

Focus Section Topic of the Week: Current Trends

An examination of the styles and behaviors that are currently popular around campus.

Cell phones - will everyone be talking on them in the future?

Gina Pancari
Reporter

Beverly Hills vs. Burlington. An unusual comparison to say the least, but a valid one when dealing with the popularity of cell phones.

A quick glimpse inside the pocket or purse of the average Elon College student will prove this point. Whether in class or on an afternoon mall outing, the teens of Burlington are quickly resembling the characters portrayed in the Beverly Hills-set movie, *Clueless*. And scary enough, this transformation is far from over.

From the first commercial introduction by Radio Shack in 1985 until only a few years ago, the cell phone was a legacy for businessmen alone. Realizing that most of the business market had been saturated by 1998, Radio Shack and cellular service companies began dropping their rates.

In 1999, as recorded in the Tandy Company/Radio Shack Annual Report, cell phone sales totaled \$4.1 billion, almost a 50 percent increase since the market expansion.

Today, many young adults say they cannot live without one. With purchase reasons ranging from emergency use only to the elimination of a long distance bill, they feel the overall advantages are worth the expense.

But when does it get too expensive? Jay Miller, 19, said, "My plan for \$89.99 a month plus whatever I go over totals about \$100." Brian Schneider, 21, admitted the same; both decided to invest in a cell phone for social purposes. Despite the expense for this socialization, neither student has made plans to cut off his service or cut down his usage.

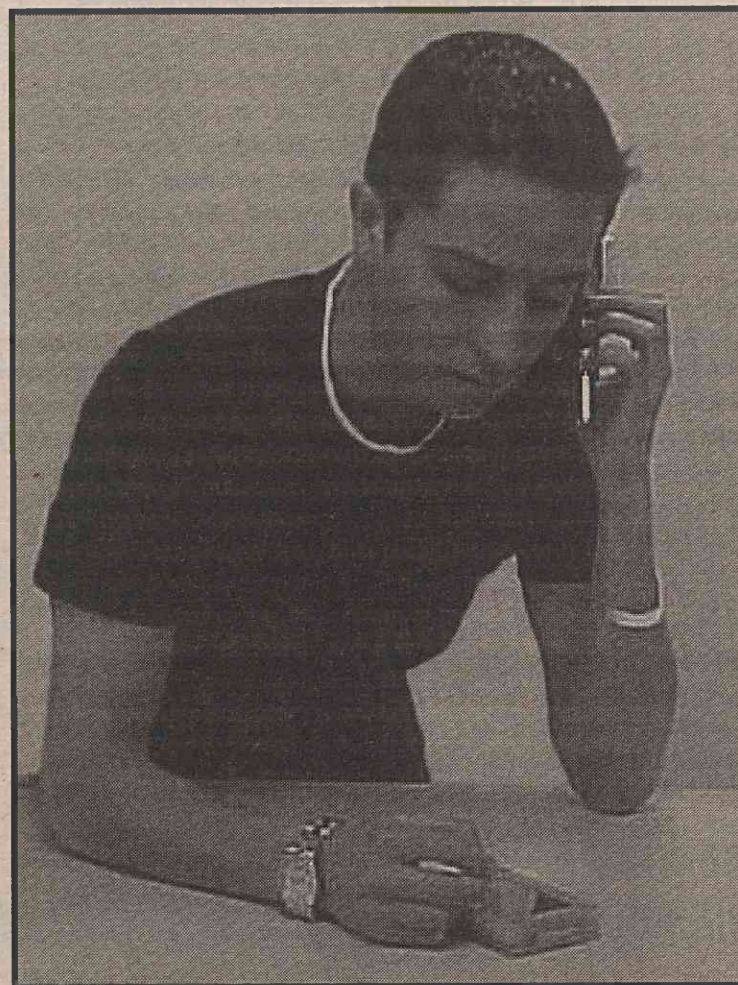
What are the benefits of a cell phone? Some feel that there

is a certain status associated with ownership. They tend to exemplify importance, busy lives and good economic status, a mimic of city and adult life.

Some high schools have already placed a ban on in-school usage. In other cases, students have been seen calling friends only a hallway or two away to show off their trendy toys. Cell phones have also negatively impacted society by sparking disruption and jealousy.

Other students are adamantly against having a cell phone. "I would never want a cell phone because I value the ability to get away from people. Having a cell phone is like being on a leash," junior John Kline said.

Working with these attitudes in mind, The Yankee Group forecasts that 68 percent of the young adult population will own a cell phone by 2005. Welcome to Beverly Hills, Burlington.



Laura Flynn / Photographer

Christian Breccia talks on his cell phone while consulting his palm pilot.

Techno infiltrates the college music scene

Michael Marlier
Reporter

Techno. House. Jungle. Trance. Regardless of the moniker, electronic-based music continues to infiltrate American campuses as groups (like Radiohead, Fatboy Slim, Paul Oakenfold and Moby) inundate stereos with their lyrical imagery and fusion of musical styles and computerized rhythms.

At Elon, electronic music pulses through the social circuits, from inside the bannered walls of the West End Station to the packed porches of the Loy Center.

Students throughout the country help propel Europe's musical phenomenon onto the

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forefront of record store shelves and college radio stations.

Sandy's Italian Bar and Grill successfully debuted onto Elon's limited bar/club scene February 22 with their grand opening. The restaurant attracted a large number of techno fans with a feverous evening of dancing amidst the foggers and hallucinogenic lights. The uplifting music and irresistible rhythm propelled the

satisfied crowd into a grooving frenzy until two in the morning.

Ben Hoffman, the pub's manager and Elon alumni addresses the student demand for techno and labels electronic music as the latest pop sensation.

"This is the trendiest music since the 60s. But it gets people in the partying mood and gets their hearts pumping," Hoffman said.

According to Senior Jeff Angyal, electronic music "is the new frontier of expression. The 60s and 70s had guitar greats like Eric Clapton, Jimmy Page and Hendrix, all who paved the Rock and Roll era.

"New artists want to make

their own mark, so they use today's technology to create a new sound mixing synthesized beats with drums and guitar. This is not rock. It is something totally different. We've done the 'boy bands.' We've seen the Britney Spears. This new scene breathes freshness into the popular music industry," Angyal said.

Regardless of the opposing opinions, students acknowledge the recent influx and emerging popularity of electronic rhythms blasting from parties, clubs and stereos.

This music is infectious, and students spend hours dancing to the various house, trance and hard-core beats.

If you want to investigate a sample, you can pick up the Grammy-nominated cosmic opus "Kid A." Their latest album epitomizes the burgeoning frontier of modern music. Thom Yorke's haunting vocals parallel the sobering songs exploring alienation in an electronic age: scattering listeners into Radiohead's barren wasteland of Moog synthesizers, enchanting bass lines, and saxophones.

Or if you are feeling more adventurous, go out one weekend to some of the clubs in Raleigh, Durham or Greensboro.

Between the loud, heart-pounding music and the high-energy atmosphere, you're bound to have a fun night.