



# MEREDITH HERALD

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Educating Women to Excel

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## Art Alive and Well on Meredith Campus

### ON THE INSIDE:

Features

p. 2

Features

p. 3

Features

p. 4

Features

p. 5

And more Features

p. 6

### WEATHER

**TODAY: Mostly Sunny. Low 66, High 90.**

**Thursday: Partly Cloudy. Low 66, High 89.**

**Friday: Sunny. Low 59, High 87.**

**Saturday: Sunny. Low 55, High 81.**

**Sunday: Sunny. Low 59, High 79.**

**Monday: Partly Cloudy. Low 60, High 81.**

Source: [www.weather.com](http://www.weather.com)

Information retrieved Tues. Sept. 25 at 6 p.m.

Amber Caudle  
Contributing Writer

Being a commuter with up to four hours between my classes, I've recently rediscovered the beauty of Meredith's campus. Aside from the art-laden walking trail to the NC Museum of Art, the Chapel side garden, and the usually quiet and empty amphitheater, some of the most aesthetically stimulating sites on campus are indoors. Whereas the outdoor splendor is here to stay, as long as weather permits, the three art exhibits around campus are

only temporarily available for appreciation.

Currently displayed in the Gaddy-Hamrick Art Center is the 26<sup>th</sup> NC Photographers' Biennial Exhibition. The exhibit features spectacular works in a range of photographic media from NC photographers. The competition has been organized by Meredith students and will remain on campus until November 4.

Also displayed along the main hallway in Gaddy-Hamrick is "Digital Imaging in Italy," the product of a

three-week adventure to Italy made by art and non-art Meredith majors. The theme of the exhibit is a contrast between old and new, and the photographs do a wonderful job of recreating the experience of traveling abroad.

Passing through Johnson Rotunda, I've often taken notice of many interesting works of art, usually contributed by Meredith students. The exhibit currently featured in Johnson until November 18 showcases a diverse collection of accomplishments by

Meredith graphic design graduates titled "In the Media." Anyone, especially freshmen and sophomores, interested in graphic design or presentation media should stop by to experience Meredith graduates in action.

Whether your interests are aesthetic or more practical, anyone with extra time or the simple desire to wander around the campus should take advantage of the various art works currently on display.

## Free Thinking?: Expression vs. Consumerism

Crystal Thornton  
Contributing Writer

Orientation day at Meredith College was a hot and sticky summer day. As I walked into the Campus Police and Security office to get my CamCard and parking decal, I felt as though my clothes were soaked in sweat. The air conditioning felt very good and I greeted the gentleman at the desk with a big smile, relieved to be out of the heat. He made a comment about my brightly colored hair and stated: "You're a free thinker, I can tell". This comment seemed odd to me. What is free thinking? Could thinking be anything but free? Aren't we all thinking freely? Is it possible that any of us are not making informed decisions that are in our best interest? These questions have complicated

answers but I would like to share one conclusion. I have decided that people, especially young people, are losing their ability to think freely, especially when it comes to consumerism and purchases. Music and movies of today are telling these young people which decisions to make when they make purchases. Consumerism is prevailing in music and movies, and they are becoming giant advertisements instead of expressional pieces.

My first example of this has to do with music. There are two ways that advertising is infiltrating music. The first is blatant product placement in the music itself. Fergie, a modern pop artist, sings about specific brand names that she chooses to wear. Many rap artists mention expensive brand names for cars

or watches in the actual music. Everyone knows the famous song 'Air Force Ones', an entire song in which Nelly discusses a particular brand of shoe. This influences young kids massively in their decisions of which clothes, shoes, or other accessories to buy.

My second example of consumerism in art is the artist using their fame to influence young people through advertising. The lead singer of a band called Nickelback currently endorses a brand of jeans called True Religion jeans. Bob Dylan endorses Apple's itunes. Fergie can be seen in Candies shoes ads, often wearing a pastel-colored dress and doing housework. Ads like the latter speak volumes to young women about their role in society, but all of the ads are effectively selling a product using the

music artist's image. The musician, whether of rock, pop or folk music, has a certain image, and that image is exploited by corporations to make money off of impressionable young people.

Movies are also an art form, perhaps art in its most modern form. Product placement in movies has been huge for decades and many will remember the famous scene in ET involving Reese's pieces. Cast Away was a movie in which a huge part of the plot centered around FedEx's packages and business. Runaway Bride also had a scene with a funny but effective plug for FedEx's timely shipping. Try and picture 100 people sitting in a theatre, staring blankly ahead, mesmerized by a flashing screen. There

Thinking cont. on pg. 6