nesday, August 21

everywhere els Some may boast... at news for men a waterfront Students should take advantage of all that A&M has to offer

he said.

enirs."

exic

heading straight

op in the Fleet old while the star A&M

place. Some. wer, said he was specially those 90 ecision to turn shiles to the West, eek. "Maybe we hight find us odd. nat's fine,

Avednesday, August 22, 2001

ng barred. erent. A deep sense of school pride 1, from Shreve nd a respect for tradition has devel-about his shee ped since the founding of Texas' first blic institution of higher learning on

music, sightstanose fortunate enough to be associatwith the school share a sense of onging with their fellow students d those who came before them — Aggie bond is very real. This was undantly clear when A&M was rust into the national spotlight after ne 1999 Aggie Bonfire collapse. The cople that make up this institution are

g opportunities to be a part of some-

s stage of life passes all too fast.

A&M is one of the few schools to

old federal land grant, sea grant and

gest in the nation, with more than

4,000 students. The school also has a

uge amount of open land that allows

This is a luxury most land-locked col-

niversity of Texas-Austin. The \$3.7 bil-

all universities in the United States,

and the resources and opportunities here

re among the best in the nation.

endowment ranks among the top ten

pace grant designations. It is the fourth

st 100,000 jobs ar, mostly ampecial because they care so much nile northem bout their own. A&M has much to offer. Compared s say. January, Oprivate institutions, the quality of edue ation comes at a bargain price. In addinia, home to st 23,100 jobs 10n, the "other education" offers excit-

nua state has lost said Mexico's hing larger. Take advantage, because ry Carlos Abasca es host the largest naquiladoras.

EWS IN BRIEF accident k for new buildings and development. ast 17 peo leges do not have, including the

NOS AIRES (Nº. people were kill when a bus dia ruck on a higher ire, police said. accident took pla of San Nicolas some 125 mile os Aires. Police nmed into the of the survivors s r appeared to fa

before the cra as among those passengers we

The chance to develop leadership skills should not be overlooked. A&M has the largest student-union program in the nation, with more than 700 clubs and organizations. Memorial Student Center Open House, held the first Sunday after school starts, showcases the wealth of

binion HE BATTALION

opportunity for involvement. A&M is also one of the few schools in the nation to have the prestigious honor of affiliation with a president. The George Bush Library and Presidential Center on campus allows for the occasion to host events and programs that other schools can only dream of, including former Soviet President Mikhail Gorbachev last spring

Many of the traditions at A&M foster the sense of camaraderie. Silver Taps dates from 1898, with the death of former A&M President and Texas Governor Lawrence Sullivan Ross.

When a current student passes away, their final tribute is held on the first Tuesday of the following month. The lights of campus dim, hymns chime from Albritton Tower and people silent-ly fill the area by Ross' statue. Buglers play "Taps" three times from the dome of the Academic Building but not to the East as the sun will never rise on that Aggie again.

Muster, held every April, is celebrated in more than four hundred places around the world wherever Aggies gather to remember their own. Roll is called, and a member of the Aggie family answers "here" for the absent. The largest Muster ceremony, held in College Station, is a moving event that embodies commitment, dedication and

friendship — the Aggie Spirit. The March 1923 issue of Texas Aggie magazine encouraged, "If there is an A&M man in 100 miles of you, you are expected to get together, eat a little and live over the days you spent at the A&M College of Texas

Take advantage of the leadership

opportunities, chances to get involved, meeting new people and participating in the rich traditions of the school. The 12th Man, for example, unites students and makes Kyle Field a very intimidating place to play.

Midnight Yell, among other traditions, is a fun way to get involved and join forces with other Aggies. A&M has much to offer, and is an enviable position compared to many other universities.

For all the sweeping changes through the years, arguments over the future and endured catastrophes, some things do not change. America in the 21st century is

unmatched in its economic, political and cultural dominance. We are fortunate enough to be living in the best state in the United States, and Texas A&M is the best university in the state

Aggies are different. Some may boast of prowess bold of the school they think so grand. But there's a spirit that can ne'er be told. It's the mirit of Aggieland Taka the spirit of Aggieland. Take the time to seek out and discover some of what A&M has to offer, and remember that a big family is always behind you.

Jonathan Jones is

a senior

political

science

major.

Page 7B



bout 15 years ago, the media industry entered into new territory when rship for a Drug America, a non-profit coalition of communication professionals, addressed the issue of drug tolerance across the nation. Other organizations jumped on the bandwagon as they aired commercials about a variety of issues including CARR sex, peer pressure and smoking. Now, the media industry has taken on new responsibility. They have taken on the task of raising children. Partnership for a Drug-Free America currently airs a commercial where children criticize their parents' rules and then ends with a "Thanks." Words such as, "I snuck out, and you caught me," have monopolized the air waves. The media is redefining parents' role as the disciplinarian. The commercial has a good motive, but it should not be necessary to reaffirm the parental role and urge parents to take responsibility for their children's actions. This commercial is not necessary to spark parental initiative. Society has abandoned old parental methods and values and allowed financial discomfort, technology and childhood experiences to dictate their actions towards their children.

Parents have become consumed with keeping up with the wealth of society and have lost sight of their chilindulged their children with They



JONES

ng Kong," said Much has changed since then, but Much has changed since then, but

fficials said. ous, carrying 3 had left the ity of Resiste ding to the Arg

ordes pla again so

(AP) - The sup orde, outfitte res and arm likely to get a st over a yea lly crash.

ople.

ear.

tement was the glife tougher than necesa clear timeta

return of the ies. It came after nove-in day is today, but this d final - mee d final — meetine day is not enough. group, made oday, parking service offi-in the two courses direct traffic, provide on ministries formation and implement authorities. e grounded is he transition. But many parcordes immediates and students have cho-y 25, 2000, color to arrive earlier this is north of Parkleek, and are unfairly pay-

g for it. Some have been ways kept its ubjected to parking tickets until shorty and towing. It is necessary leet's airworth parents who are helping as withdrawn in

MARIANO CASTILLO Managing Editor CAYLA CARR Opinion Editor JONATHAN JONES Opinion Editor ROLANDO GARCIA News Editor

EDITORIAL BOARD

BRADY CREEL Editor in Chief

EDITORIAL

NO MORE TICKET AND TOW fore the end Official move-in day must change

was grounded The Department of their children move in to be ResLife should encourage sident Life (ResLife) and ates allowing the arking, Traffic and ed plane to reliransportation Services vill be restored PTTS) initiatives to assist by British and Farents and students during "probably better hove-in are well-intentioned igust 2001," sut fall short of student issued at the deeds considering ongoing Monday by a griampus construction proj-French officials cts. As thousands of freshce and British Arlen and returning students ly carriers to firive on campus to move to their residence halls, tement was the sLife and PTTS are mak-

The official freshman ograms designed to ease

rowed to two lanes, and some roads are closed.

able to park in areas that parents and students to normally would be ticketed move into campus housing beginning on Sunday and after school has started. Some must come on continue through this Sunday, the first day campus Wednesday or perhaps until the end of the week. And dorms open, because work schedules make taking time PTTS should not target those vehicles illegally parked near off during the week difficult. To ticket and tow the cars of residence halls. The official parents and students who move-in day should, in fact, are moving into campus last at least half-a-week. This housing is not the proper way, coordinated efforts to way to welcome Aggies back introduce and assist parents to school. and new students to resi-

Unfortunately, one could dence hall life is extended easily get the impression beyond just one day. In light that PTTS targets vehicles in of the construction around an effort to increase revenue A&M and the large number and fill its coffers. With conof on-campus residents, stustruction of the West dent needs must be the top Campus Parking Garage, priority of future initatives for traveling around campus offical move-in periods. has been made more difficult and time-consuming. beyond just one day in the middle of the week and Wellborn Road has been narshould begin on Sunday.

Aggieland is a friendly place, It is understandable if but this week has been unfairly and unnecessarily some wish to get a head start and arrive as soon as unwelcoming to some parthe dorms are available. ents and students.

This time should extend



Society has abandoned old parental methods and values and allowed financial discomfort, technology, and childhood experiences to dictate their actions towards their children.

Leonard Pitts, a columnist from the Miami Herald, explains that these commercials are an attempt to redefine a parent's job description by encouraging them to snoop, police and interrogate their children. He suggests children have a "misplaced sense of entitlement," and the parents are to blame. This, he explains, began with the "War" Generation raising the Baby Boomers.

Pitts explains, "Where our folks were restrictive, we were permissive; where they judged, we were nonjudgemental and where they gave orders, we negotiated.'

Now the effects are being seen, and parents have lost control. Baby Boomers are now parents, and as children, they promised themselves they would not be as overbearing as their parents were to them. Instead they have strived to be co-equals and being a co-equal leaves little room for discipline.

Financial discomfort has dictated parents' roles.

material things to pacify concerns.

A Time-CNN poll found that 80 percent of people think kids today are more spoiled than kids of 10 or 15 years ago. Divorce, peer pressure and career responsibilities have contributed to this materialism. Time reports that today's prosperity is a result of parents working longer hours than they ever have. Parents who are so involved in careers tend to have less time to spend with their children and resolve to buy things to take their place.

Divorced parents are likely to compete with the other spouse and indulge children. A lot of parents are oblivious to how to deal with peer pressure and end up buying their child whatever it takes for them to "fit in." Time emphasizes that "advertising targets children as " never before. These days, \$3 billion is spent anually on advertisement that is directed at kids." Time also reports that in 1984, children were responsible for \$50 billion of parent purchases. The figure is expected to be \$300 billion by next year.

The advancement in technology also has been a large factor in the loss of parental censorship. Talking computer games can teach children to read and write. Nintendo 64 and Sony Playstation develop hand-eye coordination and reasoning, and the Internet and television can serve as entertainment.

Parents have succumbed to these luxuries and allowed toys to take their place, while they do other things. Children have grown accustomed to technology while parents feel inferior to technology as knowledgeable learning resources. But technology will not teach children values.

Parents who do not take the initiative as disciplinarians are only setting themselves up for failure in the future. Children cannot be given adequate attention by material possessions. The parental figure is a vital part of a child's life and without a good example they will not learn the wisdom that only parents can teach.

Pitts sums up the role of a parent, "If they earned our scorn, our impatience and our criticism, maybe we should admit that they also earned one thing we never truly gave. Our gratitude.

This may be the motive of the Partnership for a Drug Free America's commercial, but parents should not have to be reassured of their instinctive parental obligation to discipline.

> Cayla Carr is a senior speech communications major.