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AGGIELIFE

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BEHOASVE ENGLISH FADS IN COLLEGE STATION HERALD NEW BRITISH INVASION

early half a century ago, four young men from Liverpool, England, stepped off a plane and set foot on American soil for the first time. Their lineup fit the mold of what has come to be known as a boy band in modern times — the quiet type, the lovable one, the thoughtful rebel and the slightly more mature member.

However, all that didn't matter because they had smooth melodies, catchy lyrics and, in short, rocked out like America had never seen. They were The Beatles, and they are widely acknowledged for pioneering what would become American youth's ongoing obsession with all things British.

From entertainment genres such as music and movies, to the not-so-obvious areas such as clothing styles, American life has been permeated with different aspects of the United Kingdom. Many fads past, Great Britain still remains the zenith of those who strive to be tragically hip and stylish while remaining comfortably within the boundaries of American mainstream culture.

Richard Stevenson, a junior marketing major, takes frequent trips to the United Kingdom with his family. Stevenson said his family loves vacationing in London, because there is always something new and exciting to discover.

"I love visiting castles, museums and art galleries," Stevenson said. "It is always so fascinating because in a way, British history is also our history."

Stevenson said the busy London life is what sets it apart from life at Texas A&M. 'We love the atmosphere over there," Stevenson said. "Everything is so fast-paced, and everybody is always in a hurry. Even though time is a big commodity, people are generally nice over in England. It's when you go to the pubs and catch them during their lounging hours that they get really friendly.'

Stevenson said during his sojourns in England, he has developed some personal

"I love visiting the coffee shops in London because they have really great drinks that are very cheap," he said. "We are talking about coffee that even blows Starbucks way out of the water. I also enjoy visiting the amateur comedy clubs. It's a free show and the comics are hilarious." Erin Wiedower, a sophomore wildlife and fisheries sciences major, said she is a fan of a

> variety of English things. "I am fond of different aspects of Great Britain, such as Victorian-era architecture, the way homes are set up, their accents and the way of life in general," she said. "The entire British cul-

ture comes with an unmatched feeling of The area of American life that has

arguably been the most influenced by the United Kingdom is entertainment. From the British invasion of the 1960s led by The Beatles, to Bush and the Spice Girls in the 90s, leading up to the current success of Coldplay and Radiohead,

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senior philosophy major

— Megan Scott

America.

each decade has seen musical performers from England rise to the top of the American charts.

Wiedower said she is a fan of

many lesser known British bands. "I am a fan of bands like Travis and Oasis," she said. "They fall into a genre of their own and are very creative. Although they aren't completely obscure bands, they aren't regulars on the mainstream charts either."

'Two of my absolute favorite bands are Radiohead and Pink Floyd," Garvin said. "They have an originality and foreign feeling that other bands don't have, regardless of

John Garvin, a senior history major, said he is a fan of

where they are from." Garvin said music out of the United Kingdom has a perfect mix of edginess and familiarity, without lacking an international quality.

Their music is similar enough to American music that it goes with my taste, but at the same time, it's innovative and different enough to be unique," Garvin said. Many retail stores that aim to cater to the musicloving crowds have begun selling apparel that is spiked with British references, whether it is a T-shirt

that has a Union Jack on it or a sweater that simply says "London." Megan Scott, a senior philosophy major, said clothing styles associated with music are heavily influenced by the United Kingdom due to major rock styles evolving there.

'Music styles like punk and New Age alternative were created in England," Scott said. "Even today, it is common to see the British public dressed in styles that are very punk-rock." Scott said when it comes to alternative fashion, the Brits are always a year ahead.

'Movements are always happening a year earlier over there — music-wise and fashion-wise," Scott said. "People who really want to keep up with trends usually buy the United Kingdom version of Vogue magazine, since you can be in touch with styles before they hit the mainstream in

Because of language barriers that come with fads from other European nations, Scott said England has more of an influence on American culture.

"It's hard for people who don't speak French to watch sitcoms or listen to music that comes out of France," Scott said. "More Americans can watch British shows and movies because they are in

The latest televised Brits that have become an obsession on American shores are MTV's celebrity reality family, 'The Osbournes'. According to mtv.com, "The Osbournes" garners more than eight million viewers a week — statistics that have made it the most successful show on MTV in the channel's 22-year history. The show has also become one of the top hours on cable television,

"I'm not a huge fan of the Osbournes, but sometimes they just act so stupid that you just want to watch and laugh at them," Wiedower said. For many Aggies, their love for England doesn't stop at buying the latest installment of "Harry

Potter" or sporting a Charlatans sticker on the rear fender of their car. They wish to change their obsession into an experience.

Wiedower said she hopes to visit England soon.

"I want to do an internship in London, or maybe even study there for a semester," she said. 'Since I am such a fan of England, it would be a really great experience.' Garvin said he wishes to attend graduate school in England and experience the culture while

"I would love to soak up the London scene," Garvin said. "Since I am interested in teaching history, I really want to visit World War II museums and get a different perspective on those

> events and times. Garvin said all British things come with a sense of aloof familiarity. The whole British idea is cool," he said "Because they are different enough that they seem original, but similar enough that we can relate to them.."

STORY BY NISHAT FATIMA . THE BATTALION

SETH FREEMAN . THE BATTALION