfully outlined the desires of their targeted demographics.

In turn, both — and products like them — are here to stay.

Marcus White is a sophomore general studies major.

## Crashing the party | White House criticism of IOC drug policies questionable

In the face of what the Olympic Games are meant and strive to be, they are inevitably tainted. With so much to gain, many athletes try to gain unfair advantages in competition by using performance-enhancing substances.



LUKE McMAHAN

And as was witnessed in the all-too-recent past, some will seek to gain unfair advantages by using questionable means to secure their chances for hosting the games.

With the fallout from recent Olympic scandals, the 2000 Summer Olympic Games in Sydney, Australia, have been placed under the magnifying lens.

The world will be watching as the athletes and the nations involved seek to have a successful Olympic experience, restoring some of the dignity to the Games.

Unfortunately, the United States dropped a very untimely

this press release are suspect. Two days prior to the White House's press release, related information was released that suggests the IOC's ability to self-regulate is quite competent.

On Sept. 6, China announced it was cutting 40 of its own athletes from its roster. Among them were athletes trained by famed coach Ma Junren.

Six of the seven athletes Junren expected to take to Sydney, including former 5,000-meter world-record-holder Dong Yanmei, were also cut.

"It's because of bad blood tests. They were above normal," he said, justifying the cuts. The seven runners cut from the roster failed blood tests for the endurance-boosting drug EPO, said IOC officials in Sydney.

"I'm very pleased," said IOC president Juan Antonio Samaranch of the drug-related withdrawals.

"It shows the new system for detecting doping substances will work very well. The objective is to have clean Games."

The removal of the Chinese athletes was largely due to a new-

## The validity and motives of this press release are suspect. Two days prior to the White House's press release, related information was released that suggests the IOC's ability to self-regulate is quite competent.

and deliberate bombshell that sent shockwaves through the Olympic community.

In a White House-financed study released on Sept. 8, the International Olympic Committee (IOC) is accused of approaching the fight against drug use with a passive and lackadaisical attitude.

"The aura of secrecy in which these bodies squirrel test results invites public cynicism about the integrity and the meaning of record-breaking Olympic performances," reports Joseph Califano Jr., president of the National Center on Addiction and Substance Abuse at Columbia University.

Released exactly one week before the Sydney Olympics, the 107-page report points to large sums poured into the Olympics by corporate sponsors and conflicting priorities among sports federations.

It also said there was no effective policing system, creating an "environment that encourages doing anything — including doping to win."

The report suggests creating an international organization independent of the IOC that would be responsible for drug testing and banning substances.

Although the problem of drug abuse among Olympic athletes is a problem needing a continuing effort to curtail its prevalence, the seemingly deliberate timing of the announcement, coupled with a hint of vengefulness, speaks very poorly of the White House's etiquette.

The validity and motives of

ly introduced combined blood and urine test for EPO at the Sydney Games.

Until the IOC introduced this test, the use of synthetic EPO was virtually undetectable.

The IOC began out-of-competition testing for EPO in Sydney and elsewhere in Australia last week. According to the Associated Press, the IOC expects to conduct 400 or more EPO tests throughout the Games.

The conclusion that can be drawn is quite simple. By taking the initiative to step up anti-doping enforcement itself, the IOC has clearly demonstrated its ability and dedication to fight drug use in the Games.

Also, the fact that China complied with the IOC's last-minute policy is indicative of the respect the IOC commands.

One is left questioning only the legitimacy of the White House press release that implicitly stated the "IOC does not do enough to fight drug use."

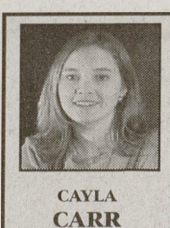
It could be the White House is trying to sling some mud in the direction of the IOC, so the blame for previous scandal is associated entirely with the IOC and not the nation with a host city — Salt Lake City in 2002, for instance.

Poor timing and the evidence that these statements are false certainly lead one to believe that there was an ulterior motive involved when the White House decided to try to taint the games before they started.

Luke McMahan is a senior industrial engineering major.

## Test, schmest | Importance of SAT, ACT college entrance exams should be weighed less

When it comes to college admissions, it seems less emphasis has been placed on entrance exams and more on students' overall abilities and experiences.



CAYLA CARR

Students have learned that one test will not predict their future, but a combination of their overall achievements will help shape their lives after high school. The American College Test (ACT) and Scholastic Aptitude Test (SAT) are not the only keys to college admission.

Before 1997, high SAT and ACT scores were essential for college admission. Many students' scores were not extremely high, so students, teachers and administrators looked for ways around the "single test" mentality.

Students soon learned that scores improved as the test was taken more times. But this got out of hand when students began taking these tests as early as seventh grade to assure them a place in college once the time came.

The Talent Identification Program (TIP), sponsored by Duke University, recruited seventh-grade students to take the SAT and identify talent.

Teachers also put their students under too much pressure to get into college. At many high schools, they began teaching to the tests and neglected basic studies necessary for college admission.

Taking this analysis into account, it is clear college entrance should not be determined by a single test score but rather by a student's abilities and experiences.

With less emphasis on SAT and ACT scores, teachers and students can focus on other important factors that encourage success in college. These college entrance scores have been relied upon, but they are not accurate predictors of success.

Average overall tests scores have drastically increased because the point system was altered,

students began retaking the tests, and teachers revised their entire curriculum to revolve around SAT and ACT preparation.

Two prominent politicians are good examples of people who have achieved great success regardless of standardized tests that supposedly reveal intellectual ability.

Governor George W. Bush scored a 515 on the SAT verbal test and Democratic Sen. Bill

and became a Rhodes Scholar.

With less emphasis on these tests, students are less vulnerable to a single measure of ability. Students and teachers can now avoid the pressures and tension involved with taking these exams.

Politicians have even helped play a part in redirecting standards for college admission.

For instance, a Texas law now grants any student graduating in the top 10 percent of his or her high school class automatic admission to all public universities, including Texas A&M. This law has helped many students who did not excel on a particular entrance exam but instead excelled in high school.

A study by the University of Texas-Austin found that students who were granted college admission on the basis of their top 10 percent rank in high school tended to have higher grade-point averages than those who simply scored well on a standardized test.

With less emphasis on SAT and ACT scores, teachers and students can focus on other important factors that encourage success in college.

Students are becoming more active and more involved in other activities they have realized will also be important to colleges. This is the way it should be.

Students can now rely less on their SAT and ACT scores for college admission and more on their overall achievements and experiences.

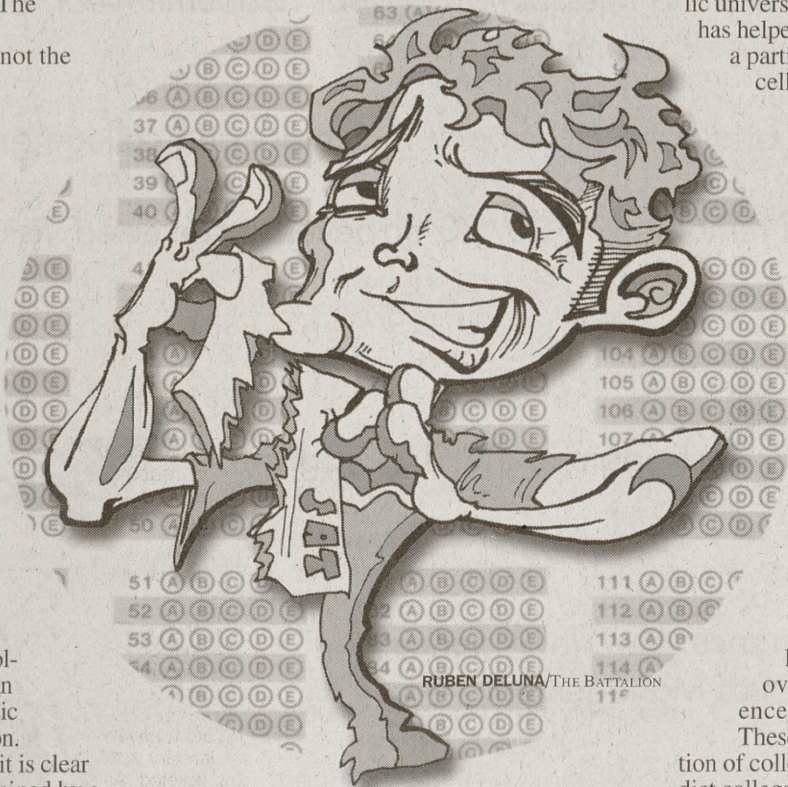
These tests are misconceived as a prediction of college success. A single test cannot predict college accomplishments.

To survive in the real world, there is not just one test.

Instead, there are series of trials and tribulations that help create character, and this is what determines success.

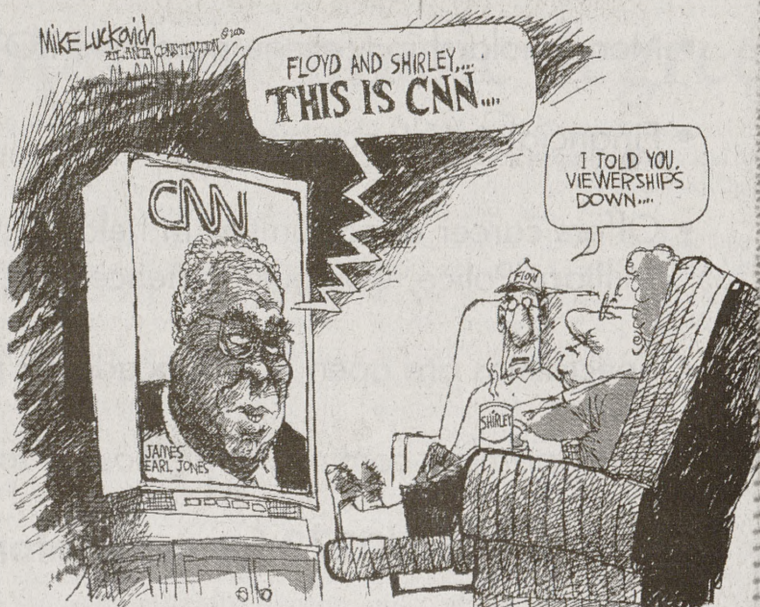
Bradley scored a 485.

Although these scores are on a slightly different scale compared to today, they are relatively low for two intelligent and successful people. Bush went on to attend Yale University despite his verbal score. Bradley was accepted to Princeton University where he graduated with honors



RUBEN DELUNA THE BATTALION

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