



## A social trend or a permanent solution?

By Nicole Sanchez  
Staff Writer

There is no doubt that recent technologies have benefited society. Innovations such as the iPod, MP3 player, Xbox 360 and high speed Internet have created new ways for human beings to interact with each other. Grocery stores now allow consumers to place orders online and have them delivered to their own front door. College degrees can be earned through an online system as well. While text-messaging provides an easy and fast escape to an actual conversation.

The reality is that a single person can go his or her entire day without having a conversation with another human being.

The lack of interaction is surprising considering the increasing rate of technology that has created various avenues of communication, such as e-mail, GPS systems and cell phone reception that is offered just about everywhere.

There is one recent development that has caught the attention around the world, the iPod.

According to a Sonoma State University study, in 2004 iPod sales were at a lonely four million. That number sky rocketed in 2005 to 22 million Americans owning either an iPod or MP3 player.

Students around the globe have embraced this new phenomenon and taken it to a whole new level. Hallways are filled with students with white wires hanging from each ear. It is that white wire that distinguishes them from everyone else: they are iPod owners. It has exceeded popularity and has curved into new social trend for the 21st century.

For outsiders, it might appear as another escape from socializing, communicating or a simple nod while walking past another student. Whichever the case, questions are left unanswered and it leaves less of an opportunity for students to make relationships at any level.

For Robert Frank a History major, his reason for constantly roaming campus with his MP3 player on high volumes is not to distance himself from the student body.

"I just love music," said Frank. "It's the one thing that has kept me sane the last 20 years," Frank mostly listens to early '70s folk and '90s alternative.

(iPod continued on page 3)



photo courtesy of flicker.com

## Casino night in the islands at CSUB

By Juan Torres  
Photo Editor

"Hit me, Hit me again," is what the blackjack player said. Calm cool and collected the player accepted the two new cards to the hand. A sigh of relief comes over her, realizing she did not bust. The dealer then deals his own hand. "Dealer busts, so everyone wins"

The real winner though is the CSUB Athletic Department this past Friday as the Casino night and silent auction was held in the Icardo Center. People who first walked into the Icardo Center where greeted with a tropical theme. Before they had a chance to participate in Vegas style, people had the chance to eat a delicious dinner. This dinner included grilled chicken and steak with some rice and for desert, pie from Marie Calendars.

People had the chance to participate in Vegas style gaming including blackjack craps and roulette. People even had the chance to win \$500 in cash in two different drawings. The winner of the two drawings was a married couple. The blackjack tables had different sponsors from local businesses. In some cases a representative from the business was the dealer at the blackjack table. If the business did not send a representative to be a dealer, either a

CSUB student or alumni was a dealer. While the gambling was going on, patrons had a chance to look at the different items that were up for bid in a silent auction.

A silent auction works by bidders looking at

the items before hand. If a particular item interests the bidder, the bidder then places their bid on the item. Next to the bid the bidder places their bidder number so in the event that they are the winner of a particular item.

Their bidder number identifies them so they know which item they have won. Some of the items on the auction block included sports memorabilia from people who are from the Bakersfield area, or have spent time attending CSUB including Kevin Harvick, Joey Porter, Stephen Neal, and Tito Ortiz. Other items on the auction block were rare CSUB memorabilia, trips, golf lessons an even a Botox procedure.



Juan Torres/The Runner

CSUB students and community members "gamble" during CSUB's Casino night in the islands.

## Suzanna Chàvez-Silverman visits CSUB

By Chris Doggett  
Staff Writer

CSUB's California Writer Series brought Suzanna Chàvez-Silverman to campus this past week. Sponsored by Sigma Tau Delta English Honor Society, she read from one of her books, titled "Killer Cronicas," in the library.

Chàvez-Silverman talked about her past and how that influenced her writings. She has been all over the world, from Madrid, Spain, Guadalajara, Mexico, Argentina to South Africa.

Killer Cronicas is book about her life, while she lived in Spain.

She read an excerpt from the first part of the book, entitled Glossary Cronicas. It introduced the genre of cronicas, and how it was a style of writing which, to her, was a series of letters to cities and or situations she missed.

After she finished reading the Glossary, she addressed the audience and asked how many

understood Spanish. Over half raised their hands. When, she asked how many were bilingual and only three people raised their hands.

She said as long as there is at least one bilingual person in the audience she doesn't feel alone.

Her "codeswitching," which she called it, meaning the style of writing, in which she writes in Spanish and English interchangeably was very interesting. She felt this style was the only way which her books could be read and understood like she wanted them to be seen.

After reading several more chapters from her book, Suzanna introduced a new book, which she is still working on. Her upcoming book is called "Scenes from Los Angeles and Other Natural Disasters."

The new book is about a mismatch of cities she's lived in, but particularly it discussed her life when she lived and taught Spanish in South Africa.

After introducing her new book, the audience

had a chance to ask a few questions.

One of the questions asked was "What is the style of writing she writes in?" Suzanna said that her overall style is really autobiographical, but at the same time, she has a tendency to lie, therefore she called it really "just autobiographical fiction."

Also, she addressed the cronicas, which is how she writes. She discussed how it really doesn't just address her stories while living there, but it also "addresses social conditions, ranging from conditions in Spain, South Africa and even the Beverly Center."

At the end of the book reading, a drawing was held in which two autographed copies of her book were given away. She later signed copies of her books and spoke to attendees.

The next author in the Writer Series is Pam Houston. Her books contain themes of nature and dogs. She will be here April 11 at 7 p.m. in the Dezember Reading Room. It is open to all students.

## CSUB Athletics gets rowdy for reading



Marc Perez/The Runner

Lee Carlson, marketing manager of CSUB's athletic department gets rowdy for reading at Standard Elementary.

## Peter Coors plans campus talk

Story provided by CSUB Public Information

Peter Coors, chairman of Coors Brewing Co., and vice chairman of Molson Coors Brewing Co., will visit California State University, Bakersfield on Thursday, Feb. 22, to address graduate students in the School of Business and Public Administration, faculty and members of the school's Executive Advisory Council.

Coors' visit is part of the Executive Briefing program introduced by Henry Lowenstein, dean of the School of Business and Public Administration. The program previously has brought such business leaders as Richard Kovacevich, Wells Fargo Bank president and CEO; Stephen Lyons, Ford Motor Co. vice president and president of the Ford Division; Paul Orfalea, founder of Kinko's; and former California Treasurer Phil Angelides to the campus.

"Mr. Coors brings interests from a number of dimensions to BPA and our students," Lowenstein said. "As one of the world's major producers and manufacturers of beer, Coors is heavily involved in marketing, especially in sports. The industry is heavily involved in a variety of public policy issues impacting the

manufacture and sale of beer and related products. His remarks should be of interest to our students in all the disciplines within the school.

"It's a very important strategy to have major speakers share their experiences with our students and with Bakersfield community members," Lowenstein said. "And these visits create opportunities for faculty, staff and students. These executives see our students, like them, and start hiring them."

Coors attended Cornell University where he received his bachelor's degree in industrial engineering in 1969, and earned his Master's Degree in business administration from the University of Denver in 1970. He also has received honorary Doctorates from Regis University in 1991, Wilberforce University in 1992, and Johnson & Wales University in 1997.

His professional career in the brewing business follows a Coors tradition that has spanned more than a century and five generations of Coors family members. He has been associated with Coors Brewing Co., since 1970 and was named chairman in 2000.

(Coors continued on page 4)