

Let the dog out

Jonathan Smith wishes A&M used Reveille to promote the new image



JONATHAN SMITH

“Reveille: First Lady of Texas” A&M, written by Rusty and Vanessa Burson, examines the history and the legacy of Texas A&M’s favorite mascot. The book explains how the original Reveille, a mutt with a heart of gold, led to a thoroughbred line of Reveilles that have become

“Queens” of A&M. The success of the tradition of Reveille since the 1930s proves the legendary Aggie canine should be the most prominent symbol in any effort that wishes to represent A&M.

Last month’s proposal by A&M President Robert Gates to create a new high-level position to coordinate communications and marketing at A&M implies that the University soon will have a professional standard for all marketing efforts put forth by the University. As A&M moves toward a more media-friendly campus, Reveille’s image should become as closely associated with A&M as the bald eagle is associated with the United States.

The fact that Reveille remains on campus also increases her clout around the school. Unlike the University of Texas’ mascot, which, according to The Daily Texan stays at Sunrise Ranch outside of Austin, Reveille sleeps in a dorm just like thousands of college students across the country. The Mascot Corporal also takes her all over campus where she can mingle with 44,000 other Aggies.

The only real local challenge to the dominance of Reveille’s image is Ol’ Sarge, a scruffy, tough-looking drill sergeant. This archetype is displayed wherever fine Aggie paraphernalia are sold and has long been used to represent Texas A&M. Ol’ Sarge does a good job of symbolizing the Corps of Cadets, but he does not do a good job of representing the majority of Aggies.

The popularity of Ol’ Sarge in local stores proves that the legacy of A&M as a military school is still held sacred by many Aggies. Yet the University’s marketing effort should do more than please the nostalgic. The marketing efforts of the school should represent A&M as a diverse flagship institution devoted to being a positive influence in the community.

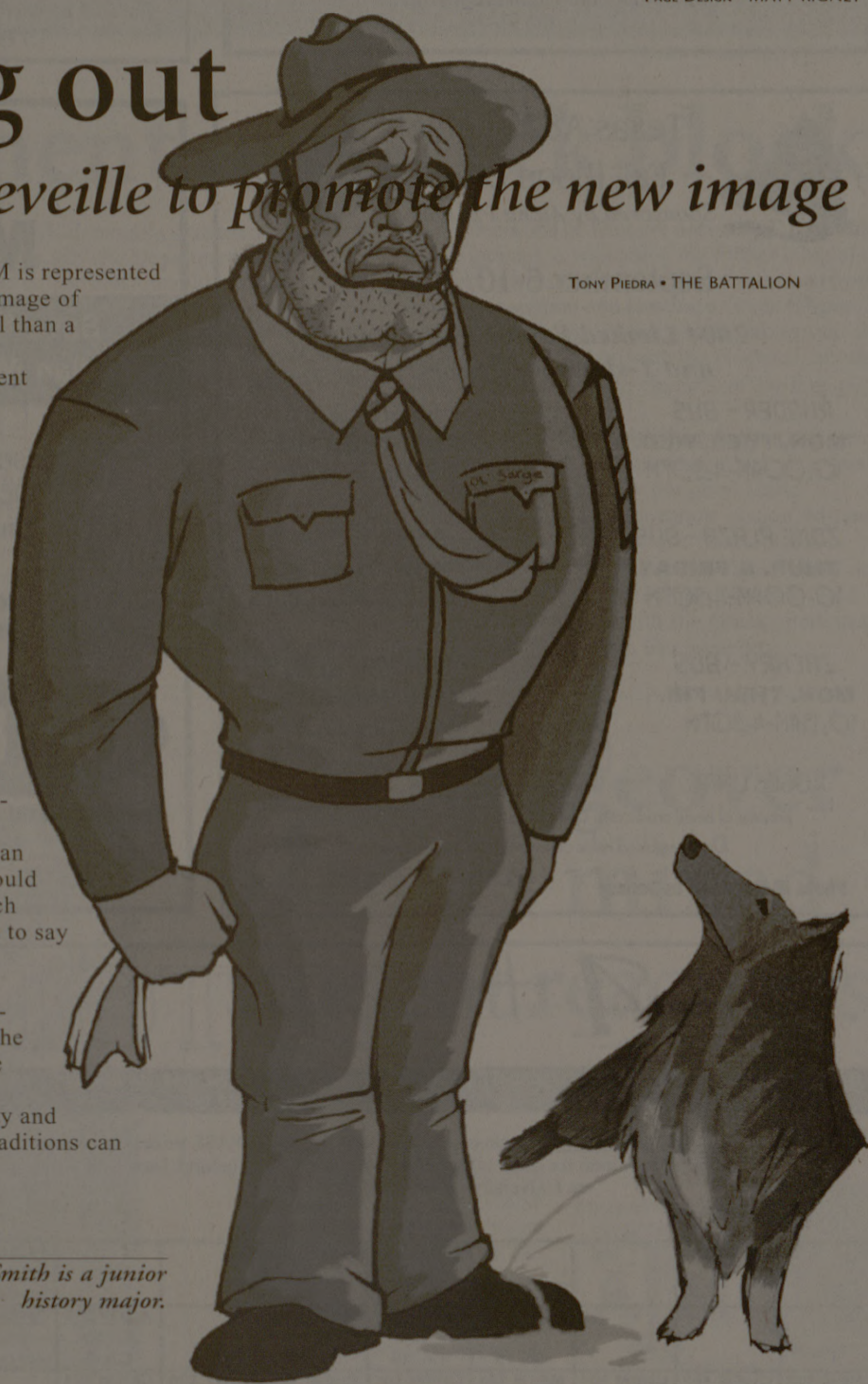
Reveille should be used in cases when all A&M is represented (as opposed to just the Corps of Cadets). The image of the Aggie Collie is more pleasant and universal than a military man.

Reveille represents the average college student more than one would think. Any of the A&M professors would tell you that a (sometimes disruptive) cell phone is now a near universal accessory of Aggie students. Reveille also has her own cell phone, yet the Mascot Corporal does all the talking and dialing for her. Reveille also possesses a student identification card, exercises on campus, goes to classes and attends all the football games. A description of her average day might trick an outsider into believing that she was an Aggie student.

Yet, Reveille is much higher up the totem pole than the average student. As most Aggies know, she is the highest-ranking member of the University’s Corps of Cadets. Therefore, in essence Reveille is able to perfectly represent the cadets in the Corps and the civilian students at the same time. This point alone should convince makers of Aggie paraphernalia (which represent the school to shoppers across Texas) to say “Ol’ Sarge who?”

The image of Reveille has already carved a special place in the hearts of the A&M population. The book correctly states that she “is to the doggie domain what Lady Diana or Jacqueline Bouvier Kennedy were to femininity in their time: icons of class, grace, charm, style, beauty and nobility.” Reveille is living proof that some traditions can actually be strengthened as A&M changes.

Jonathan Smith is a junior history major.



TONY PIEDRA • THE BATTALION

Mike Walters thinks war records are overhyped



MIKE WALTERS

The poet George Santayana once said: “Those who do not remember the past are condemned to repeat it.” It is for this reason that both presidential candidates are having their Vietnam-era lives scrutinized.

Sen. John McCain, however, has had enough. “I’m sick and tired of reopening the wounds of the Vietnam War,” he told The Chicago Tribune. As a former prisoner of war with a reputation for bravery, The New York Times noted that McCain, a former prisoner of war with a reputation for bravery, is viewed by some to embody “a moral authority on issues related to Vietnam.”

This raises the question: Should we worry about Vietnam in this election, or is it best to leave out the past?

Like many veterans with painful memories associated with war, McCain has good reason to never want to think about Vietnam again. However, as with any painful experiences, there are good lessons that can come out of trial and should not be ignored. McCain is right to say the bickering re-opens old wounds, but he is mistakenly accused of believing that Vietnam should be ignored entirely.

First, McCain is firmly against questioning

the medals Sen. Kerry earned during Vietnam. “If they question Kerry’s medals,” he told The Times, “they question everybody’s medals. All those men who found so little gratitude for their sacrifices when they got here are going to feel mistreated again.” Veterans who risked their lives for their nation and its leader’s policies should be honored for their bravery. However, McCain is making an erroneous equivocation here — the only medals in question are the ones Kerry once claimed to throw away in angry protest.

While some question whether Bush’s service home side during the war is less honorable or brave than Kerry’s service in Vietnam, this should be ignored as an insult to servicemen. Not every member of our armed forces is in Iraq or Afghanistan, but to call the service of men and women working stateside less brave or honorable would be spitting on their lives and service.

So, McCain is right to say that Kerry’s and Bush’s military service to this country were honorable. But citizens shouldn’t merely stop there. What Kerry did after the war is important

as well, because it wasn’t youthful rebellion, but a character flaw that exists in the present as well as the past.

In 1970, Kerry met with North Vietnamese Army Communists to discuss ending the war in Vietnam as well as an unconditional surrender of American forces. These talks were not sanctioned by the U.S. government and therefore are in violation of Uniform Code of Military Justice Article 104 part 904, which states: “Any person who without proper authority, knowingly communicates or corresponds with or holds any intercourse with the enemy, either directly or indirectly, shall suffer death or such other punishment as a court-martial or military commission may direct.” Even worse, this crime is a violation of the 14th Amendment and technically makes Kerry ineligible to hold the position of senator or president.

It could possibly be dismissed if Kerry wasn’t still doing these things. But on Feb. 8 The Tehran Times published an e-mail sent by the Kerry campaign promising that as president, he would try to restore relations that are at risk due to the actions

and attitudes of the Bush administration. Kerry is still trying to undermine another war effort by talking peace with the enemy.

“This raises the question: Should we worry about Vietnam in this election, or is it best to leave out the past?”

MAIL CALL

Cloning technology is a different type

In response to Mike Walters’ Sept. 6 column:

Mr. Walters points out very validly that students must examine everything, religious and scientific, with an inquiring and critical eye. It is imperative then that one use this frame of mind to examine the question at hand.

It shows little understanding of medicine or philosophy to equate the human cloning efforts of today to developments such as antibiotics that have revolutionized medicine in the last hundred years. It must be understood that delving into complete control of the make-up of human life is the ultimate philosophical attempt to play God, and while scientists tout the potential of cloning technology to treat disease, the critically thinking individual must not forget the long-term effects — and potential negative uses — of the technology before they impose their verdict.

Without the moderating voice of moral leaders like the Pope, the imaginations of scientists would go unchecked, and

before we knew it, we would be living in the midst of things only imagined on the Sci-fi Channel.

There is no easy answer to the dilemma of human cloning technology, but it must be one in which both the scientific and the ethical voices are heard and where positive and negative impacts of the technology on the future of humanity are examined.

Josh Langston
Class of 2004

Demolition derby held on Northside

Demolition Derby Race now showing seven days a week in Aggieland at the Northside Parking garage:

Come witness the races to the fourth floor — past three empty floors with hundreds of spots — by students with everyday vehicles turned demolition cars. As soon as the gate arms rise, anything goes. Passing people, backing up in the wrong direction, and near miss accidents. For the main event, watch the disappointed students as their coveted garage spot

is now in the uncovered zone. (Bet they are glad to be paying twice as much for a permit as everyone else and have the same mess to deal with). You can even wait for them to leave and taunt them with chants such as, “Now the permits are \$60 cheaper.” Admission is free to all students with the new Aggie ID.

Mark Smith
Class of 2006

In response to M.D. Walters’ Sept.

Comic displayed uninformed opinion

6 comic:

The comic strip was dedicated entirely to bashing Dave Matthews. It referred to him as “A piece of crap with a band wrapped around it.” Not only is this uncalled for, it is also extremely inappropriate. When any opinion article or comic has to illustrate the dislike of a person so literally and with such crude language, I think it just goes to show the quality of the work.

The Dave Matthews Band has donated

millions to various organizations across the world, built parks in the Amazon to fight AIDS and performed concerts where they received nothing. I love how the press never mentions those things.

Not only is he a good person, but also an incredible musician and songwriter. He is a happily married man with twin girls.

There is absolutely no reason to hate

this man, yet countless members of society who contribute far less to the world than Matthews want to ignorantly hate him. M.D. Walters should avoid using his comic strip to voice his uninformed opinions.

Adam Fornea
Class of 2006

