

# Apple aims to redefine portable electronics

Peter Bock  
Reporter

Last week, Apple unveiled the next generation of its popular iPod line to the public.

Apple CEO Steve Jobs, who was previously on medical leave, returned to the Apple stage to announce the company's ambitions to stay on top of multiple competitors.

The iPod Touch, created in 2007, was a part of Apple's decision to enter the gaming industry. Because of the handheld machine's inclusion of both a higher processor and graphics card, the iPod is being touted as a better alternative to Sony's PSP and Nintendo's DS.

During last week's Apple event, developers showed off some of their games including Madden NFL 10, Assassin's Creed 2 and Nova, a Halo-inspired first person shooter.

The showing further proved Apple's aspirations to differentiate itself from its competitors through the distribution of inexpensive, high-quality games.

Ultimately, the iPod Touch is supposed to create a unique multimedia experience with multiple features such as music, gaming, video and Web browsing.

In order to reach broader markets, Apple has slashed prices, with models starting at \$199 (8 GB) and subsequent models at \$299 (32 GB) and \$399 (64 GB).

The iPod Nano was also revamped with new features, such as a video camera, in hopes of competing with Cisco Systems' line of Flip Video players. In addition, the Nano includes an FM radio, microphone, speaker, pedometer and VoiceOver capabilities.

Starting at \$149 for the 8 GB model and \$179 for the 16 GB version, Apple hopes to rejuvenate the Nano line to capture the increasing market of pocket-sized video recorders.

Although they only received marginal coverage at the event, both Apple's iPod classic model and Shuffle featured capacity bumps. The former included an upgrade from 120 GB to the 160 GB, maintaining its price point of \$249 while the iPod Shuffle received new colors including pink, green and blue along with two capacities, 2 GB (\$59) and 4 GB (\$79 or \$99 special edition).

Apple also released an update to its popular iTunes store with the introduction of iTunes 9. One of the new additions to the store includes iTunes LP, which Apple hopes will boost the sale of digital albums.

The new LPs are being promoted as an immersive experience in which the user can not only listen to songs, but also view lyrics, band photos, performance



PHOTO COURTESY OF MCT CAMPUS

Apple recently revamped its line of handheld technology while also slashing prices in an effort to reach a larger market.

videos, liner notes and other bonus materials.

Furthermore, Apple has improved its distribution of movies with the introduction of iTunes extras. Certain movies on iTunes now come with bonus features, establishing digital movies as a direct alternative to DVDs. Apple insiders consider this addition to the iTunes store necessary to the evolution of digital media.

As a last measure of improvement, iTunes now features home sharing and genius mixes. The former

allows users to automatically share libraries with up to five authorized computers, granting the ability to browse and import music seamlessly from various computers.

The latter allows users to create mixes based upon similarities in music, with the intent of creating unique channels.

The introduction of next-generation iPods and iTunes 9 helps demonstrate Apple's continued dominance in digital media and portable electronics distribution.

## MAJORS WITH MONEY

### Science, math-oriented fields yield higher salaries

Rachel Southmayd  
Reporter

At the conclusion of last Thursday's Call to Honor ceremony, student body president Justin Peterson challenged the class of 2013 to pursue careers they love, not just ones that will make them the most money.

But in these tough economic times, making money can come higher on the priority list for some students. So what are the "money majors" that an undergraduate should pursue?

According to PayScale.com, seven out of the 10 most lucrative majors have the word "engineering" in the title. The remaining three (economics, computer science and physics) are also math-oriented fields of study.

Elon's newest freshman class has maintained the tradition of entering with three very popular majors: biology, business and communications. A graduate with a communications major can expect a starting salary of about \$38,700, a biology major will start at around \$39,500 and a business major can anticipate a pay rate of about \$42,900 with an administration concentration or \$42,300 with a management concentration.

Obtaining an advanced degree can be the key to unlocking the big bucks in a career. The Bureau of Labor Statistics reports that graduates with a master's degree can earn up to \$400,000 more in their lifetime than graduates who only have a bachelor's degree.

The National Institute for Occupational Safety and Health also has a list of the careers with the highest stress levels. Nursing majors may start at \$54,900 a year, but their job ranks at No. 2 on the most stressful job list. Teaching ranks at number four, but with a starting salary of only \$36,200, many may not see the pay as worth the price.

There is, of course, more to many careers than just the number on the paycheck. PayScale.com also has a list of the 10 most rewarding jobs.

Clergymen rank at No. 1 for job satisfaction, where 67.2 percent report being "very happy" in their profession. Education again appears on this list, with a "very happy" rating of 52.6 percent.

A college student's choice of major should not be dictated by facts and figures alone said Ross Wade, assistant director of career services, who works in the School of Communications.

"The most important thing to consider when deciding where to work are your own personal values, you know, what's important to you," Wade said.

Values include factors like location, prestige of the position and types of people that will need to be dealt with on a day-to-day basis. Job-seekers should also search for a position that plays to their strengths.

"It's important to find a career whose day-to-day tasks mask your personal strengths," Wade said. "It should be about improving the skills you already have, not about learning new ones."

Wade said having a long-range plan can be a big help as well.

"Asking, 'Where do I want to be in five years? Ten years?' is something everyone should do when they start looking for their first job," Wade said.

If facts and figures are the only variables examined, leaving personal interests out of the equation, an industrial engineering major could be a good bet. Industrial engineers have a \$57,100 starting salary and a 48.4 percent "very happy" rating.

Ultimately, a major choice should be carefully thought through, taking a variety of factors into account and made under the careful guidance of an academic adviser and a career center counselor.

## Mentoring program aids freshmen in keeping faith

Camille DeMere  
Multimedia Editor

When junior Julia Smith first stepped on campus, she knew her freshman jitters were of a slightly different flavor than the majority.

"I was scared about entering college as a Christian and losing my faith," she said.

She's not the only one. According to a 2007 Lifeway Research study, about 70 percent of undergrads stop attending church during their college years. And some of those stop subscribing to a religious belief or philosophy entirely.

But Smith, the Faith and Integrity intern at the Truitt Center, said she believes that with a helping hand from upperclassmen, freshmen won't have to feel overwhelmed and can find their religious home at Elon.

At a Sunday dinner discussion sponsored by the Truitt Center, juniors and seniors shared their experiences from freshman year and from the community they've found on campus.

"Before Elon, I knew no one who was not a Christian," senior Molly Costigan said. "I've enjoyed talking with different people about what they think and why."

Three freshmen attended the dinner, all expressing worry about navigating the 12 different religious and spiritual groups on campus, in addition to off-campus churches and College Chapel.

Freshman Tara Corbett grew up in New Jersey where her Presbyterian family was a minority. But four years ago when her family moved to North Carolina, she got back in touch with the Presbyterian community. Corbett is faced with another confusion, though. Elon has no Presbyterian worship group.

Costigan suggested that she give other groups a chance, because members of all denominations are welcome.

"Groups don't really get into the details of theology," she said. "It's more about the fellowship."

### NEW ON WSOE

#### LOCAL

Billy Sugarfix  
*Summer's Tempests*  
The Light Pines  
Demos

#### MEDIUM

Greymarket  
*Some Orbits Will Never Decay*

Ed Hale  
*Ballad on Third Avenue*

Hoots & Hellmouth  
*The Holy Pen Secret*

#### HEAVY

Ciam  
*Anonymous*

The Great Bandini  
*S/T*

Wild Beasts  
*Two Dancers*

#### LIGHTHOUSE SHOWS COMING UP

Friday is Battle of the Bands, co-hosted with SUB.

At 9:30 p.m. on Sept. 25 at Red Collar, Tippy Bachanalls, Shine River and My name is John Michael will play.