

UHD launches "Major Opportunity" campaign

JAMEE L COX Editor in Chief

The University of Houston-Downtown (UHD) is rolling out its \$170 thousand Major Opportunity advertising campaign in an effort to increase enrollment.

Students, faculty and alumni are just a few of the groups that participated in surveys and questionnaires designed to help the university, along with Houston local advertising agency Richards/Carlberg, develop a marketing strategy to highlight what makes UHD special. The campaign, which Executive Director of University Relations Diane Summers calls Guerilla Marketing, will include print ads, building graphics and possibly some advertising with the Metropolitan Transit Authority of Harris County (METRO).

The print ads will feature real UHD students and testimonials of their experiences at the university. The ads will also include a QR code, known as a smartphone barcode, that will link viewers to a short video of the featured student testimonial when the barcode is scanned.

Building graphics will be placed on the UHD Main building that will be visible





from the surrounding downtown streets berg agency are working to get developed. and freeways. "The first place we want to put the brief

REV Eco Shuttle, a short-haul transportation service that operates downtown, midtown and along Washington Avenue will said Summers.

"The first place we want to put the briefcase [or whatever object we choose] will be right in the middle of downtown Houston,"

The first place we want to put the briefcase [or whatever object we choose] will be right in the middle of downtown Houston.

-Diane Summers Executive Director of University Relations UHD

also sport the Major Opportunity logo on some of its vehicles. Rev is owned by Erik th Ibarro, who is a UHD business graduate o from the class of 2006. g

Ibarro will also share his testimonial through one of the QR codes placed on some of the advertising material.

But, the marketing tool that is sure to draw the most attention is the larger than life briefcase, or some other oversized object, that Summers and the Richards/CarlThe luggage tag on the briefcase will boast the Major Opportunity logo and a snippet of information about the new MBA program which opened up its first classes this semester.

In a faculty luncheon held on Jan. 26, Summers announced that the Major Opportunity campaign will roll out new phases of the campaign between February and April of this year.

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Viewpoints

Feb. 6-20, 2012 Dateline : Downtown www.datelinedowntown.com

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@ The Dateline Downtown



Hey, practice a little parking lot etiquette

It's a complaint heard throughout the halls and classrooms of the University of Houston-Downtown every day, all day - parking.

No matter what time of day, students are fighting for parking spaces and that dilemma is not soon to end.

With enrollment close to 13,000 students and inadequate parking to accommodate the masses, the least that students could do is be courteous to one another.

One of the worst parking areas for students is the public pay lot located behind the Student Life Center. It is the infamous lot where the city will give you a ticket for not feeding the meter, will boot your car or tow your car, but the meters clearly say to pay at the meter "before going to class," as if the university owns the lot.

This parking area has become more popular since construction of the MetroRail began, making it harder for students to navigate the construction from the Shea Street lot and the Vine Street Garage.

The Hike and Bike Trail, which is a project of the City of Houston, is still not operational, but it would certainly make it easier for students to park in the Shea Street lot and cut across to the UHD Main Building.

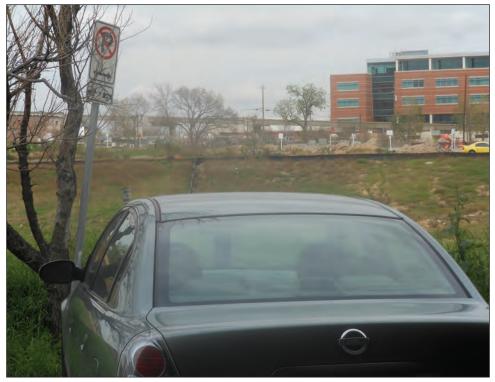
But, these remedies are not happening quickly enough.

Cars are idling and students lie in wait hoping that a spot becomes available on the row where they have been waiting for 30 minutes. Jackpot! Here comes 'Sally Student' just in time for you to get to class. Suddenly, out of nowhere, someone zips into your coveted spot as if they don't even see you waiting.

Some students are opting for the no parking zones, making it difficult for those in a designated parking spot to maneuver around the illegally parked vehicle.

Parking is, and will probably remain, an issue for the students of UHD.

Parking does not have to be cutthroat.



Students have resorted to parking in No Parking zones to compensate for the parking dilemma that plagues UHD. Photo by Jamee L Cox

There is a certain amount of parking lot etiquette that could ease the pain of the UHD parking lot blues.

For starters, don't block the main access lanes that allow cars to pass through or enter and exit the lots; this only creates congestion and makes it impossible for anyone to park.

Second, be kind to your fellow students. If you see someone has been waiting on a parking space, do not bully your way into the spot. (This could also lead to car vandalism or an unwanted confrontation.)

Lastly, if you are running late, you have no one to blame but yourself. Leave a little earlier next time so you will have enough time to find a parking space.

Each semester students have to deal with the terrors of parking. Last semester the construction on the visitor parking area and garage expansion caused an equal amount of congestion in the lot. The garage is finished, but that is only helpful for faculty and staff.

"So far the new parking spaces provided by the Academic Building Garage seem to be having the desired effect of making life better for those parking in the original Faculty/ Staff Garage. In conducting walk-throughs at times when the garage would previously have been at capacity we are now finding numerous parking spaces," wrote Vice President for Administration and Finance, David Bradley in an article for Skyline News.

Well, it is good to know that those who get free parking have plenty of access with room to spare.

-Jamee Cox, Editor in Chief

Want your own caricature?







UHD Dateline: Downtown, RM S260 Aaron Stommel, Managing Editor stommelc2@gator.uhd.edu 713-221-8569 Office Feb. 6-20, 2012 Dateline : Downtown www.datelinedowntown.com

When did Valentine's Day stop being about love? Deviation of the stop being about love?



Ali Fazal

Staff Columnist As Valentine's Day approaches every year, I am always appalled by

the behavior of my close friends who are either in a relationship or actively pursuing one. With my guy friends, Valentine's Day is a strategic quest to win over the object of their affection while exerting the least amount of time and effort humanly possible. For my female friends, the weeks leading up to February 14, are nothing short of emotional warfare.



Strategically balancing mood swings and emotional blackmail, women will ruthlessly pursue potential suitors, all so that this year's 'Lonely Hearts Day' will finally bring their favorite Taylor Swift song to life. Either way, the battle of the sexes that consumes the first half of February every year is painful for me to watch.

By midnight on February 14, all the coaches have turned back into pumpkins, Prince Charmings' have turned back into frogs, and alluring femme fatales abruptly change from skimpy red dresses into baggy sweats so they can eat their Russell Stover delicacies comfortably on the couch.

It is a letdown every year. So why do we still do it?

For guys, Valentine's Day is almost an entirely selfless exercise. Even men who claim to be in love do not really need a sappy card to feel appreciated by their significant other. The lack of Valentine's gifts geared toward men illustrates this principle. All it does is perpetuate the belief that men should be the only ones to express their feelings in a relationship. Personally, I am still unable to understand how this holiday can be viewed as sweet and romantic. Does anyone else think it is disturbing that Valentine's Day merchandise almost always consists of vibrant illustrations of a vital organ covered in blood?If I handed a date a cartoon image of my liver covered in neon green brine, would that signify romance as well?

I also find it troubling that modern day romance asks us to pull plants out of the ground, wrap them in tissue paper and ribbon, and give them to women who will put them in a vase and watch them slowly die.

These oddities aside, I think it is deplorable that the effort falls almost entirely on men during this period. And the funny thing is, men can never really get it right. If flowers are purchased, they should be

n nowers are purchased, they should be roses since everything else is deemed cheap and inappropriate. But when roses are purchased, they are formulaic because everyone else gets them. If chocolates are bought, girls will be furious that their boyfriend is making them stray from their carb-free lifestyle. If chocolates aren't bought, it is obviously a passive-aggressive way of telling a girl that she needs to drop a few pounds.

Between expensive pre-prepared menus at pretentious French eateries and dozens of roses, Valentine's Day rapidly becomes an expensive effort in futility, since true love shouldn't really need all the trappings that Hallmark makes us think it does.

In contrast, Valentine's Day for women never really seems to be about the relationship at all.

Last year, two of my female friends were upset that their boyfriends gave them flowers in person instead of delivering them to their offices. That is when it hit me. For women, Valentine's Day is about proving a point to other women. It is about going out to a public place (and 'checking in' on Facebook) so that the world can see that your boyfriend loves you enough to take you to a crowded bistro where mood lighting renders the setting so dark that you can't even see one another. This Valentine's Day, everyone should go through their Facebook news feed. While men will be completely absent (since the exhaustive search for anything but carnations on February 14 cuts into social networking time), women will post quotes about love from Sex and the *City*, accompanied by images of a comically large stuffed animal that they will throw into their closet and never see again. This way, their bitchy, former sorority sisters will see that they have found 'Twu Luv.'

Ultimately, it seems clear to me that Valentine's Day no longer has anything to do with love, which is a real shame.

On anniversaries, couples are able to express their love and devotion toward one another, which is quite sweet. Valentine's Day, on the other hand, is simply a blind exploration through a field of emotional landmines, in which men hate their girl-friends because they spent their monthly beer allowance on Godiva chocolates that they will not be able to eat, and women hate their boyfriends because no matter how caring their gestures may seem, they still aren't as romantic as Matthew McConaughey in that movie where he played a Casanova with a heart of gold.

This year, I think we should all forget about the flowers, the candy, and the awful romcoms, and appreciate one another, since that is what love should really be about.

If you see Cupid this year, convincing happy couples that love is not real unless a horse-drawn carriage ride is in the offering, tell that little bastard I've got a bow and arrow of my own. Navigating love in this cruel world is never easy. Lucky for *Dateline* readers, we have a real-life romance expert in our midst. Because Dateline's Cupid has many high-profile celebrity clients, revealing their identity is not possible at this time. However, Cupid will serve as your life preserver through the murky waters of love, lust, and relationships. To submit a relationship

problem for Cupid that will run in our next

issue of Dateline Downtown, email us at



Dear Cupid,

Dateline@gator.uhd.edu

My girlfriend and I were sexting each other and I accidentally sent one of the hotter texts to my roommate's sister. I don't think she's said anything, but every time I see her she makes an excuse to leave or go into the other room. What should I do to make everything less awkward?

<u>Viewpoints</u>

Signed,

Slipped a Sext

Dear Slipped a Sext,

It sounds like you're enjoying the unlimited texting plan a little too much. Ultimately, you really have nothing to be embarrassed about. If you and your girlfriend are trying keep it spicy, there's nothing to be ashamed of. To mitigate the awkwardness, maybe invite your roommate and his sister out with your girlfriend to clear the air. If the sister is a prude, seeing you and your girlfriend in a more relaxed casual setting may help her see that you guys aren't just crazy sex fiends.



Dear Cupid,

Valentine's Day is coming soon, and I'm ready to declare my love to my man—all three of them! I will be throwing a dinner party to mark the occasion, but there is a small hiccup I need help with: my men don't know about each other! What dish can I serve to help ease the tension?

Signed, Lusty Lovesalot

Dear Lusty Lovesalot,

Girrrl, I have a feeling that you're NOT once, twice, three times a lady, and I love it! There is nothing wrong with getting your freak on with multiple romantic interests, but this is a delicate situation. Serving something spicy will get your suitors' heart rates up, which might make them more jealous and inclined to fight over you while you sit back and relish the attention. Be careful though, since you don't want them to think that you're a community USB drive: available for everyone to mount whenever they want. If you make it clear that you have high standards and just happened to fall for each of them individually, they won't think that you're a random hussy whose bedroom has more overnight guests than a local roach motel.



Dear Cupid,

My boyfriend just moved in with me, and things aren't going well. All he does is sit on the couch all day playing Modern Warfare and raid my pantry while I'm at work. He leaves dirty socks and plates everywhere and I feel like my apartment is turning into a frat house. What should I do?

Signed,

Angry and Annoyed

Dear Angry and Annoyed,

It's time you tell that scrub to SCRUB. If he's going to laze around while you go to work, the least he can do is keep your crib fresh and clean. My suggestion to you is unorthodox, but effective. Be as annoying as possible. Sit next to him and constantly ask him obvious and stupid questions about his video game (What does this button do? Who are those guys shooting? Why are they wearing that?) Also, start filling your pantry with organic soy meal bars and Fat-Free EVERYTHING. This way, he knows that if he wants to play his game and eat a hot pocket in peace, he'll have to get a job to support it.





Discounts offered for UHD community

Aaron Stommel Managing Editor

For the struggling student, faculty and staff that find themselves struggling in these difficult economic times, it pays to know that there are many local businesses that offer discounts to members of the University of Houston-Downtown (UHD) community.

These businesses include restaurants, cell phone services and health clubs to name a few.

Other restaurants include the Falafel Factory (914 Prairie), Macondo Latin Bistro (208 Travis St.) and Thai Spice Asian Gourmet (1420 South Mason Road in Katy).

AT&T, Sprint/Nextel, T-Mobile and Verizon all offer discounts ranging from six percent (T-Mobile) to 23 percent (Sprint/ Nextel) for University of Houston system employees and students.

Yoga Lotus (12288 Westheimer Road, Suite 380) offers discounted platinum memberships when a UHD identification card is presented. The nutrition conscious may want to visit My Fit Foods (3223 Hous-



The dining discounts range from American, Italian and Japanese to Mediterranean, South American and Thai.

The Café Express (650 Main St.), Frank's Pizza (417 Travis St.) and Quizno's Sub (1113 Commerce St.) offers staff, faculty and students a 10 percent discount when they present their UHD student identification card. Sambuca (909 Texas Ave.) offers staff and faculty a 15 percent discount, weekdays, from 11 a.m. to 4 p.m. with a valid Gator card.

For a taste of Italy, Mia Bella Trattoria (320 Main St.) will give staff, faculty and students a 20 percent discount during lunch. They also offer a free appetizer or half bottle of wine (manager's selection) during dinner when a UHD identification card is shown.

For those craving sushi, Azuma Sushi Robata & Bar (909 Texas St.) offers a 15 percent discount to the bearer of the UHD Gator card as well as a 10 percent discount for up to three guests. ton Ave) or Take-Off Fast Food for Smart People (914 Main St) which offer 10 percent and 15 percent discounts, respectively, however Take-Off Fast Food for Smart People does not provide a discount for students.

Bayou City Outdoors is a social and outdoor activity club located at 8218 Mallie Court which offers a 25 percent discount on memberships to staff and faculty. Promo codes, found on the UHD employee discount Web page must be used when signing up online.

For discounts pertaining to the home, Tara Energy (1900 St. James Place, #300) offers UHD employees a discounted rate as well as a \$50 bill credit which will be applied on the third month.

Some offers are only available through the UHD Employee Discount Web page. More information can be found at http://www. uhd.edu/about/hr/work_life/employee_discounts.html.

Strange ... but true

by Samantha Weaver

- It was American author James Thurber who made the following sage observation: "Humor is emotional chaos remembered in tranquility."
- If you're a fan of the original "Wizard of Oz" movie, you might be surprised to learn that the actress who played Glinda the Good Witch, Billie Burke, was 54 years old when the film was shot.



- The award for the most needless war in history could very well go to Paraguay, whose president, Francisco Solano Lopez, believed himself to be an excellent tactician. He was a great admirer of Napoleon Bonaparte and wished to emulate the French emperor, but he had no wars to fight. To remedy the situation, in 1864 Lopez declared war on all three of his neighboring countries, Uruguay, Argentina and Brazil. His tactical abilities seem to have been of little use, however; it is estimated that 90 percent of Paraguay's male population was killed during the course of the war.
- French novelist Marcel Proust's magnum opus, "Remembrance of Things Past," has been hailed as a literary masterpiece, but not everyone was a fan at first read. As Proust was trying, unsuccessfully, to find a publisher for his seven-volume work, one publisher said, "I may be dense, but I fail to see why a chap needs 30 pages to describe how he tosses and turns in bed before falling asleep." The author finally published the first volume with his own money; after the book was hailed as a masterpiece by critics, the same publishers who had rejected Proust competed for the opportunity to print the other six volumes of his work.

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Test taking series: Conqueringthemultiple choice exam

Victoria Chadwick Staff Writer

You knew the material inside and out, so why didn't you get an A? There is a certain knack in the test-taking itself, apart from the content. Good news: it is a skill you can learn. Here's how to tip the odds in your favor, even when you don't have a clue.

The clues that it is a negatively worded question - and therefore requires a "false" answer - are found in words (usually already emphasized) such as NOT, EXCEPT, NEVER, NONE. If the question is negatively worded, do whatever it takes (put your finger on the question, in your ear, up your nose - whatever works) so that you will remember to answer accordingly.

Here is another trap to watch out for: the



For the first part of this series, we will examine just the question part of a basic multiple-choice question (MCQ) exam.

Essentially, a MCQ boils down to only two tasks: you need (1) to really understand the question and (2) eliminate all the distractors.

Consider that a MCQ (and each of the answer options) is actually a true or false statement in and of itself. With that in mind, cover up the answer choices to focus solely on the question. The first thing to notice is if the question is asking for a true or a false (positive or negative) answer. Most questions are written in a positive manner, asking you for a correct (true) statement as the answer. These type of questions test your comprehension of the material, perhaps by requiring you to relate, differentiate between, or apply different pieces of information you have learned.

Negatively worded questions, however, test your ability to recognize exceptions or detect errors and the correct choice is then the "false" answer. Many times students miss a question by forgetting that they are supposed to look for a false answer, an exception. Instead, they automatically select the answer choice that contains correct information. This can get pretty tricky. It is easy to get distracted from remembering the type of answer you are looking for, especially if the question is really wordy.

Do not make this careless mistake.

question (or sentence to be completed) can be mostly true except for one small word (i.e. not), which renders it false. Try this one, for example:

During the American Civil War, some four months after the Confederate armies defeated those of the Union at the Battle of Gettysburg, President Abraham Lincoln delivered one of the most well-known speeches in U.S. history. This famous speech:

(A) is known as The Gettysburg Address (B) was delivered on November 19, 1863 (C) begins with the phrase "Four score

and seven years ago"

(D) is the dedication of the Soldiers' National Cemetery in Gettysburg, Pennsylvania

(E) none of the above

All of the answer choices give correct information, but the only possible answer, considering the question, is (E). Remember, a MCQ is made of true-false statements. If any part of a true-false question is wrong, the whole question is false. A true statement can be chosen as the answer if, and only if, all parts of the question are true.

The best way to learn how to avoid this trap brings us back around to the two tasks needed for MCQ success: (1) know what the question is really asking and (2) eliminate all the distractors.

Viewpoints

All photos and captions by Whitney Barrett, staff writer

Society has become more attached to technology and with a society that is so dependent on fast-paced technology, it is no surprise that online dating has become more acceptable. The questions we asked some UHD students: Is online dating a good thing or a bad thing?

Here is some insight from a few students who wanted to give their opinion on the matter.



"[I] Don't like it and really it may not be safe since you don't know who's on the other end of the computer and they could merely not even want anything serious if that's what you're looking for." -Carinna Macias, Sophomore



"To be honest I have always been opposed to it since you don't know who you're meeting compared to in person. Recently tried online dating and it was just a bad experience and would rather stick to in-person dating." - Ameka Jackson, Senior



"I think it's a good thing if the person(s) using it is giving whole truths, no exaggerating. Also depends on the site, Match.com is fairly good but it mainly depends on the people. Some are so caught up on the physical side of it they end up missing the genuine sides which are the best matches. Personally I'd say it's good for people who feel comfortable and are honest." -Ben Cheeks, Senior



"Very bad because you don't know the person on the other end, could be a criminal and you don't know their mental status." -Umer Rehman, Junior



"I'm not opposed to it since some of my friends have had good experiences with it and often on non-dating sites you end up meeting someone. There's clearly still that stigma to online dating but so far there has been some success stories. I had ended up meeting my ex-boyfriend (long distance relationship) on Myspace at the time and it was good while it lasted. So I'm not opposed to it and may try it." -Katelyn Wherley, Junior



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Dr. Flores stopped by to support the Dateline:Downtown and has caricature drawn by UHD pre-med senior and Dateline artist, Bissan Rafe (shown).







My UHD character! Love it! -Jaimie Slaughter Happy Valentine's from Dateline:Downtown -Jamee Cox



Nohra-Studio. can

Happy Valentine's to the best Momee in the world! -Chelsee Cox



My sister drew this for me and I kinda like it! Love you Bissan! -Reham Rafe

www.getcliparts.com

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Love Notes



No matter what, I promise to catch you when you fall -Chanice Bowie & Jerell Lewis



A broken heart is always better when you have a best friend by your side -Noel Hernandez & Zaira Villagomez

LePorky will always be there for her Pookie, through thick 'n thin, we'll stay true until the end. -Marta Mejia & Raquel Ocampo



Why are they making me do this? -Aaron Stommel





My idiot in aluminum foil -Brittany & Uboh



Why do good girls love bad guys? -Audrey Wright & Anthony Dixon





Do you tango? **certain restrictions apply** -Victoria Chadwick



8 Feb. 6-20, 2012 * Arts & Leisure **Dateline**: Downtown www.datelinedowntown.com Tokyo loans national treasures to the MFA

Victoria Chadwick Staff Writer

Diversity is guaranteed Feb. 19 with the culmination of the Museum of Fine Arts, Houston (MFAH) Arts of Asia gallery suite. The debut of it's final installation, Arts of Japan, presents important works, some deemed national treasures, on loan from the Tokyo National Museum.

The Arts of Japan Gallery joins its Chinese, Korean, Indian and Southeast Asian counterparts with the inaugural exhibition entitled Elegant Perfection: Masterpieces of Courtly and Religious Art from the Tokyo National Museum. The show's offerings include pieces from the MFAH's permanent collection, but many of the priceless Japanese objects will be on view for only two months.

This is a true honor for Houston as the prestigious Tokyo National Museum, home to Japan's oldest and largest collection of art, has never before approved a loan to any American museum.

The leading international art auction houses continue to break records and in December 2011, Christie's reported "the highest total ever in history in New York and almost \$40 million above our previous record for a series of Asian Art sales."

But, what exactly is Asian art? Asia is a kaleidoscope of histories and cultures, spread out over one-third of the Earth's land mass and home to two-thirds of the world's population.

Much to their credit, the MFAH curators have deftly embraced many dichotomies: modern traditional / avant-garde; high art / country artisan; religious / secular. A prehistoric sculpture (artist unknown) will stand beside Chiho Aoshima's modern blending of pictorial styles ranging from ancient scroll paintings to manga and anime. Neither artist had any formal training but share the gallery space with formally trained masters such as Miyashita Zengi and Dayanita Singh.

In addition, elements of Pan-Asian artistry merge, submerge and emerge as ancient is placed side by side with contemporary.

For example, Japanese courtly society once mirrored Chinese Tang culture but Buddhist-inspired aesthetics gradually gave rise to more distinctly Japanese art forms. The interplay of time, space and culture is thought-provoking in it's complexity and to take in all the culture offered by the exeye-opening in it's subtlety.

For the five dollar admission fee, the Arts of Japan inaugural exhibit is the perfect time org.

hibit.

For more information: http://www.mfah.



Seated Dainichi Nyorai, 11th century, lacquered wood with gold leaf, Tokyo National Museum

Chinese New Year celebrates the Year of the Dragon

Aaron Stommel Managing Editor

January 23, 2012 began the celebration of the Chinese New Year which is considered one of the most important of the traditional Chinese holidays.

It begins on the first day of the first month in the lunar calendar and marks the end of the winter season.

This year is the Year of the Dragon.

The Chinese calendar is based on the sun and the moon so the Chinese New Year is often referred to as the Lunar New Year.

During the New Year, small red envelopes are passed out from married couples or the elderly to the unmarried. These red envelopes are sometimes known (once translated) as "the money used to suppress or put down the evil spirit" during this period and are supposed to bring good luck for the New Year. The envelopes almost always contain money, varying from a couple of dollars to several hundred, the amount usually given in even numbers because odd numbers are associated with cash given during funerals.

In addition to red envelopes, small gifts which are typically some type of food, are also exchanged between friends or relatives during the Chinese New Year. Gifts are usually brought when visiting friends or relatives at their homes as the New Year is also a time for each person to enjoy the company of others. Common gifts include fruits, moon cakes, biscuits, chocolates, candies or some other small gift.

Another New Year's tradition is watching a Dragon Dance.

For centuries, the Chinese have had a

great respect for the dragon. The Chinese New Year Dragon Dance symbolizes the bringing of good luck and success in the coming year.

Dragons are considered the governors of rainfall in China where the majority of people depend on agriculture for their livelihood and the timely arrival of rain is a necessity.

Legends say that the Dragon Dance was first performed as a means of appeasing the "Dragon King" to release rain onto the drought stricken lands of the farmers. Because of this legend the Dragon Dance has become an integral part of the Chinese New Year celebrations.

In the Dragon Dance, a team of dancers either carries an image of a dragon on poles or wears a dragon costume, some complete with moving mouth and glowing eyes. The lead dancers of the troupe maneuver the head and body to mimic the movements of a winged dragon. Musical accompaniment is often supplied by musicians performing on traditional Chinese drums, cymbals and gongs.

In China, dragons are not just the winged creatures portrayed in the ancient mythologies, but an entity deeply embedded in the heart and soul of the people. The excitement surrounding the Dragon Dance proves every bit of the belief and it is easy for spectators to become entranced by the dance.

It is believed that the longer the dragon the more luck it will bring to the society, so many Chinese communities will make every effort to have very long dragons dancing during the New Year.

During the dance, children and adults can use little red envelopes to "feed" the dragon, or they can pet the dragon to bring themselves luck for the coming year.



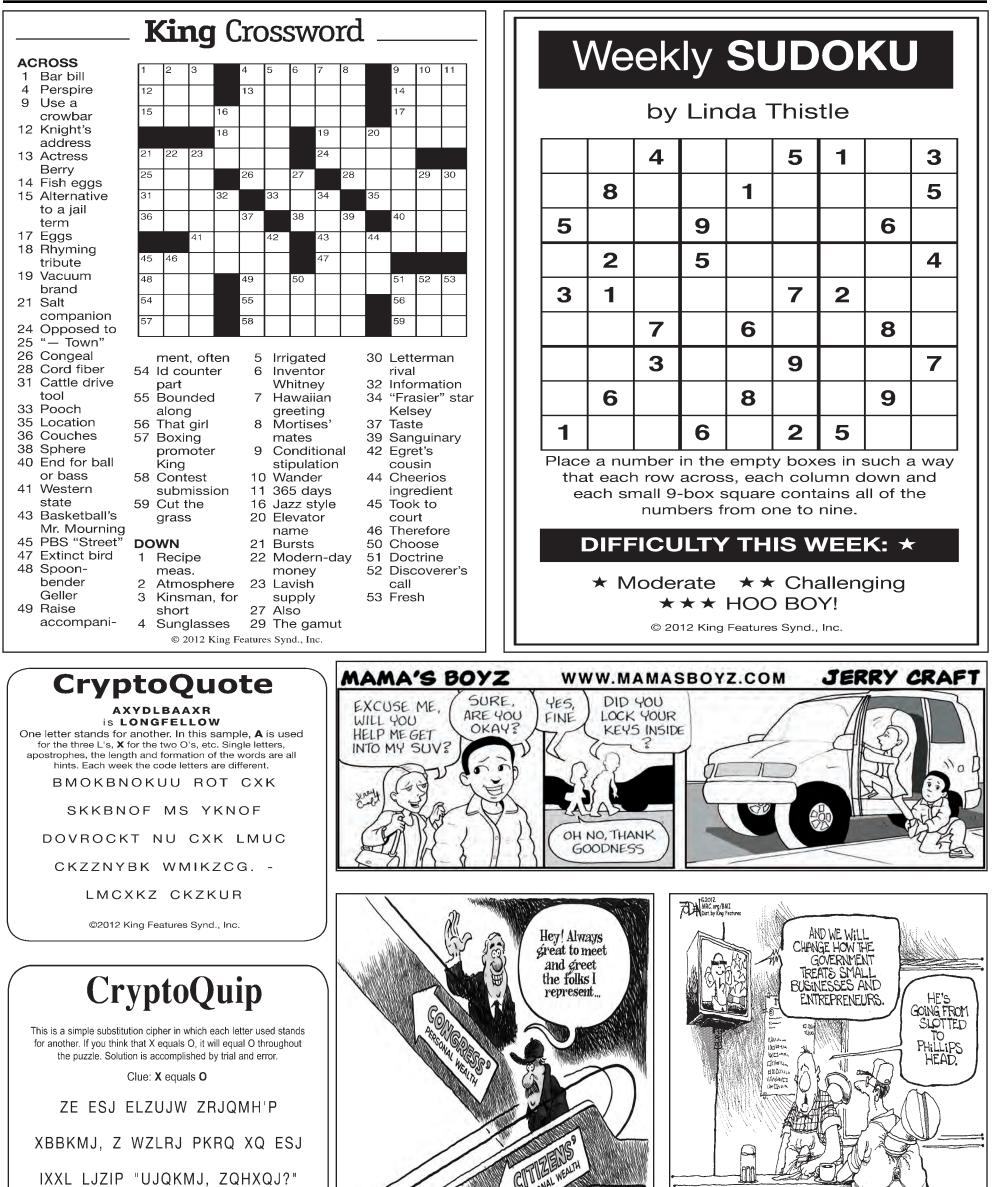
Isabel pets the dragon at a local Chinese New Year celebration. Photo by Quan Vuong

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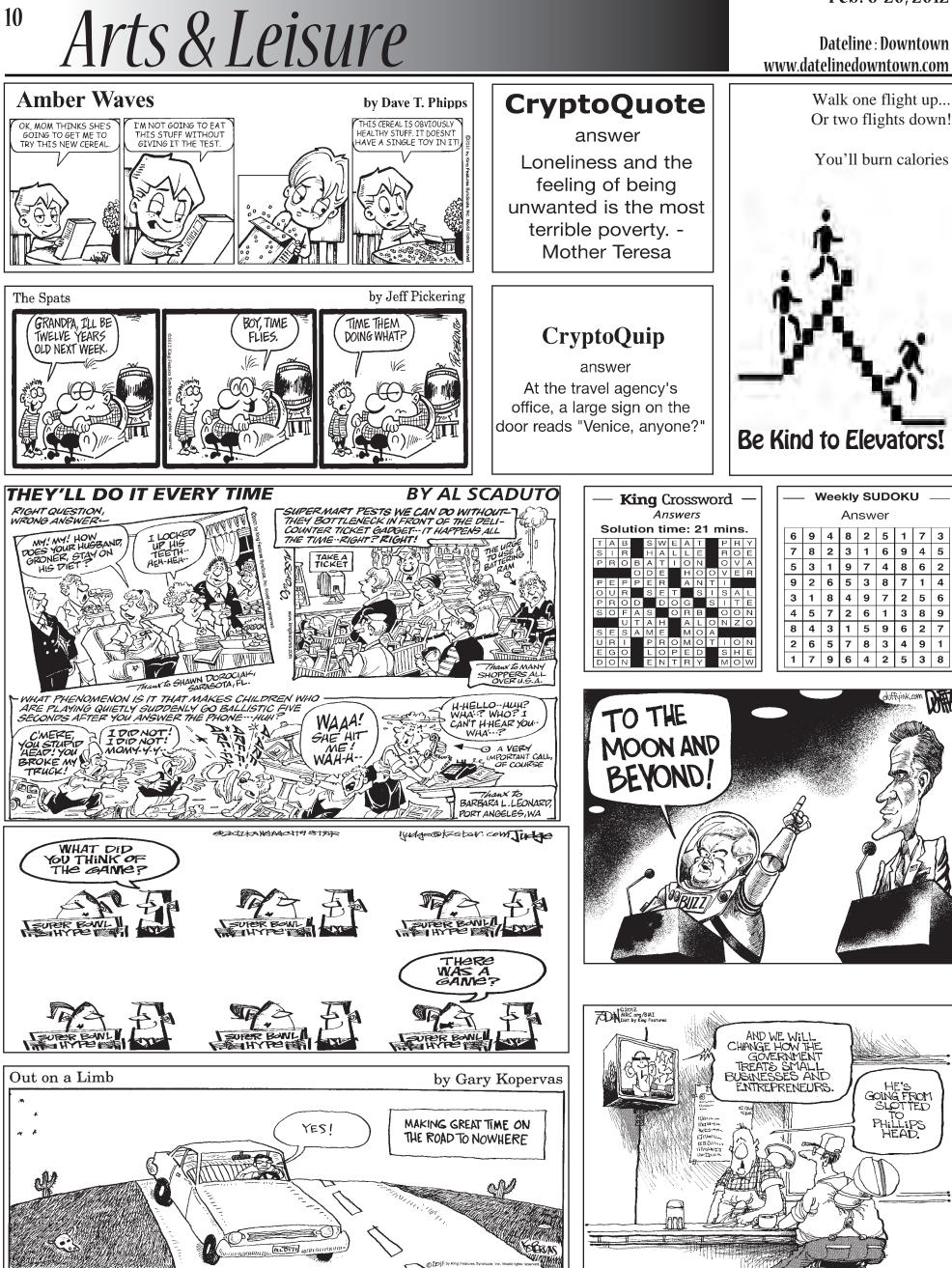
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Art & Leisure

9



MARGULIES



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Nothing new with One for the Money

Whitney Barrett Staff Writer

It is becoming redundant in Hollywood to have the cliché action comedies that are the same, nothing new, tired old storyline.

There is usually the typical romance in a few, but lately there has been a rise in chickflick action comedies.

It is a simpler format. There are not a lot of boom-bang explosions and fight scenes, but just enough action to keep the audience entertained.

Julie Robinson's film "One for the Money," based on the 1994 novel of the same name by author Janet Evanovich, is an action comedy that at times does fall under

and failed chemistry between the two main leads. In "One for the Money" however, there is less romance because of the cat and mouse game between Stephanie and Joe.

Both films fit the chick flick action comedies genre and have their failing moments, but they do have some redeeming qualities.

Katherine Heigl brings it as Stephanie, who has a lot of attitude and determination. Heigl definitely handles herself in the role, but the relationship between the two characters felt flat at times. Heigl and O'mara played well off one another, but there were also boring moments in the film, and at times a little confusion.

The film is predictable, not as humorous as it had tried to be and just too similar to past films to offer any originality. This film



the basis of cliché action comedies and feels more like a chick flick.

Stephanie Plum (played by actress Katherine Heigl, Knocked Up, Killers) ends up out of work and out of cash, and in desperation turns to her odd cousin Vinnie, of Vinnie's Bail Bonds, for work. Stephanie becomes a bail enforcer, despite not having any training or particular skill. Even though she lacks the necessities of being a bounty hunter, she insists on pursuing Vinnie's highest stakes bail jumper, Joe Morelli (played by Jason O'Mara).

Joe is former vice cop who is wanted for murder, but Joe also seduced and dumped Stephanie back in high school. Clearly still hung up on the whole matter, Stephanie chases after Joe and ends up learning the situation is way bigger than just simply turning him in.

The film shows similarities to the 2010 film "The Bounty Hunter," starring Jennifer Anniston which had the usual cliché story Courtesy photo

could have been much better had the story added unique twists and surprises, but even the bad guys were predictable.

It may not be a film for all to enjoy, but for a reader of the novel it is based on, it is definitely worth a watch. Possibly for a simple girls night out since it is a little entertaining and one will instantly fall in love with the character Grandma Mazur who is played by Debbie Reynolds. Grandma is like the grandmother that loves to embarrass which makes Stephanie's life even more difficult.

Even with the not-so-exciting story it could be, it is a nice, reasonable film to watch with your friends if you just want to relax and not have to think too much.

Do not expect thrills or you will be highly disappointed; it is simple, but at times a little eniovable.

As with the rest of the film, the ending was predictable and cliché; get rid of bad guys, good guys make out safe.

Arts & Leisure¹¹ Couch Theater--**DVD** Previews

By Sam Struckhoff

EDITOR'S NOTE: DVDs reviewed in this column will be available in stores the week of Feb. 20, 2012.

PICKS OF THE WEEK

"Puss in Boots" (PG) -- Before you throw this one into the heap with the Shrek sequels, know that this could, by all accounts, be considered a successful spinoff. Antonio Banderas returns to voice the titular Puss, the suave, swashbuckling cat who eventually befriends Shrek. This story focuses on his background, so the supporting cast and sagging quality of the Shrek franchise is thankfully absent, clearing the way for family fun with a talking, dancing, sword-fighting cat.

There isn't one of those timeless Pixar-style narratives, but Puss makes for a fine animated adventure. Humpty Dumpty (voiced by Zach Galifinakis) plays the cat's bumbling co-conspirator, and Selma Hayek voices Softpaws, a fellow cat/thief who runs with idea of a feline femme fatale.

"J. Edgar" (R) -- This bloated biopic comes off as more of a dispassionate history lesson than a delving portrait of an enigmatic figure. Directed by Clint Eastwood with Leonard DiCaprio in the leading role, the film follows J. Edgar Hoover from his early 20s until he's way past 70, mostly focusing on his career. The performers labor under heavy servings of age-makeup, but there's little payoff in the long story of manipulation and paranoia.

There are hints and little teasers of the personal drama of Hoover -- whom people still argue about to this day -- but no revelations. Hoover's career is meaty enough to fuel a whole film, but Eastwood uses bits of Hoover's personal life to propel the drama, only to jump back to career highlights before anything comes to a head.

"Martha Marcy May Marlene" (R) -- Newcomer Elizabeth Olsen plays Martha in this psychological thriller about a young woman who recently escaped a dangerous cult. Olsen's performance hits the mark, as Martha's paranoia and trauma keep her a complicated character. This is the big debut of Mary-Kate and Ashley's kid sister, as well as Sean Durkin, the writer/director. This film looks good on both of them.



"Tower Heist" (PG-13) -- The Master of Modern Mediocrity, Brett Ratner, helms this slapstick comedy-action film that sets out to capture the hilarity of middle-class working stiffs trying to pull an outlandish caper on a wealthy Wall Street jerk. It's nice to see Eddie Murphy out of the fat suit and back in a conventional comedic role as a small-time crook in an ensemble with Ben Stiller.

This is still a Ratnor film, so the comedic talent is mostly put to work on slow and obvious dialogue, as well as a few silly reactions to dangerous stunts. Despite lack of comedic sizzle, at least things can't get too boring when cars flip, glass breaks and all manner of chase scenes take place.

TV Releases

"The Adventures of Tintin: Season Two" "Nurse Jackie: Season Three" "Matlock: The Seventh Season"

"Hazel: The Complete Second Season" "Weeds: Season Seven" (c) 2012 King Features Synd., Inc.

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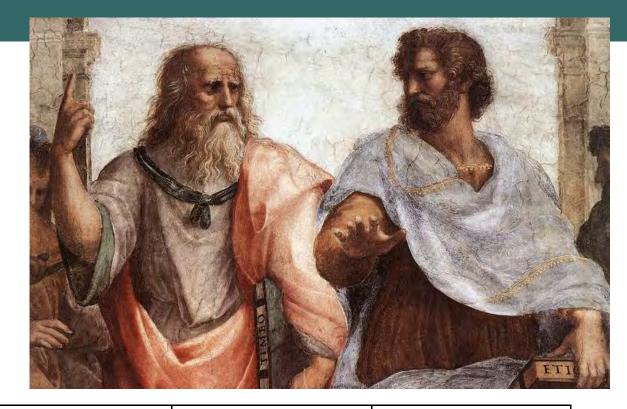
The Back Page

4 Political Philosophies

socialism, liberalism, libertarianism, conservatism

A discussion of 4 views on political and social life, with Q & A.

Tue., Feb. 7, 7:00—8:30 pm UHD Auditorium



socialism	liberalism	libertarianism	conservativism
Dr. Anthony Chiaviello	Dr. Raquel Chiquillo	Dr. John Linantud	Dr. Adam Ellwanger
English Dept.	Spanish Dept.	Political Science	English Dept.

Where do you stand?

- 7:00pm Moderator: Dr. Mike Duncan, English
- 7:10 five-minute statements by each speaker
- 7:30 discussion among the speakers
- 7:45 Questions & Answers from audience
- 8:30 Yes, there is **Ice Cream!**

Note: Each speaker will clarify their own political viewpoints, while also explaining the main-line ideas of the philosophy they represent.

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